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WEEKLY **Television Digest**

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# Index to Television Digest, 1961

Volume 17, Issues No. 1 through 37 and
New Series (NS) Volume 1, Issues No. 1–A through 15

References are grouped into three major categories: **General** (pages 1-6), **Manufacturers and Merchandisers** (pages 7 & 8), **Supplements** (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.

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## Supplements and Special Reports Published During 1961

References are to issue of TELEVISION DIGEST with articles pertaining to the supplements.

### Directories

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (includes other North American stations).

Semi-Annual TV Factbook (Spring-Summer, No. 32) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

### Special Supplements

Index to Television Digest, 1960: Volume 16. Index to 1960 Television Digest Newsletters & Special Reports. (Vol. 17:4).

FCC Public Notice on Program Forms. Full text of FCC's Public Notice 61-223 393. (Vol. 17:9).

The Television Network and American Society. An address by Robert W. Sarnoff. (Vol. 17:15).

FCC Rules on Stereophonic FM Broadcasting. Full text (Vol. 17:17).

Addresses by FCC Chmn. Newton N. Minow and NAB Pres. LeRoy Collins to the 39th Annual NAB Convention. Full text. (Vol. 17:20).

Financial Data on Electronics & Broadcasting Companies. Statistical summaries of reports of leading publicly-owned companies. Prepared by Greenebaum & Associates, financial consultants in electronics. (Vol. 17:21).

Television Households by States & Counties. ARB survey-based estimates as of January 1, 1961. (Vol. 17:26).

FCC's Revised Proposed Rules on Program Forms & Logging Requirements. (Vol. 17:28).

### Special Reports

Telefilm Candidates for Next Season's Programs. (Vol. 17:3 pp 3&9).

Tentative Network Program Lineups for Fall. Chart. (Vol. 17:14 pp 6&7).

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References are to issues & pages of TELEVISION DIGEST with articles pertaining to the supplements.

### Directories

**Annual AM-FM Directory** of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

**Semi-Annual TV Factbook** (Spring-Summer, No. 32) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

### Special Supplements

**Index to Television Digest, 1960: Volume 16.** Index to 1960 Television Digest Newsletters & Special Reports. (Vol. 17:4).

**FCC Public Notice on Program Forms.** Full text of FCC's Public Notice 61-223 393. (Vol. 17:9).

**The Television Network and American Society.** An address by Robert W. Sarnoff. (Vol. 17:15).

**FCC Rules on Stereophonic FM Broadcasting.** Full text. (Vol. 17:17)

**Addresses by FCC Chmn. Newton N. Minow and NAB Pres. LeRoy Collins to the 39th Annual NAB Convention.** Full text. (Vol. 17:20).

**Financial Data on Electronics & Broadcasting Companies.** Statistical summaries of reports of leading publicly-owned companies. Prepared by Greenebaum & Associates, financial consultants in electronics. (Vol. 17:21).

**Television Households by States & Counties.** ARB survey-based estimates as of January 1, 1961. (Vol. 17:26).

### Special Reports

**Telefilm Candidates for Next Season's Programs.** (Vol. 17:3 pp3&9).

**Tentative Network Program Lineups for Fall.** Chart. (Vol. 17:14 pp 6&7).

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**The authoritative service for executives in all branches of the television arts & industries**

***FORECAST 1961:*** Our own predictions for the new year in telecasting (p. 3). Another record, competitive year for home electronics (p. 16).

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**LEE WANTS GRANT—OF UHF.** He continues his push for all-uhf shift, decrying vhf squeeze-ins, saying that all-channel-receiver legislation isn't enough (p. 9).

### *Programming*

**LIVE WHITE HOUSE TV ASSURED** by President-elect Kennedy's press secy. Pierre Salinger. He opens all Kennedy news conferencs to instantaneous broadcasts (p. 2).

### *Film & Tape*

**SYNDICATION FIELD IS AMBIVALENT;** producers are gloomy and salesmen are optimistic (pp. 6 & 11).

**RECORD NUMBER OF HOUR PILOTS** in production. Hollywood film-makers turning out 35 or more for next season (p. 11).

### *Auxiliary Services*

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**ADLER'S FIRST VHF TRANSLATOR** offered at $2,100—with orders on hand from 20 regular stations seeking extended coverage, 100 inquiries (p. 10).

**AXE SWINGS ON MEDICAL TV** at Army's Walter Reed Center, where 38 staffers get 30-day notices, but million-dollar unit's civilian chief won't say die (p. 11).

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**FM STEREO STANDARDS** may be set this month; FCC holds first stereo meeting, listens to tapes of NSRC field tests. Bartley expects "something before spring" (p. 15).

**ANOTHER RECORD YEAR** seen in 1961 for consumer electronics, with heavy competition, low profit margins. TV, phono sales may exceed 1960, FM stereo offering new-product push (p. 16).

**MOTOROLA & PHILCO PRESIDENTS** see 1961 business at least as good as 1960 (p. 17).

**OCT. PHONO SALES DROP** 19% below 1959 level at retail, although 10-month cumulative 1960 sales are 10% ahead of 1959 (p. 19).

### *Stations*

**NAB's YEAR OF TRIAL** reviewed by Policy Committee Chmn. Clair R. McCollough, who finds advances by broadcasters in 1960 more than made up for "bad headlines" (p. 9).

**TORONTO INDEPENDENT STATION** CFTO-TV begins operation from $5-million installation, raising Canadian station total to 78 (p. 10).

### *Other Departments*

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**REGULATING THE REGULATORS:** Caustic, controversial—and, to some, contradictory—criticism of govt. regulatory processes was poured out in 30,000 words last week by New Deal veteran James M. Landis in his delayed report to President-elect Kennedy on shortcomings of FCC & other agencies.

Hard-&-wide-hitting Landis indictment boiled all over Washington, then simmered down to 3 main recommendations for agency reform by the incoming Democratic administration: (1) Replace political hacks with dedicated & competent administrators. (2) Overhaul & refurbish the whole system. (3) Put agencies under direct coordinating policy control of the White House.

All of it had been heard before, from one source or another, in the quarter-century since the New Deal began sprouting alphabetical commissions & boards (with Landis & President-elect's father Joseph P. Kennedy among the incubators: Kennedy was the first SEC chairman; Landis helped him nurse it through its early days, then took over as 2nd chairman). But seldom had so much been tied together in one agency-damning document.

And more will be heard from Landis before he's through with his special assignment for Kennedy. He'll continue as White House advisor on agencies in any event. Landis had denied earlier reports that he

would go on the govt. payroll, but he agreed Dec. 29 to take a temporary job at the White House as Kennedy's special asst. for regulatory agencies to plan the overhaul. In this role he'll inevitably be tagged "czar"—although he bridles at any such title.

Implementation of Landis report will be something else again. In his first reaction to it in Palm Beach, Kennedy said nothing about adopting the agency blueprint as a White House directive, observing only that: "This is a most important & impressive analysis of the regulatory agencies, which deserves the attention of members of Congress as well as the agencies themselves." And members of Congress—Democrats & Republicans together—will balk when & if they are asked to surrender any jurisdictional controls of "independent" agencies to White House. The President appoints their members, but the agencies were created by Congress, which always has regarded them jealously as its own babies—whether they've become monsters or not.

Caustic comments by Landis on the regulatory operations of FCC (see p. 7) & the other agencies were received with surprising equanimity within the castigated offices. There were no immediate public protests that Landis was unfair or didn't know what he was talking about. CAB Chmn. Whitney Gillilland went so far as to say the report was a "fine piece of work." FCC Chmn. Ford had no comment for publication, but it was pointed out that many Commission faults & lags cited by Landis already were being corrected. A Commission spokesman told us: "Within the last year, we have adopted or got on the road everything—everything—that Landis recommended and that the Commission could do by itself. Why, we even asked for funds to entertain foreign communications dignitaries, but were turned down."

Late in week, Ford issued the Commission's annual year-end statement, chronicling a series of actions to show that FCC was scarcely a do-nothing outfit in 1960. Said the report: "Many serious problems faced the Commission at the beginning of the year. The Commission attacked these problems with unusual vigor, which has resulted in many of them being solved & many others advanced to the point of decision" (for details, see p. 8).

Controversial nature of proposals by Landis for agency reorganization under close White House ties was pointed up, however, by Chmn. Carroll (D-Colo.) of Senate Judiciary Administrative Practice & Procedure Subcommittee. A loyal party man, he nevertheless warned in an understatement that Congress won't be quick to go along with any Kennedy administration plan to tighten the White House grip on agencies. As for Republicans, heat against Landis proposals—& Landis himself—already was turned on last week. Ranking House Commerce Committee minority member Bennett (R-Mich.) said selection of Landis as overseer "will completely destroy the integrity & independence" of agencies. Bennett also suggested that Landis, whose law practice has included regulatory cases, may have "ulterior motives."

Contradictions in Landis report cropped up particularly in his arguments for a super-oversight office under the President and in his indictment of FCC for submitting to outside pressures, some observers said, citing these instances: Landis scored what he said were improper White House influences on agency decisions during the Eisenhower administration. But he urged more—not less—policy intervention by the Democratic White House. He cited "evidence" that FCC was afflicted, more than any other agency, with ex-parte infections. He stressed "suspicion" that networks dominate FCC. But at the same time, Landis complained that FCC is "far too subservient" to Congressional investigators who have done more than anybody else to expose such evils.

**LIVE WHITE HOUSE TV ASSURED:** There'll be live TV & radio coverage of White House news conferences this year. President-elect Kennedy's press secy. Pierre Salinger made it definite & official last week.

"TV & radio are communications media and I believe that they're most effectively used in a live situation," Salinger said in Palm Beach, reporting that doubts about opening conferences to cameras & mikes for instantaneous broadcasts (Vol. 16:49 p3) had been resolved. "We found that to be the situation in the campaign, and I believe we'll continue to hold that view."

Precedent-making White House news plan probably will be put into effect at first Kennedy meeting with reporters, following his Jan. 20 inauguration, Salinger said. Special evening conferences will be scheduled from time to time thereafter to provide maximum TV audiences—and networks will be able to cover regular conferences live after getting prior permission from Salinger. He said he didn't anticipate that they'd want to carry all of them, however.

Networks are "very receptive to this idea," Salinger reported following 90-min. negotiations Dec. 27 in Palm Beach with representatives of 4 networks—CBS News Pres. Sig Mickelson, NBC News vp William McAndrew, ABC Washington news chief Robert H. Fleming, Mutual vp Joe Keating.

"Fireside chat" radio format developed by President Franklin D. Roosevelt will be revived & adapted by Kennedy for statements he may want to make to nation during televised conferences, Salinger added. But he quickly emphasized that this didn't mean that non-broadcast conferences would be less important: "We have never tailored the news to fit the time, and we're never going to do that."

News conferences are exempt from Sec. 315 of Communications Act, but Republicans promptly warned that they'd be watching Kennedy performances for possible equal-time opportunities on air, anyway. "If Presidential news conferences are going to be used for propaganda purposes, then we Republicans will have to consider asking for equal time," said asst. Senate minority leader Kuchel (Cal.).

**LOOKING AHEAD:** Here are the most educated guesstimates we can gather for you as to what 1961 may hold for the field of television:

**Congress:** Congressional wrath against broadcasters, incited by quiz & payola misbehavior, is pretty well spent. Barring fresh flareups of scandal—which aren't in sight—TV & radio should coast through new session without running into bad legislative trouble such as erupted into 1960's Harris-Pastore Act.

Impact of Kennedy administration policies on industry is more likely to come from broad Congressional program for overhauling all regulatory agencies than from any reform moves aimed at broadcasting alone. And agency reforms, which could reshape FCC, aren't at top of Democrats' "must" list for 1961.

Left-over let's-do-something-about-broadcasting bills will be revived in great numbers. New ones will be introduced in profusion. There will be Senate & House Commerce Committee investigations, much floor talk, many Congressional Record sermons on what's wrong with industry. Long-pending proposals for FCC regulation of networks, CATV controls, dual-reception vhf-&-uhf TV sets, reduction of station-license trafficking, stand better chance than some others of getting through Congress.

Legislative Oversight Subcommittee won't be back in House, however—unless there's unexpected switch in plans. And although its Chmn. Harris (D-Ark.) will be on hand again, its doubtful that this session will generate enough legislative steam to scald industry severely.

One thing weighing heavily in broadcasters' favor: Their generally-applauded fairness in coverage of politics (which members of Congress watch most jealously) in 1960, when they were placed on good behavior under suspension of equal-time requirements for Presidential election tickets.

**Federal Communications Commission:** Much depends on who new chairman will be. There will be a continuing regulation-tightening process, regardless of chairman's identity—but speed & depth of action will be set by the chief.

Relationships with Congress, courts & Executive Branch will be good—but, again, public performances of Commission's top spokesman will weigh very heavily.

Tighter surveillance or not, however, FCC activity will have only very slight impact on actual broadcast output. It would take many years of persistent Commission pushing—within the area restricted to it by law—to have perceptible effect on programming.

But broadcasters will be kept more on toes in such things as ownership & financial reports, technical operations, logging, station identification, etc.

**Federal Trade Commission:** Momentum built up at revivified FTC under driving leadership of Republican Chmn. Earl W. Kintner won't be lost in Kennedy administration changeover. If anything, Democrats will be out to surpass record set by aggressive Kintner in anti-deception ad & merchandising cases.

This could be ominous for TV-radio broadcasting & manufacturing industries, which were peppered with FTC complaints—as never before—in the 18 months of the Kintner regime. Congress almost certainly will appropriate more money for expansion of such FTC police forces as the broadcast-monitoring unit, which looks & listens for fraud on air. There'll be no relaxation of FTC's wary scrutiny of manufacturers' & merchandisers' trade claims & gimmicks.

There may be fewer headlines directly involving TV & radio stations, however. For one thing, payola scandals have just about been played out by FTC—and there's nothing quite like them in sight to provide sensations for newspapers. New source of embarrassment could be public disclosures in FTC's long-developing investigation of broadcast-rating services & how they're used competitively. But at their worst, any revelations of rating fakery probably would raise little more than intra-mural stir.

**NAB:** Biggest unfinished business for harassed NAB in 1961—and No. 1 entry on personal desk calendar of new Pres. LeRoy Collins—will be recruitment of members and/or subscribers to TV & Radio Codes.

NAB still has long way to go before it will become fully representative of broadcasters. It starts new year under Collins leadership with strength in numbers at peak, but this strength, measured against potential, remains relatively weak.

Collins is counted on as skilled administrator & engaging salesman to narrow the margins between NAB's program promise & performance. NAB's Board noted these demonstrated qualifications (as well as national stature he won as Democratic governor of Fla.) in picking politician Collins to succeed late Pres.-Chmn. Harold E. Fellows.

But it's any broadcaster's guess how well Collins will succeed in his untried NAB job this year. He has no direct experience in industry. Especially at outset of term, he will depend heavily on counsel from such NAB Policy Committee veterans as Clair R. McCollough (who may take on job as Board chmn.). What Collins himself hopes to accomplish in specifics may be outlined Jan. 13, when he makes maiden speech as NAB pres. to Federal Communications Bar Assn. in Washington.

It's safe to predict that NAB will hold its own, however, after surviving Congressional assaults and moving ahead without leader in industry's time of greatest adversity. It's also safe to predict that already-toughened TV & Radio Codes will undergo further revision to make acceptable commercials purer, and that N.Y. & Hollywood TV Code offices will mark up cooperative advances with advertisers & film producers to reduce bad taste, violence and sex on home screens.

But gaps in TV & radio ranks remain wide. Tough task ahead for Collins is plain: More than a quarter of 525-odd commercial TV stations are not NAB members—and non-observers of the TV Code are almost as profuse. Only about half of 4,370 AM & FM stations are NAB members—and only about 25% of all stations (members & non-members) pledge compliance with Radio Code.

**Self-Regulation:** Watch for steady "improvement" in TV programs & commercials in those areas now touched by regulatory machinery created during 1960. Sources at network & industry clearing points tell us that producers & admen have gotten past the first jolt of living with tighter rules, and are being forced to find creative substitutes for violence, ultra-hard commercial sell, etc.

Networks aren't likely to spring any major new sets of rules in 1961. There are still some die-hard advertisers (packaged drug products, cold remedies, deodorants, etc.) who aren't too happy about tightened "guide lines" now in force, but they, too, are expected to fall in line. At the same time, networks & NAB Code offices are expected to face a number of ticklish 1961 situations concerning dramatic specials & public affairs programs in "controversial" areas. Such problems, however, are likely to be faced with "more maturity by everyone concerned," thanks to such trail-blazing 1960 efforts as NTA's production of "The Iceman Cometh," predicts N.Y. Code Office. Similarly, stations will have to screen some of new crop of post-1948 pictures carefully, or else schedule them at adult viewing hours.

**Telecasting Balance Sheet:** Total advertising expenditures on TV will continue to rise, but at slightly slower rate, bearing out predictions of such astute economists as CBS's Dr. David Blank, who sees figure going to $1.68 billion from 1960's estimated $1.59 billion. Industry's recovery from general business slowdown will be quick, showing improvement by 3rd quarter. Blank's estimated 1961 breakdown: network, $843 million; spot, $536 million; local, $299 million. These compare with his 1960 estimates: network, $797 million; spot, $511 million; local, $283 million.

Station profits will show fair rise, similar to 1960's—but nothing like 1959's huge increase over 1958. Network profits will do well to hold 1960 levels, but o&o's will share station improvement. Radio, generally, will do about same as in 1960—with local revenues showing slight rise, as usual.

TV station transfers will continue at modest rate, with relatively little activity in top markets, slight increase in medium markets. Prices will hold steady—except where a very large entity has a yen for a particular market for reasons in addition to financial ones.

**Network Programming & Sales:** "Bread-&-butter" program base will continue during 1961, with strong network emphasis on shorter (30-min.) comedy series & longer (60-min.) action-adventure shows. There'll be increases at all 3 networks, as compared with 1959 & 1960, in public-affairs & informational programming. Thanks to increased budgets and more status at networks, such shows will now be able to afford many of the production touches of straight entertainment programs. When network blueprints are made for the fall 1961-62 season, there's likely to be more scheduling of programs in radio-style "mood blocks" (comedy, adventure, etc.) because research shows that ratings are thus improved.

Full sponsorship will continue to dwindle on networks, due to high costs (nearly $3 million annually for time & talent for a 30-min. nighttime co-sponsorship, for instance), desire of advertisers to reach a wide audience, and continued dominance of networks as primary program purchasers. Nearly all 60-min. shows will be sold in small chunks (1/6th-to-1/3rd sponsorships, often alternate-week). The sponsor identity that advertisers once liked to have with major dramatic shows (i.e., Philco Playhouse, Westinghouse Studio One) will continue to disappear, but will be replaced to large extent by strong identification between prestige-minded sponsors and growing number of public-affairs nighttime shows.

Daytime TV will continue to be a 1961 growth area for all 3 networks, although most programming will be low-budget strip efforts & film reruns, and most sponsorship will be virtually on a participation basis. Multiplicity of brands of major TV advertisers is also likely to force a 1961 narrowing of "product protection" privileges at all networks.

**TV Allocations:** FCC will finally decide on a program to keep vhf basically as is, but trying to accelerate growth of uhf. Keystone of plan will be all-channel sets, and Commission will strongly urge Congress to pass necessary legislation—bringing strong opposition from manufacturers. Massive long-range ETV allocation program will be laid before Commission in surprise move—and FCC will act to give ETV big chunk of high uhf channels for Stratovision & other ETV stations (see p. 6). FCC & industry will cooperate to improve service, through precise frequency control, improved transmitting antenna design, receiver refinement, etc.

**New 1961 TV Outlets:** This year, as last (Vol. 16:1, p3), we're again predicting that no more than 25 new stations will get on the air—and, again, that at least 5 of these will be educational non-commercial outlets. 1960 starters totaled 24, one short of the number predicted (7 were educational). Our 1959 prediction was for 20, 4 less than actually got on the air, and our 1958 estimate of "not as many as 40" also was close, with 36 beginning operation. In Canada, we predicted that slightly more than the 7 with licenses outstanding last Jan. would start in 1960, and 12 got on the air (5 of them satellites). Canada's 1959 record was but 7 new outlets. Our U.S. estimates are based on CP holders with equipment on hand and/or with network affiliations.

Total CPs outstanding now number 133, but 19 of these are for educational stations and 62 for commercial uhf stations. In Canada there are 29 vhf channels which have been granted licenses or have been recommended for a license by the BBG—and more are on the way.

**Courts & Justice Dept.:** FCC will fare well in courts, will seldom be reversed. If Robert Kennedy, as Attorney General, gets interested in option time, a battle royal will develop between Justice Dept. & FCC—because Commission is likely to stick by its pro-option-time decision despite its narrow 4-3 vote. Robert Bicks has a modest chance of staying on as anti-trust chief even though he's a Republican. By & large, Justice Dept. relationships with FCC & FTC will be good. Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, will continue to snipe at everyone.

**Talent Costs:** Recent AFTRA-SAG victory means higher costs for network & spot advertisers during 1961. Assuming continuance of present campaigns, networks' talent costs will jump about 10%, and spot TV's will increase about 25%, based on new union scales. But there will be considerable effort by advertisers and agencies to bring costs back in line with previous spending, particularly in spot field. Many commercials will use fewer live actors, avoid group shots, etc., now that they cost more. Some advertisers, who want to maintain a particular "style" in commercials, may make their cutbacks in the length of station lineup used in spot campaign, sticking to major markets and avoiding secondary TV cities. Admen we contacted last week told us that "practically everybody" at account levels & in TV depts. of agencies has been carefully examining 1961 TV campaigns with an eye to cutbacks & budget-balancing. Talent cost-hikes for

non-commercial network appearances, however, will be absorbed in 1961 by networks & advertisers without much protest.

**TV Film:** This industry will again establish new production records. Expect about $170-million worth this year—vs. 1959's record $150 million—despite the charges of uncreativity. One reason for the increase: More 60-min. series, notwithstanding the failure of some this season.

Action-adventure will lead next season, with comedy a strong second. Westerns will decline sharply, most producers having given up hope of finding another "Gunsmoke," and believing this program area to be exhaustively explored. Pilot-making will approach near-record proportions, nobody having yet come up with a better way to sell a show.

Independents will continue to lead the industry in production volume; Four Star Television will be the leading challenger of powerhouse Revue Studios. Screen Gems will lead the field of major movie studios in TV. Warner Bros. will be runner-up, and action may be forthcoming from a revitalized 20th Century-Fox TV. Networks will continue their heavy participation in series, financially as well as by increased production from their subsidiaries. Networks will continue, too, to hold tight reins of program control, despite complaints from Hollywood producers that this stifles programming.

TV film will get some respite from labor difficulties, now that its tangled negotiations with talent guilds have been resolved. Only potential trouble spot: IATSE negotiations. And tape will make no more progress selling itself to the industry than it did in 1959.

**Syndication:** Domestic syndication sales picture looks brighter for 1961 than it has in several years, distributors tell us. (But from Hollywood we learn that there may be less new filmed product turned out in 1961 than ever before—see p. 11.) For one thing,, FCC-enforced cutbacks in network option time (Vol. 16:52 p6) have at least put syndicators on a par with network shows scheduled in 7:30-8:30 (E.S.T.) slot for valuable nighttime exposure. Those network shows failing to make the grade in this time may well be bumped by stations eager for the larger (70¢ on the gross dollar) revenue share that comes from spot-sponsored syndicated shows. There's also a product vacuum at the moment, which means that the first syndicators to launch new shows in 1961 will find the selling easier. Overseas syndication will continue to grow in terms of sales opportunities, but in dollar volume isn't likely to top 25% of the regular domestic volume.

**Feature Films:** Additional post-1948 feature packages will be launched on the market in 1961, by all indications, continuing the trend that began in mid-1960. But there'll be no dumping of big library buys. Packages will be small, expensive, spaced-out. Last year, the number of Hollywood-made post-1948s, from major studios & independents, that reached TV market as "new" totaled 415, making nearly 550 post-1948s currently available. Guesstimated total for 1961 release: About 150 more. That figure may jump another 100 or so if one or more of the major post-1948 holdouts (MGM, Paramount, Universal, Allied Artists, Disney, Goldwyn) decides to open its film vault to TV. Block-booking tactics, of course, are now illegal, but syndicators have in recent seasons been switching steadily to the sales strategy of De Beers Consolidated (which long ago learned that diamond prices are firmer if the available supply is fed slowly into the market in small batches).

**Educational TV:** At least 6—and perhaps as many as 10—new ETV stations are expected to be on air by end of 1961, bringing total to around 60. Biggest spurt yet in ETV construction plans, looking toward establishment of twice as many new outlets in 1962, also should come this year through federal aid for equipment buying. Twice-blocked ETV legislation (providing up to $1 million per state) will have White House backing for first time under Kennedy administration, and it's good bet that Congress will approve it on 3rd try.

But aside from federal aid, ETV will have exciting year. Most dramatic event will be midwest "Stratovision" experiment, financed by Ford Foundation. TV will be used for imaginative & ingenious school purposes on ground, too. Before 1961 is out, regional ETV networks probably will be operating in Midwestern & Western states as well as in South & New England. And NET's ambitious programming for its own ETV station circuit, on which tape recorders are becoming standard equipment, will be limited only by its budget.

**Community Antenna Systems:** Another year of Washington problems, with strong probability of some type of federal controls—restrictive, but not crippling—despite fact that virtually all station-CATV conflicts will be settled out of court. Closed-circuit operators, such as TelePrompTer, will make greater use of systems for hot special events. At least one attempt will be made to put pay TV on systems, but results will be

inconclusive by year's end. Litigation over program rights & copyrights will cook all year. Important new money will come into field via systems purchases.

**Pay TV:** FCC will approve RKO-Zenith Hartford test, and experiment will get under way in modest fashion sometime in 1962, after a few more legal flurries. Early results will be inconclusive. Toronto cable system will be surveyed & resurveyed. Telemeter will report that "it's still too early to tell" and anti-pay forces will state that "things don't look too good." A few Congressmen will try to stop Hartford test but they won't succeed—because Commerce Committees won't interfere.

**Closed-Circuit TV:** Estimates for 1961 are conservative in this field, although the March 13 Johansson-Patterson bout may establish a new record gross for a closed-circuit sports event. Nobody agrees precisely on the 1960 industry gross. Estimates range from Teletalent's $9.5 million (Vol. 16:52 p13) to TelePrompTer's guess last week of less than $5 million. The latter firm, incidentally, expects to handle about 80% of all 1961 closed-circuitcast business. Consensus for 1961: Between $5 & $6 million for major closed-circuit events.

Position of closed-circuiting in communications field, however, is definitely established & will continue its growth as "one of the leaders among the meeting media," stated Theatre Network TV Inc. Pres. Nathan L. Halpern last week. By Halpern's estimate, it's now possible to link 350 cities in a private telecast, and hookups of more than 50 cities will no longer be unusual.

**Foreign Investment:** It looks like a hot year for U.S.-foreign TV deals, largely along the lines of those evolved during 1960. At the network level, look for more telecasting partnerships and co-production program deals with broadcasters in Australia, West Germany, Japan, Britain and Italy. Possibly, there'll be some trial deals with members of the new crop of African countries. ABC will continue its role of unofficial friendly adviser to Canadian commercial TV interests seeking to enlarge their commercial networking.

Program producers & syndicators, who pioneered much of the U.S.-foreign TV relationship, will expand their interests (and sales) in 1961 to new TV areas. U.S. station reps are expected to explore deals with foreign broadcasters for reciprocal representation, and U.S. agencies will continue their steady overseas growth. Major U.S. station groups are likely to make their appearance as TV partners on the international scene.

## The FCC

***More about***

**LANDIS LAYS IT ON FCC:** From the "quality of its top personnel" to its "Alice-in-Wonderland procedures," FCC is a terrible example of a govt. agency gone astray from paths of regulatory virtues, President-elect Kennedy's special advisor James M. Landis said last week.

In his blistering report on the state of the agencies (see p. 1), Landis detected "considerable technical excellence" on FCC staff levels, but otherwise found little in Commission operations which merited anything but scorn. No agency escaped the wrath of Landis, but few were subjected to more withering criticism than FCC.

What to do? Landis asked himself. In the first place, get some good men in there, he told Kennedy. And for the long haul: (1) Set up a separate White House Office for the Coordination & Development of Communications Policy. (2) Reorganize FCC under plans to be drawn up by a new White House Office for the Oversight of Regulatory Agencies.

This is what Landis had to say about FCC in a section of his report on "Suggested Remedies" for agency ills:

"The Federal Communications Commission presents a somewhat extraordinary spectacle. Despite considerable technical excellence on the part of its staff, the Commission has drifted, vacillated & stalled in almost every major area.

"It seems incapable of policy planning, of disposing within a reasonable period of time the business before it, of fashioning procedures that are effective to deal with its problems.

"The available evidence indicates that it, more than any other agency, has been susceptible to *ex parte* presentations, and that it has been subservient—far too subservient—to the subcommittees on communications of the Congress and their members. A strong suspicion also exists that far too great an influence is exercised over the Commission by the networks.

"The quality of its top personnel is, of course, primarily responsible for these defects. The members of the Commission do not appear to be overworked in the sense that the Commission's docket is bulging with cases calling for disposition. Nevertheless disposition lags. Only 32 cases, all dealing with broadcast licenses, were decided by the Commission during fiscal 1959, other than cases dismissed or in which the examiner's report became final. Commission action following the examiner's report in 9 of these cases took from 6 to 12 months, and in 10 cases from one year to 2 years.

"In broadcast license cases, no criteria for decision have evolved. True, criteria of various different kinds are articulated, but they are patently not the grounds motivating decision. No firm decisional policy has evolved from these case-by-case dispositions. Instead, the anonymous opinion-writers for the Commission pick from a collection of standards those that will support whatever decision the Commission chooses to make.

"Observers of the procedures employed by the Commission agree that the issues litigated are unreal, and a mass of useless evidence, expensive to prepare, is required to be adduced.

"The uselessness of much of this evidence derives from several causes. The first is that programming proposed by applicants is of high-sounding moral & ethical content in order to establish that their operation of a radio & TV station would be in the 'public interest.' The actual programming bears no reasonable similitude to the programming proposed. The Commission knows this, but ignores these differentiations at the time when renewal of licenses of the station[s] is before them.

"Nevertheless, it continues with its Alice-in-Wonderland procedures. Also because of the varying standards that the Commission employs, a vast amount of unrealistic testimony is adduced to support each of these standards, incumbering the record with useless data.

"On major policy matters, the Commission seems incapable of reaching conclusions. The uhf debacle has been plainly apparent for some 5 to 6 years. Nothing of any substantial consequence has yet been accomplished by the Commission to relieve the situation, although they are now purporting to make available additional vhf channels in one and 2 v-channel markets.

"The procedures employed by the Commission in adjudicatory matters as well as in purely exploratory matters seem primarily at fault for these deficiencies.

"Leadership in the effort to solve problems seems too frequently to be left to commercial interests rather than taken by the Commission itself. No patent solution for this situation exists other than the incubation of vigor & courage in the Commission by giving it strong & competent leadership, and thereby evolving sensible procedures for the disposition of its business."

As for the need for the White House-level Office for the Coordination & Development of Communications Policy —which would absorb telecommunications powers now held by the Office of Civil & Defense Mobilization—Landis said this is a govt. area "where effective inter-agency action is lacking."

He called the roll of agencies involved in communications in addition to FCC: State Dept., National Aeronautics & Space Administration, OCDM's Interdepartmental Radio Advisory Committee, Army, Navy, Air Force, Federal Aeronautics Administration. New space-age policy-making machinery is needed to update the Communications Act of 1934, Landis told Kennedy.

Landis said that one of the first jobs of the Office for the Oversight of Regulatory Agencies should be to overhaul FCC in a reorganization plan to be submitted by Kennedy to Congress. This should get "prime emphasis," the President-elect was advised.

As outlined for Kennedy by Landis, reorganization of FCC & other agencies (including FTC) would include provisions for: (1) Making it clear that the chairman's "authority extends to all administrative matters." (2) Giving the chairman appointive power over all personnel except Presidential appointees, division heads who must win confirmation by a majority of agency members, and 3 special assistants picked by each member. (3) Delegating authority for final determination of adjudicatory matters (subject to discretionary review by members *en banc*) to panels of members, single members, hearing examiners or boards of employes.

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**Contract with Empire State Bldg.**—$93,000 a year for use of antenna & floor space for its N.Y. uhf project—has been signed by FCC (Vol. 16:46 p8). The Commission also stated that contract negotiations are under way for the construction of the station.

***More about***

**FCC PROUD OF YEAR'S RECORD:** Although FCC didn't come out & say so, there's considerable feeling around the Commission that the Landis Report was totally unfair in its failure to acknowledge the many actions FCC has taken in the last year to cure the ills complained of in the report (see pp. 1 & 7).

By coincidence, the Commission's year-end statement, issued after the Landis report was released, served as a rebuttal. Here are some of the points stressed by FCC:

(1) Reduced network option time.

(2) Removed networks from the spot-rep business.

(3) Asked for legislation permitting FCC to regulate networks directly.

(4) Conducted hearings on network program-selection processes.

(5) Moved to give boosters & translators greater freedom in re-broadcasting network programs.

(6) Issued a "landmark report on programming."

(7) Established a Complaints & Compliance Div.

(8) Helped get laws to outlaw deceptive quizzes & payola . . . to make clear that FCC can issue short-term licenses . . . to give the Commission power to levy fines for rules infractions . . . to require local notice by those filing applications or facing hearings . . . to require Commission approval of mergers & pay-offs.

(9) Drafted legislation to allow the formation of 2 decision-making panels and the use of "summary judgment" procedure—to speed decisions.

(10) Moved promptly on all *ex parte* cases.

(11) Sought legislation for all-channel sets, to help solve the allocation problem.

(12) Determined finally that more vhf spectrum could not be obtained from the military.

(13) Sought & received funds to experiment with uhf in N.Y.

(14) Sought & received legislation allowing legalization of vhf boosters.

(15) Drafted bill to resolve station-CATV conflicts.

(16) Conducted a pay-TV hearing in 5 days, "and it is expected that the Commission will reach its decision shortly."

(17) Proposed rules to bar trafficking in licenses.

(18) Aided Congress by questioning stations on their handling of political broadcasts under the new law.

(19) Expanded the scope of FM multiplexing.

(20) Prepared for an "imminent" decision on AM clear channels.

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**Unconditional FCC approval** of license renewals for KING-TV & KING Seattle, which had been held up on duopoly grounds (Vol. 16:50 p9), has been requested by King Bcstg. Co. Protesting the Commission's requirement that the Pacific National Bank of Seattle dispose of its interest in competing stations KIRO-TV & KIRO, a petition for reconsideration said that the fact that King Bcstg. Pres. Mrs. A. Scott Bullitt is a dir. & stockholder of the bank doesn't run counter to FCC.

**Ex-FCC Comr. Richard A. Mack** still is physically unable to stand retrial on Miami Ch. 10 conspiracy charges, U.S. attorney Oliver Dibble said in Washington last week. Asked if Mack would be brought to trial again in the case in which co-defendant Thurman A. Whiteside was acquitted in October (Vol. 16:52 p3), the prosecutor said the govt.'s decision would have to wait until Mack recovers. He was hospitalized during the separate Whiteside trial.

**Lee Wants Grant—of Uhf:** FCC Comr. Robert E. Lee's continuing crusade to shift all TV to uhf took him to Harrisburg last week, where he told the Kiwanis Club in that uhf area that the only method of expanding TV is "bold & decisive" action ordering a complete shift.

He said that he recognized the action to be "drastic" and that it "could be most unpleasant unless it were on a gradual & long-range basis." In the transition stage, he said, "I believe that we should work toward the ultimate goal with every conceivable encouragement to uhf broadcasting, including an expanded program of deintermixture in those markets where a single vhf station makes it difficult for uhf to provide multiple services to communities rather than a single service to a large area."

If FCC's N.Y. uhf experiment is a success, he said, "and I am sure that it will be based upon the fine service that uhf is rendering here and in other uhf markets, I believe that TV broadcasting will eventually come to be an all-uhf service. I know the transition will not come overnight. But it will & must come eventually. Were there to be receivers in every home capable of receiving uhf programs, transition could be accomplished in no greater time than it takes to assemble & erect the broadcasting stations—a matter of months . . .

"The argument goes that there are in excess of 50 million TV receivers in the country and that the cost to convert to uhf would equal the national debt. This is the grossest malarkey conceivable. Where was this argument a year ago when the Commission sought more vhf channel space? The system which the Commission proposed would have outmoded not only the 50 million vhf receivers but 10 million uhf receivers as well."

Lee doesn't think that all-channel set legislation, by itself, would help much. "Does anyone believe," he asked, "that if Congress were to step in & give the FCC authority to require the manufacture of all-channel sets, that this magic wand would in itself create a competitive & adequate broadcasting system in the face of the proposed breakdown of vhf allocation standards?"

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One of most-litigated cases in FCC's docket—the objections of WAIM-TV (Ch. 40) against the site move of WSPA-TV (Ch. 7) Spartanburg—moved partially against the latter last week. After the case had been sent back to FCC by the Court of Appeals for the 3rd time in 8 years, accompanied by caustic criticism of the Commission, examiners James Cunningham & Herbert Sharfman recommended that WSPA-TV's CP for its present site be rescinded. However, they held that the station's misrepresentations to the FCC regarding its site were offset by its broadcast history—and that it is still qualified to be a licensee. WSPA-TV originally received a grant for Hogback Mountain. It later obtained a grant for a "temporary" site on Paris Mountain. It did so to get a CBS-TV affiliation which it couldn't have received because of overlap with CBS-affiliated WBTV Charlotte. The Court of Appeals also held that WSPA-TV, in its application for the Paris site, misrepresented its intentions in a "calculated, deliberate and not insignificant" fashion. In addition, the Court said that the Paris site would deprive a substantial number of people of service. This, it asserted, obviously is "not in the public interest." The examiners agreed with the latter finding of the Court. However, looking over the station's broadcast record, they said they believe its performance is good enough to erase the stain of misrepresentation. Co-incidentally, FCC itself set aside its Nov. 30 renewal of radio WSPA, and placed it in the pending file until the TV site-move case reaches a final decision.

## Stations

**NAB's Year of Trial:** Broadcasters survived "bad headlines" in 1960 and "reached the threshhold of freedom & influence" which the industry has always sought, NAB Policy Committee Chmn. Clair McCollough said last week.

In a year-end review of the industry's advances in the face of trials & troubles, McCollough recounted how TV & radio had come through "blackest days of 1959 & early 1960 to be accorded a higher degree of faith & freedom by the legislative & regulatory agencies of govt."

He underscored these 1960 developments: (1) Sec. 315-exempt handling of broadcast debates by Presidential candidates. (2) FCC's apparent acceptance of the principle that broadcasters themselves should determine community-programming needs and how they should be met. (3) Improvement & expansion of self-regulation through NAB's TV & Radio Codes. The last point also was stressed in a year-end statement by TV Code Review Board Chmn. E. K. Hartenbower. He said the "dramatic increase in TV Code subscribers & the growing prestige of the Code itself are living proof of the industry's determination to live up to its responsibilities."

Pointing to record-high NAB memberships, McCollough added: "With initiative & vigor the industry can now continue to move forward, to grow in influence, both economic & social, and to work for the public interest, less hampered than ever before by archaic & unnecessary legislative & regulatory controls."

He cited these "touchstones for the future" for NAB, under the leadership of new Pres. LeRoy Collins, who takes office this week: (1) "A determined, organized effort to bolster the economy through ethical advertising." (2) "A dedication, within our capacities, to the cause of better education." (3) "A comprehension of the public interest, in order that we may meet it in a climate of decision freely made." (4) "A concerted, organized effort to portray our industry to the public for what it is and aspires to become."

■

Radio KRKD (AM & FM) Los Angeles have been acquired by the International Church of the Four Square Gospel for $1.5 million from Trans-American Bcstg. Co. The owners of KRKD are Al Zugsmith, Frank Oxarart, Jack Feldmann and the estate of Bob Yeakel, who bought the station in 1957 from Frank Doherty. The church presently operates KFSG, sharing time on 1150 kc with KRKD. A 24-hour operation is planned, using the KRKD call letters. KRKD-FM will be operated non-commercially.

Offer of $12.5 million for WKBW-TV & WKBW Buffalo has been made by Taft Bcstg. Co., but no agreement has been reached. Taft owns WKRC-TV & WKRC Cincinnati, WTVN-TV & WTVN Columbus, WBRC-TV & WBRC Birmingham and WKYT Lexington, Ky.

"Trip-cue" cartridge tape recorder is being introduced by RCA for sound broadcast. The new RT-7A recorder is designed to produce 2 cue signals. The first is placed on the cue track to signal the beginning of a tape program in the conventional manner. The 2nd, recorded in a different frequency at the end of each recording, automatically turns on a 2nd recorder.

Public service idea: KDKA-TV Pittsburgh obtained pledges of $40,547 during its annual 120-min. Christmas Eve show for the local Children's Hospital. In 9 previous years, the station raised a total of $817,000.

NAB's AM committee under Chmn. C. L. (Chet) Thomas (KXOK St. Louis) meets Jan. 11 in Washington.

**NEW & UPCOMING STATIONS:** Toronto's privately owned station, CFTO-TV (Ch. 9), made its debut at 9:45 New Year's Day with an 18-hour fund-raising telethon for retarded children featuring special taped appearances by Eva Gabor, Johnny Mathis, Hugh O'Brian and other U.S. & Canadian personalities.

CFTO-TV, Canada's 78th station, was constructed at a cost of $5.5 million, including $3 million in RCA equipment —claimed to be RCA's largest single broadcast equipment order. The station is equipped to broadcast in color, currently banned in Canada. It radiates 325 kc from its 890-ft. tower. Licensee Baton Aldred Rogers Bcstg. Ltd. is owned 51% by *Toronto Telegram*, 49% by Pres. Joel Aldred, U.S. & Canadian TV personality. Charles Baldour is station mgr. Base hour rate is $1,150. Sales rep for Western Canada is Television Representatives Ltd., Toronto & Montreal sales being handled by the station staff.

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In our continuing survey of upcoming stations, here are latest reports from principals:

XHFA (Ch. 2) Nogales, Mexico didn't start Christmas Day as planned. Delay with construction has pushed target to March for programming in both Spanish & English on Arizona border. It will use Electron transmitter on Cabellero Mt. and a 150-ft. tower.

CHOV-TV (Ch. 5) Pembroke, Ont. has ordered RCA equipment, including a TV tape recorder, and plans April programming, reports pres. & gen. mgr. E. G. Archibald, who is also pres. of radio CHOV. The station has an RCA transmitter in Pembroke, and is awaiting construction of its studio-transmitter building. Coming from radio CHOV are Ramsay Garrow, sales mgr.; Bill Kay, news & sports dir.; J. B. (Bun) Scott, promotion mgr. Base hour will be $150. Reps will be Young and Stovin-Byles.

KUSD-TV (Ch. 2, educational) Vermillion, S.D. is keeping March 1 target for tests, plans April 1 programming, writes Martin Busch, KUSD radio-TV-film dir. for owner State U. of S.D. It received a 250-watt Sarkes Tarzian transmitter Nov. 16 and will use a Jampro antenna on a 150-ft. tower furnished by Tower Construction Co. Closed-circuit system, in operation for 3 years, will be discontinued, and its studios will be used by KUSD-TV.

## Congress

Final TV-radio-FCC report by the Commerce Legislative Oversight Subcommittee (Vol. 16:52 p2), due when Congress convenes this week, has been delayed. Chmn. Harris (D-Ark.) had planned to get his Subcommittee together last week for a scissors-&-paste job on the windup report by the staff, which was released Dec. 21. But Republicans on the Subcommittee were reported still smarting over free-wheeling criticism of CAB, ICC and FPC by the staff. And there weren't enough members on hand in Washington for a meeting, anyway. Harris was expected to try again this week.

## Foreign

Cuban govt. fired 68 employes of CMQ-TV last week, following a fire which burned out the elaborate Havana TV installation. The employes of the station, which had been seized by the govt. from the Mestre brothers, were not specifically implicated in the fire. They included technicians & newsmen whose loyalty to the Castro govt. was challenged and who were considered security risks. The fire was caused by a saboteur who threw phosphorus into the station's air vents.

## Auxiliary Services

**Hartford Pay-TV Go-Round:** Zenith-RKO General's proposed WHCT Hartford pay-TV operation, endorsed by FCC's Broadcast Bureau for a 3-year test (Vol. 16:49 p2), got another going-over in reply comments filed with the Commission last week, but none produced new issues.

Protesting theater interests, represented by Marcus Cohn, called on FCC to reject Broadcast Bureau recomendations for the pay-TV trial by Hartford Phonevision Co. in 33 pages of comments. The theater owners argued again that the pay-TV promoters hadn't shown that operations "will be carried on for the public's welfare and will not cause serious deprivations to the viewing audience." Added Cohn: "According to its own calculations, the applicant will make a profit of more than $2 million instead of losing $1 million during the 3 years."

Not unexpectedly, Hartford Phonevision counsel W. Theodore Pierson concluded (in 34 pages) that proposed findings & conclusions by the Broadcast Bureau largely "represent a fair appraisal of the facts."

For the Broadcast Bureau, attorney Louis C. Stephens said there was no need for "over-burdening the record with needless repetition" of its views. Stephens limited his reply comments to 4 pages, enlarging on recommendations that Hartford Phonevision be required to furnish FCC full data about pay-TV costs, programming agreements, etc.

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**Adler's First Vhf Translator:** Dominant uhf-translator manufacturer Adler Electronics now makes a bid for the vhf market, announcing its one-watt VST-1 and offering it at $2,100. Pres. Ben Adler also reports that he is expanding at such a rate that more working capital is needed and he plans a public stock offer shortly.

Adler says he's going after "the quality market," noting that some other companies' devices are out at $800-$1,000. He says he has orders for 20 units—all from TV stations seeking to extend coverage, none from illegal booster operators. In addition, he reports more than 100 inquiries—all these also from stations.

The average antenna costs $200 extra, Adler said. His firm can supply all equipment, will on request do a "turnkey job," even building roads if necessary.

The VST-1 features automatic unattended operation, heterodyne conversion techniques, remote control facilities.

Adler says he has sold some 50-60 vhf translators for foreign operation. They're bigger units, up to 150 watts.

Some 400 Adler uhf translators are in use here & abroad, according to Adler. Of these, 45 use 100-watt amplifiers. The 10-watt unit runs $3,025, the amplifier $5,200, and the average antenna $1,000.

A nice chunk of business is in the works in Italy, reports Adler. He's negotiating to license Raytheon to build uhf translators in its Italian plant. That country plans to make its 2nd program service all-uhf, and intends to install 500-1,000 translators within 3 years.

■

Protest by CATV system against vhf boosters, first of its kind (Vol. 16:50 p19), was granted by FCC last week when it set aside the special operating authority granted to Bloomfield Non-profit TV Assn., Bloomfield, N.M. Aztec Community TV Inc. had complained that the boosters produce "intolerable" interference at Aztec's receiving antenna. However, the Commission refused Aztec's request that the boosters be shut down immediately. It ordered a hearing to be held in Bloomfield in order to "avoid imposition of an onerous financial burden."

**Axe Swings on Medical TV:** The Army last week began executing its budget-economy death sentence against Walter Reed Medical Center's TV unit (Vol. 16:52 p8). But the civilian chief of the unique million-dollar facility clung to a conviction that a reprieve would yet come.

On schedule, the office of Walter Reed's commander Maj. Gen. Clement F. St. John handed out Dec. 30 dismissal notices to 18 of 31 civilian staffers at the TV center, effective in 30 days. At the same time, 20 of 26 enlisted men assigned to the unit got transfer orders.

Unless the dismissal-&-transfer orders are countermanded, the TV center won't survive past the 30-day grace period, but exec. dir. Dr. Paul W. Schafer told us: "I have complete hope." He had refused to issue notices himself, but offered to fire himself—an offer which hadn't been accepted by Gen. St. John at last week's end.

Dr. Schafer said he didn't know just where to look for action which would save the 5-year-old medical instruction-&-demonstration TV operation. He indicated, however, that he was counting on Congress as one source of help.

"I have too much faith in the American people & the elected representatives of the people—and in the leaders of the scientific community—to think that they will let it die," Dr. Schafer told us.

"I just am of the conviction that in these 30 days there will be enough concern about the future of science & education to bring relief."

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**Re-match between heavyweight champion** Floyd Patterson & contender Ingemar Johansson (March 13) is expected to play before a closed-circuit TV audience of 80,000 in N.Y. alone. The Miami fight will be fed to Madison Sq. Garden (17,000 seats) and Roosevelt (40,000) and Yonkers (20,000) Raceways, in N.Y.; also to the Los Angeles Coliseum. These audience estimates came last week from William D. Fugazy, pres., Feature Sports Inc., promoters of the 3rd bout between the 2 heavyweights. He added that he expected the match to gross $4 million. Fugazy's audience estimates, however, were termed "premature" in N.Y. by Madison Sq. Garden gen. mgr. Harry Markson, since no firm commitment has been made. And officials of the 2 harness tracks pointed out that Fugazy's estimates there are based on having an indoor-outdoor viewing arrangement subject to weather conditions. TelePrompTer will handle the TV closed-circuiting.

## Technology

TV satellites should be operated by private industry in the U.S. following initial govt. experimental work, according to a policy statement adopted at the White House. Supporting (just-resigned) Dir. T. Keith Glennan of the National Aeronautics & Space Administration, who outlined the policy in an October speech (Vol. 16:42 p24), the policy declaration says the govt. should be ready to launch—at cost—developmental satellites produced by industry. But after that, the policy calls on industry to take ultimate responsibility for establishing & operating any global communications network. AT&T already has applied to FCC in an effort to be first in space with an industry-owned-&-operated system (Vol. 16:50 p6).

Boston's Lake Service Corp. disputes RCA's claim that its new bi-directional TV distribution system is "a major advance in the distribution of ETV signals to classrooms" (Vol. 16:51 p11). Lake Pres. Fred S. Lakewitz claims his company "developed the first such system 5 years ago and we have made a number of such installations in govt. establishments as well as in educational facilities."

## Film & Tape

***More about***

**SYNDICATION PRODUCTION DIP:** The indication that fewer syndication films will be produced in 1961 than ever before comes as no particular surprise. The market has been soft for some time, and station buyers haven't been showing any great enthusiasm for such merchandise—although Eastern sales depts. are optimistic because of option-time cutbacks (see p. 6).

While 1961 plans are still being crystallized, current production schedules indicate there may be about a dozen new syndicated series. Cal. National Productions is planning 7, CBS Films 4, Screen Gems, 2. This isn't necessarily the firm figure inasmuch as some companies will first seek network exposure—as CBS Films succeeded in doing this season with *Angel*.

For the record, however, Screen Gems has filmed 2 pilots for syndication: *Shannon* and *The Man in the Middle*. CNP is planning *3 White Hats*, produced by Wilbur Stark & Al C. Ward; *Police Surgeon*, with Henry Kessler as producer; a vehicle from the producing team of Ray Singer & Dick Chevillat; *War Birds*, with Al Simon of Filmways TV as producer; 2 Sam Gallu series. CBS Films' plans include an action-adventure series from Burlingame Productions, and *The Rolling Stone*, *Mr. Dodd* and *Charles Russell*.

Most Hollywood producers are allergic to turning out syndicated films because (1) the market is glutted; (2) films must have low budgets—and therefore less quality; and (3) a network sale generally recoups his production investment for the producer on the first-run.

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**1961—HIGH FOR HOUR PILOTS:** More 60-min. pilots than ever before are currently under way in Hollywood. In excess of 35 such projects will emerge next season.

This has developed despite the lack of success of most 60-min. entries this season (Vol. 16:46 p9). Ironically, early-season casualties included three 60-min. series: *Riverboat*, *Dan Raven* and *The Islanders*.

The new pilots include comedy, action-adventure, circus shows—and only one Western.

Among the larger companies: Producer Nat Holt and Revue Studios have filmed *The Denver & the Rio Grande*. Desilu Productions will pilot *Homicide* and *Counter-Intelligence Corps;* Four Star Television plans a Western, to be produced by Vincent Fennelly. Screen Gems is filming *The Insider*, and is considering pilots for *Safari*, *Baron of Boston* and *Grand Deception*. MGM-TV will pilot *Cain's 100* and *Woman in the Case*. Warner Bros. will pilot *Solitaire* and will film *Las Vegas* as a movie, to serve as pilot for a new ABC-TV series—the same procedure used for *77 Sunset Strip*. 20th Century-Fox TV is planning *Kilimanjaro*, *Bus Stop*, *The Jayhawker*, *The Circus*, *Silent Investigators*.

Other 60-min. pilots: *The Lawyer*, *87th Precinct* and *Stage 61*, Hubbell Robinson Productions. *Las Vegas Beat*, Goodson-Todman. *Rio*, Roncom Productions. *Dr. Kate*, Telman Inc. *The Big Tent* and *3 Men & a Girl*, NBC-TV. *The New Breed*, QM Productions. *3 to Make Ready*, Tandem Productions. *Patrol Boat 999*, Lindsley Parsons and Allied Artists. *Room 63*, Girard-Lewis Productions. *Hurricane Island*, *Marina*, *The Defenders*, CBS-TV. Three pilots, (one with Revue Studios), Jack Chertok Productions. *M.R.*, Dozo Productions. *Jamaica Reef*, Richard L. Bare. *Caribe Inn*, Russell Hayden.

## NEW YORK ROUNDUP

$500,000 tape installation is planned for N.Y. in 1961 by Sports Network Inc., Pres. Richard Bailey said last week. It will be operated by National Video Tape Productions Inc., an 18-month-old div. of Sports Network, and will be located at 36 W. 44th St. When completed, the new tape center, plus new studio facilities in East Rutherford, N.J., will make the sports network offshoot "one of the largest independent total tape services," according to Bailey. The company now has 7 mobile units in operation around the country, of which 4 are tape-equipped. Sports Network now claims to be the 4th largest customer of AT&T in the broadcast field.

Add syndication sales: Colorama features has sold its post-1948 Pine-Thomas package in 32 markets to date, including WOR-TV N.Y., KHJ-TV Los Angeles, WBBM-TV Chicago . . . NTA's *The Play of the Week* has been bought by WTVT Tampa & WINR-TV Binghamton, N.Y., bringing the total markets to 70 . . . Ziv-UA's *Case of the Dangerous Robin* has sold in 189 markets to date. Recent sales include: WROC-TV Rochester, WXEX-TV Petersburg, Va., WATE-TV Knoxville. Sale of another Ziv-UA product—*Miami Undercover* to WHDH-TV Boston—brings the market total for that series to 92.

Production of animated cartoons for TV will rise from $20 million to a record $30 million in 1961, predicts UPA Pictures Pres. Henry Saperstein. UPA will allocate $1 million to 104 *Mr. Magoo* episodes and $2 million to 156 of *Dick Tracy*. The company used 500,000 feet of film in 1959, 2 million in 1960, and expects to use 7 million in 1961. In addition to its series, the studio has a heavy spot-commercial schedule.

Videotape Center, N.Y.-based commercial-taping facility, expects 1960 to show a "70% sales increase," reports vp & gen. mgr. John B. Lanigan. Sales figures for the first 11 months showed a 67% gain over the same 1959 period. For 1961, Lanigan predicts a 40% sales rise, adding that "we wouldn't be surprised to see this estimate topped by a large margin."

Scarcity of new syndicated shows (see p. 11) has prompted Screen Gems to start a mid-season sales campaign on a 26-episode adventure series called *Tallahassee 7000*, starring Walter Matthau as a special agent of the Florida Sheriff's Bureau. SG has already sold the show in 5 major markets, including WCBS-TV N.Y.

Transfilm-Caravel, Buckeye Corp.-owned producer of TV commercials, industrial films, business shows & training programs, has acquired Klaeger Film Productions, N.Y. after more than 2 months of negotiation. Robert H. Klaeger, former pres. of his own firm, was named senior vp of Transfilm-Caravel as well as president of the new film production division.

Film Producers Assn. of N.Y., a trade group including many producers in the TV commercial field, has accepted 3 more members: Gray-O'Reilly Productions, Marathon International Productions, 411 Sound Recording Studios.

People: Renville McCann has been named by Trans-Lux to direct a sales expansion in closed-circuit TV for industrial & commercial organizations . . . Harold Klein has been appointed Film Producers Assn. exec. dir. . . . Bruce Collier has been made UAA Southwestern div. mgr.

## HOLLYWOOD ROUNDUP

Long-projected $4-million Hollywood motion picture & TV museum got the green light last week, when the Los Angeles County Board of Supervisors, in an about-face, voted 4-1 for an initial allocation of $162,000 for architectural fees for the structure (Vol. 16:51 p4). The County also agreed to donate 4.5 acres of land for the project, pick up an estimated $340,000 tab for an additional 1.5 acres and guarantee a $4-million construction loan. Previously, the supervisors had balked at the project, demanding that the film industry pay half the cost of the project. The movie industry declined to donate cash, but will contribute some $5-million worth of filmland memorabilia.

Screen Actors Guild has granted MCA a 60-day extension of a waiver under which the talent agency's TV-film subsidiary, Revue Studios, operates as a production company. The Guild also granted an extension on its contract with the Artists' Managers Guild. Both contracts would have expired Dec. 31. SAG granted the extensions because Guild executives were too busy with TV & movie negotiations in 1960 for negotiations with MCA and AMG.

Selmur Productions, AB-PT's film-&-tape production subsidiary, embarks on its initial film series soon with a 30-min. pilot for a dramatic series. It is now seeking a male lead. Selmur also plans to pilot *Direct Line*, a taped documentary series recreating human-interest events. Peter Robinson is producer.

Starward Productions, owned by producer Wilbur Stark & writer Al C. Ward, will co-produce *3 White Hats*, an action-adventure series, with Cal. National Productions. The pilot will be filmed in January . . . Goodson-Todman's pilot of *Tiggero*, an action-adventure series, will be filmed Jan. 20, with Harry Julian Fink as producer.

CBS Films in Hollywood is moving to new quarters at 6121 Sunset Blvd. in Columbia Square . . . Producer Russell Hayden has filmed a 60-min. pilot, *Caribe Inn*, starring Jeffrey Stone, Don Dorrell and Tommy Cook.

Skelton Studios has taped a 60-min. special, *The Song & Dance Man*, starring Dan Dailey, for producers Buddy Bregman & Paul Benton.

Disneyland Park & the Disneyland Hotel, Anaheim, Cal., plan a $6-million expansion program in 1961—including a $1.9-million monorail system to link the park & hotel.

People: Tony Muto has been named head of the story dept. at 20th Century-Fox TV, replacing Kenneth Evans, who resigned . . . Robert Walker has left 20th Century-Fox TV, where he was head of casting . . . Herbert Hirschman has left 20th Century-Fox TV to join MGM-TV as a producer-director. Fletcher Markle & Art Wallace replace Hirschman as producers on *Hong Kong* . . . Morton Fine & David Freidkin, producer-director-writing team, have left Ziv-UA to produce their own TV series . . . Charles Russell has been named an alternate producer of *Adventures in Paradise at* 20th Century-Fox-TV . . . Richard Berg has left NBC-TV where he has a producer-writer contract . . . Edward Walsh named story editor on *The Gunslinger*, new series. Preston Foster has been added to the regular cast of the Charles Marquis Warren-produced Western . . . N.Y. attorney George Elber has joined Four Star Television as vp & exec. asst. to exec. vp Tom McDermott. He will be in charge of business & legal affairs.

$7.5-million "blacklisting" suit was filed against 8 major Hollywood studios (of which 7 are active in TV production), the Motion Picture Assn. of America and the Assn. of Motion Picture Producers in Washington Dec. 30. Plaintiffs in the action are a dozen movie writers & actors who charged that a "political blacklist" has kept them out of film work since 1947. Seeking redress under anti-trust laws are writers Nedrick Young, Albert Maltz, John Howard Lawson, Herbert Biberman, Lester Cole, Robert L. Richards, Frederick I. Rinaldo & Philip Stevenson, and performers Gale Sondergaard, Alvin Hammer, Mary Virginia Farmer & Shimen Ruskin. The group's attorney, A. L. Wirin, stated that the suit would "detail how the alleged blacklist has been employed." Some of the plaintiffs were among the so-called "Hollywood 10" convicted in 1947 of contempt of Congress following a probe of Red activities in the movie industry. (Interesting exception: "Hollywood 10" writer Dalton Trumbo, who has worked under various pseudonyms and who wrote the screenplay for "Exodus," is not a party to the suit.) The studios charged with blacklisting are MGM, Columbia, Paramount, 20th Century-Fox, Warner Bros., Universal, Disney and Allied Artists. Only Universal is currently not represented with network or syndicated telefilm shows.

Warner Bros. production of *Maverick* was not "materially hampered or interrupted" by the writer strike, said Los Angeles Superior Court Judge Arnold Praeger last week, in his formal ruling on behalf of James Garner, who had charged WB with breach of contract when it invoked *force majeure* and took him off the payroll last March 3 (Vol. 16:49 p8 et seq.). In his written decision, Judge Praeger said WB had continued production of the series during the strike so that the strike did not give Warners the right to stop paying Garner. The star had finished the *Maverick* series for 1959-60 and one episode for the following season, he found, and WB could have begun production on *Mavericks* for this season as late as May 1960. Refusal of Warners to pay Garner was "willful, deliberate and not in good faith," and constituted a "total breach of contract" declared the judge, in freeing Garner of his contract. Garner was also awarded $1,750 damages—one week's pay.

Temopic Enterprises S.A. has been formed by producer Eugene Rodney & Robert Young (*Father Knows Best*), for production of a CBS-TV series to star Young. They may make a pilot in March at Desilu Gower, where their new firm is quartered. Rodney told us that *Father* is currently being shown in 22 countries . . . Producer-writer team of Ray Singer & Dick Chevillat will make a pilot, *Marty & Me*, a comedy which may star Tommy Noonan. Cal. National Productions may finance the January pilot.

CBS-TV is piloting *High Time*, a comedy, in February. Plan is to showcase it on *GE Theater*. Cecil Barker is producer . . . Mark VII Ltd., long dormant in TV, is returning to production with a comedy pilot, *The Barbara Nichols Show*, to be filmed in Feb. or March. Jack Webb will produce . . . Producers Bill Thomas & Sam White go into production Feb. 1 with their action-adventure pilot, *Ski Patrol*.

Tandem Productions' producers Bud Yorkin & Norman Lear will pilot the 60-min. comedy, *3 to Make Ready*, for CBS-TV Feb. 1, and a comedy, *Meet Me at Danny's*, starring Michael J. Pollard, in mid-February.

Film City Enterprises, owned by producer-writer Herb Meadow, will pilot *The Big Fever* . . . Ziv-UA has piloted *The King of Diamonds*, starring Broderick Crawford, with John Robinson as producer.

## Advertising

**Best Campaigns of '60:** Admen had a chance to toss bouquets at last year's top TV commercials in N.Y. last week when *Journal-American* ad columnist Doris Willens invited agency executives to pick their favorite TV campaigns done by agencies other than their own. Gist of their choices:

James F. Egan, senior vp of Doherty, Clifford, Steers & Shenfield: "The new commercials for Crest toothpaste. A skillful documentary approach." David McCall, vp & associate copy chief, Ogilvy, Benson & Mather: "Remington electric shavers. A good straightforward honest demonstration, thoroughly believable." Stanley Tannenbaum, vp & creative group head, Kenyon & Eckhardt: "The Johnson & Johnson baby-product commercials. The very simplicity puts [them] far above most of what you see on TV." Peter Hilton, pres. of Kastor Hilton Chesley Clifford & Atherton: "The Kraft campaign on TV. Some of the best I have ever seen." Ben Alcock, vp & associate creative dir., Grey: "Pontiac. For imaginative demonstration."

Phyllis Robinson, vp & copy chief, Doyle Dane Bernbach: "Ban. For a strong & fresh approach." Arthur Bellaire, associate copy dir. for TV-radio, BBDO: "Two, which are direct opposites—the Maxwell House percolator commercial and Polaroid Land Camera."

———— ■ ————

Rep-fostered rate-card revisions were announced by Young-TV and Katz Agency in N.Y. last week. The new Young-TV cards establish "a relationship between spot price, spot value and demand." Each card is divided into 3 parts, and each part is a complete card in itself, containing package plans, basic spot & program rates. Spot campaigns placed under rates in the first section are most costly, the time periods being those with top ratings. The 2nd section has lower price & rating levels, but an advertiser may shift to the first section on 2 week's notice. The 3rd section (low rates) buys are pre-emptible without notice for advertisers buying at the higher rates. The rate card was developed by Young-TV exec. vp James F. O'Grady Jr. The Katz agency's new card is less of a precedent-setter. Chiefly, its change is one of simplification, standardized phraseology for conditions and purchase clauses, and a look-alike sequence of items on individual station cards—to save time-buyers the trouble of hunting all over a card to find elements used in station comparisons. The Katz card was announced by research & promotion assoc. dir. Kenneth Mills.

Petroleum firms' network & spot gross time billings in the first 9 months of 1960 were $29,987,440 (vs. $23,552,711 for same '59 period). Of the 20 largest producers, TvB reports, 11 spent at least 30% of their ad budgets on TV in 1959. Sales figures available for 10 companies in the first 6 months of 1960 showed an increase of 3.4% (vs. 1.2% for the others, who put less than 30% in TV). Texaco was the leading TV advertiser in this year's first 9 months, with $9.5 million in gross time billings, followed by Esso Standard Oil with $2.4 million.

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**Ad People:** Edward M. Thiele elected an exec. vp, Leo Burnett; John C. Ianiri, elected a vp . . . John F. Devine elected gen. counsel, J. Walter Thompson . . . Robert P. Engelke elected a vp & associate media dir., Ted Bates . . . George H. Alarik, Harold C. Mullen, Dean W. Proctor, Donald M. Rowe elected BBDO vps . . . Edward Battey, Theodore Gleysteen, John A. Hise, Frank Kemp, John Owen and Lewis Titterton named senior vps & dirs., Compton.

## Networks

CBS was again on top in the first of Nielsen's Dec. 1960 NTI reports, a win considered meaningful by researchers since it reflects "regular" (i.e., free of election coverage etc.) programming. In nighttime AA ratings (Sun. 6:30-11, Mon.-Sat. 7:30-11 p.m.) CBS drew 20.3. ABC, previously in 3rd place (Vol. 16:51 p6), moved into 2nd place with a 19.5 to rival CBS closely. NBC showed with a 17.4. The ratings also reflected an interesting growth pattern, now likely to level off somewhat as ABC reaches full status as a nighttime competitor. Since the year-ago rating, ABC has increased its homes-reached average by 15%, while CBS increased 4% and NBC grew 1%. As has happened before, ABC took top honors in Nielsen's 24-city report for the week ended Dec. 18, drawing a 20.0 against 19.6 for CBS and 17.3 for NBC.

### NETWORK SALES ACTIVITY

ABC-TV

Naked City, Wed. 10-11 p.m.; Cheyenne, Mon. 7:30-8:30 p.m.; Islanders, Sun. 9:30-10:30 p.m.; part. eff. spring & summer 1961 respectively.
*Union Carbide Consumer Products* (Esty)
*Polk Miller Products* (N. W. Ayer & Son)

Roaring Twenties, Sat. 7:30-8:30 p.m.; Islanders, Sun. 9:30-10:30 p.m., participations eff. Jan.
*Simoniz* (D-F-S)

Action cartoon series, Mon.-Fri., 5:30-6 p.m., part. eff. Jan.
*American Home Products* (Y&R)

Adventures in Paradise, Mon. 9:30-10:30 p.m., part. eff. April.
*Union Carbide Consumer Products* (Esty)

American Bandstand, Mon.-Fri. 4-5:30 p.m.; daytime programming, Mon.-Fri., participations eff. Jan.
*Warner-Lambert* (Lambert & Feasley)

CBS-TV

The Gunslinger, Thu. 9-10 p.m., participations eff. Feb. 9.
*R. J. Reynolds* (William Esty)

I Love Lucy, Sun. 6-6:30 p.m., participations eff. Jan. 1.
*Clairol* (Foote, Cone & Belding)

The Aquanauts, Wed. 7:30-8:30 p.m., part. eff. Jan. 4.
*Procter & Gamble* (Benton & Bowles)

NBC-TV

Laramie, Tue. 7:30-8:30 p.m., participations eff. Jan.
*Gold Seal* (Campbell-Mithun)

Tall Man, Sat. 8:30-9 p.m., participations eff. Jan. 14.
*Block Drug* (SSC&B)

Laramie, Tue. 7:30-8:30 p.m.; Outlaws, Thu. 7:30-8:30 p.m., participations eff. Jan.
*Pepsi-Cola* (BBDO)

The Barbara Stanwyck Show, Mon. 10-10:30 p.m., renewal.
*American Gas* (Lennen & Newell)

The Tab Hunter Show, Sun. 8:30-9 p.m., renewal.
*P. Lorillard* (Lennen & Newell)

Daytime programming, Mon.-Fri., participations totaling $5.5 million eff. Jan.
*Colgate-Palmolive* (Ted Bates)
*Simoniz* (D-F-S)
*The Sweets Co. of America* (Henry Eisen)
*Toni* (North)
*Campana Sales* (Erwin Wasey, R&R)
*Mentholatum* (J. Walter Thompson)
*Mogan David Wine* (Edward H. Weiss)
*Cracker Jack* (Leo Burnett)
*Gold Seal* (Campbell-Mithun)
*Dow Chemical* (Norman Craig & Kummel)

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
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**Personals:** John Walsh, former CBS-TV special programs coordinator, appointed exec. dir. of National Academy of TV Arts & Sciences' first international TV festival to be held in N.Y. & Washington in the fall of 1961.

Frank Rogier named gen. sales mgr., Mutual Radio Network . . . James W. Dodd, ex-Screen Gems, named sales administration mgr., NBC International; Byron E. Goodell appointed Eastern div. sales mgr., NBC-TV Spot Sales . . . Daniel Denenholz, Katz Agency vp and research & promotion dir., elected secy.; Stanley Reulman, mgr. of San Francisco office, named a vp.

Harold E. (Hal) King named mgr. of upcoming KFOY-TV Hot Sprinks, Ark., due on air in early 1961 . . . Paul McDonough, asst. to FCC Chmn., shifts to general counsel's office, assigned to space communications.

Keith G. Dare, ex-WHCT Hartford, appointed sales mgr., WNBF-TV Binghamton, N.Y. . . . Sidney P. Allen appointed national sales mgr., CKLW-TV Detroit-Windsor, headquartering in N.Y. . . . John A. Dobson, sales mgr., WCAX-TV Burlington, Vt., elected a vp.

Edwin K. Wheeler, gen. mgr., WWJ-TV & WWJ Detroit, appointed to Businessmen's Advisory Committee, Wayne State U. School of Business Administration.

Born Dec. 26 to Mr. & Mrs. William Sarnoff: a daughter, Nancy Lynn, first grandniece of Brig. Gen. and Mrs. David Sarnoff.

### *Obituary*

Tracy S. McCraken, 66, Wyo. newspaper publisher & Democratic National Committeeman, whose family interests included broadcasting, died Dec. 26 in Laramie County Memorial Hospital, Cheyenne, following a heart attack on Christmas Day. He owned 4.42% of KFBC-TV & KFBC Cheyenne and satellite KSTF Scottsbluff, Neb. Other holdings by the family & associates: radios KVRS Rock Springs, Wyo.; KSID Sidney, Neb.; KRAL Rawlins, Wyo.

Frederick A. Knorr, 47, Mich. radio station operator, died Dec. 26 in Ft. Lauderdale of burns received when he fell into scalding water Dec. 9 (Vol. 16:51 p11). He is survived by his wife, 2 daughters, a son and his parents.

Charles S. Monroe, 52, CBS-TV advertising & sales promotion dept. administrative services mgr., died suddenly Dec. 24 at his home in Forest Hills. He wrote many CBS-TV & radio scripts. His wife, daughter & mother survive.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TV TRADE TRENDS—PRICING & WARRANTIES:** First clues to changes in pricing & warranty policies came from 3 manufacturers at week's end, in advance of the International Home Furnishings Show which opens its 10-day stand Jan. 6 at Chicago's Merchandise Mart.

Topping pricing news were movements both up & down—up by Zenith & down by GE, though the latter's move seemingly involves only one new portable. Warranty news was made by Philco's new nationwide 90-day parts-&-labor guarantee.

Zenith distributors last week were showing dealers a revamped 58-model TV-stereo line which made good on Zenith Sales Corp. Pres. Leonard C. Truesdell's Oct. prediction of "an increase in prices of a number of models" (Vol. 16:42 p17). As we observed price tags at N.Y. distributor's show, suggested lists of many holdover TV models were up—most of them by $10, although increases appeared to range from $5 to $25.

In Zenith's stereo line, several sets carry higher retail prices—the increment ranging from $10 on a low-end portable (now $89.95) to $50 on a $550 FM-AM-phono console. In addition, Zenith introduced a new super-sensitive tuner and its own-make stereo changer—incorporated into several brand-new sets. (For details on Zenith line, see p. 18.)

GE will show new low-priced slim 19-in. portable at Chicago market. Now in production and due for national distribution within few weeks, it's called GE's "first 1962 set." At $159.95, it appears to be lowest-priced big-name transformer-powered set with 19-in. 114-degree tube. Plastic-encased set is 12½-in. deep at bottom, tapers to top, has AGC, width control, carrying handle. Step-up models are in $169.95 range.

Philco retail prices also will rise—by at least $1.75 for portables and $4 for all other models. These increases represent costs of Philco's new inboard parts-&-labor warranty—costs which "are over & above the suggested list prices of the products," but which will be ticketed to consumer as part of over-all TV-set price. For more on Philco's labor warranty, see p. 17.

**FM STEREO STANDARDS THIS MONTH?** FCC held its first meeting on stereo FM multiplex broadcasting last week—and afterwards Commissioners limited their comments to the hope that a decision would be made soon. There are indications that Commission is aiming at decision by end of this month.

Four Commissioners were present—Chmn. Ford, Bartley, Craven, Hyde. They got rundown on ABCs of FM stereo from Harold L. Kassens, chief of aural existing facilities branch, in charge of stereo proceeding at staff level. Then they listened to tapes recorded during National Stereo Radio Committee's field tests last summer, containing monophonic & stereo output of each system.

It was basically an orientation session. As among the 6 systems under consideration, it's understood that no staff recommendations have yet been drafted—and there's still possibility, of course, that Commission could decide not to choose any system. But best guess is that definite stereo FM standards will be established.

"We hope to reach an early conclusion," Chmn. Ford told us after session. Comr. Bartley, whose interest in both FM & stereo is of long standing and who attended some of last summer's field tests, expressed belief that "there'll be something before spring."

**TV-RADIO PRODUCTION:** EIA statistics for week ended Dec. 23 (51st week of 1960):

| | Dec. 16-23 | Preceding wk. | 1959 wk. | '60 cumulative | '59 cumulative |
|---|---|---|---|---|---|
| TV | 81,762 | 98,083 | 103,342 | 5,684,757 | 6,272,488 |
| Total radio | 271,255 | 347,572 | 278,550 | 17,008,069 | 15,403,054 |
| auto radio | 91,631 | 111,712 | 130,156 | 6,344,079 | 5,460,238 |

**1961—ANOTHER RECORD, COMPETITIVE YEAR:** It's going to be a bright year for those who can stand the pace. That's the way we see 1961—a record year in consumer-electronics dollar sales, a hotly competitive year, a year when efficient organization, selling ability and honest value will count more than ever before. It won't blaze any new trails from standpoint of industry-wide profits, but firms with good management will be able to present satisfying reports to their stockholders.

You've read industry leaders' cautious forecasts in these columns last week (Vol. 16:52 p19). There is virtual unanimity that 1961 will start at a pace substantially slower than 1960, pick up velocity at midyear, with 3rd & 4th quarters better than last year's corresponding ones. This, of course, spells higher dollar sales, since greater proportion of higher-priced merchandise traditionally is sold in year's 2nd half. We'll go a little further and predict higher unit sales of TVs & phonos, and at least a dollar increase in radio sales.

Inventories will be watched more closely than ever before—nobody will want to take off on the overproduction toboggan. We see TV production, distributor & retail sales all hovering around 6-million mark this year (up from 5.7-to-5.8 million in all categories last year), phono retail sales nearly 5 million (vs. 4.5 million), radios 10-to-10.5 million (vs. 10.2 million), auto radios close to 6 million (vs. 6.5 million).

By year's end a new product will be revitalizing both the radio & console stereo markets, with a 2nd innovation poised in attempt to obsolete the phonograph as we know it today. FM multiplex stereocasting could begin around midyear and by Christmas season give big boost to both radio & stereo-phono sales. At year's end, hottest industry issue may be 3M's bid to obsolete the phonograph with its tiny automatic-changing tape cartridge.

In more detail, here's size-up of '61 as it looks from way out on our limb of the electronics tree:

**TV Sales Trends:** Product upgrading will continue—with more emphasis on furniture styling, high-end sets, etc. Accordingly, average factory price of TV set sold in 1961 will rise to about $150, highest since 1953, up from low of $127 (1956) and from last year's estimated $146. TV-phono combinations will comprise a record 5% of retail sales (up from 3.7% last year), other consoles remaining at 45%, table models & portables dropping to 50% (from 51.3%).

**Technical Innovations:** "The big change"—to 19- & 23-in. sets—came last year. This year's changes will be less noticeable in the showroom and aimed primarily at consumer satisfaction. One trend was foreshadowed by RCA Victor's introduction of sensitive New Vista tuner last year—and followed just last week by Zenith's Gold Video Guard tuner. More sensitive sets, lower noise levels, are good selling points—and good hedge in event industry must change over to uhf. Hot battle over picture-tube implosion shields will continue, first sets using du Pont Mylar shields and Pittsburgh laminated caps appearing in 1961.

**TV Merchandising Trends:** Set makers will walk tightrope in attempt to reassure consumers on set reliability and at same time avoid offending service technicians. New warranty plans—some including parts and labor (see Philco story, p. 17), others extending to one or 2 years—will be tested & adopted.

Another trend may be apparent by year's end—talk about discontinuance of annual model changes. This will be influenced less by George Romney & Vance Packard than by desire to end price-cut dumps & unnecessary retooling.

**Color TV:** Even though Gen. Sarnoff stated last week that his company made profit "in 7 figures" on color in 1960, color will continue to be primarily RCA's baby. We think industry color sales, stimulated by an exceptionally good color set this year, will increase by 50% from an estimated 150,000 sets in 1960 (which in turn was 30% above 1959) to about 225,000, in 1961.

**Radio Sales:** FCC-established FM stereo mutiplex standards (see p. 15) will help increase dollar volume of radio sales and give U.S. manufacturers a unique product not being made in any other country. In transistor radio field, more set makers will offer U.S.-made receivers priced competitively with imports, although total radio sales still may not come up to 1960's unit total.

**FM Radio:** Public will purchase record number of FM receivers & tuning devices. Including not only table radios, but combinations, hi-fi tuners & imports, FM will increase its U.S. audience by about 2.5 million sets, compared with some 2 million last year. Toward end of year, many of these will be multiplex sets (unless there's hold-up in FCC decision), although really low-priced stereo radios won't generally be available until 1962.

**Phono Trends:** Phono mix will continue in 1960 pattern—about 75% stereo, 25% mono. But toward year's end, influence of FCC stereo decision should be felt and nearly all stereo phonos sold will be equipped

with FM tuners—either already adapted or easily adaptable to FM multiplex stereo. Market will develop for FM stereo tuner converters for existing stereo phonos. We predict sale, under impact of this FM-stereo development, of some 5 million phonos at retail next year.

**Tape Cartridges:** The tiny Minnesota Mining CBS tape cartridges—the 3½-in. square, 5/16-in. thick wafers which can provide up to 64 min. of stero music (Vol. 16:13 p18)—will be in at least experimental production by year's end, and 3M's Revere subsidiary will be manufacturing automatic players for them. Zenith, Columbia, Revere & others will be ready for marketing of stereo units containing the new cartridge changers, and predictions will be heard that at last tape is ready to obsolete the disc record.

**Imports:** This year will be first big year for TV imports. They'll still number less than 2% of retail sales—about 100,000 units. Most will be from Japan, some from Germany. Majority will be 19-in. non-transistorized units; battery portables won't make much impact here in 1961. Radio imports will continue at approximately 1960's level (7.5 million, including 1- & 2-transistor "toys"), with no successful federal legislation to stop them. Tape recorder & stereo phono imports from Japan will soar.

Those are 1961's prospects as we see them. It will be a year with plenty of opportunity, with high stakes for those who guess right, extreme dangers for those who can't keep pace. Public will have the money to buy, plenty of old sets to replace, and there'll be enticing new products on the market. Summing up in a single word the challenge of 1961: Salesmanship.

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***More about***

**PHILCO'S LABOR WARRANTY:** "Unprecedented" is Philco's description of its new nation-wide TV service policy (see p. 15) that guarantees service labor as well as parts during the 90-day warranty period. The policy becomes effective with the new Philco TVs, which are being introduced to dealers this week at simultaneous conventions in Miami Beach & Las Vegas.

Philco portables will be sold with a built-in policy providing "carry-in" service. Table models, compacts and consoles will be covered with in-the-home service. The costs of these inboard service policies, Philco candidly states, are $1.75 & $4 respectively. However, the policies are not optional for consumer, dealer or distributor. Accordingly, the price the consumer pays for his new Philco TV automatically will include the labor warranty.

Henry T. Paiste, Philco's consumer-relations & service dir., says the TV policy was field-tested in Chicago, Milwaukee and Cincinnati and is patterned after the company's labor-&-parts warranty for radios, introduced in 1955.

The contract servicing, he explains, will be provided by more than 30,000 independent Philco servicemen, thousands of Philco dealers with "qualified" service shops & technicians, and independent non-retailing servicemen who do servicing for non-servicing TV retailers.

Paiste told us that the serviceman will bill Philco at virtually "full rate" for labor-&-parts repairs and will make just about the same profit as he would if the TV set owner walked into the shop cold for the same repair.

"This labor & parts warranty," he told us, "is designed for satisfaction. It assures the customer complete service protection during warranty, it furnishes the serviceman with a proper profit on his work, it brings him additional business both during the warranty period and after. Philco sees this as a major step in bringing about a much needed uniform service coverage for the entire service industry." ranties on a local level."

* * *

Westinghouse's 90-day labor-&-parts warranty on all 19-in. portable TVs became effective Jan. 1. TV-hi-fi dept. mgr. J. J. Egan noted: "Previously, some Westinghouse distributors & dealers had offered free labor-&-parts warranties on a local level."

**GALVIN & SKINNER SEE GOOD '61:** The presidents of 2 large consumer-electronics manufacturing firms both see 1961 business as at least equal to 1960's thanks to an anticipated 2nd-half pickup. Philco's James M. Skinner Jr. & Motorola's Robert W. Galvin thus add their opinions to those of other industry leaders quoted in our annual roundup last week (Vol. 16:52 p19).

Galvin's statement: "It is likely that the sale of high-ticket consumer-products items, which were comparatively high in the first half of 1960, will be at a reduced level during the same period of 1961, but we can expect improvement in the last half of 1961 compared with 1960. The total volume should be approximately the same.

"We expect that a number of factors will accumulate to make the 2nd half of 1961 a brisk marketing period: Renewed confidence, particularly on the part of the 66 million people who were never out of a job during the recession . . . accumulated savings . . . and the fact that more than enough time will have passed during which people have been unduly postponing their replacement purchases. This, combined with some attractive new product features to be available, will nurture the market.

"Other radio products will be up in the 2nd half of next year, after a somewhat lower first half than 1960, to the extent that we believe 1961 will show a gain over 1960. Car radio sales volume may be down slightly next year from the excellent output in 1960."

Skinner's statement: ". . . We expect the industry to [have] an improved 2nd half; end the year with rising sales.

"Sales of home electronic products probably will start slowly during the early months of 1961, and show improvement during the middle quarters and particularly in the 4th quarter. Sales of all types of phonographs & TV should show a tendency to firm up in the coming year, particularly as the symptoms of the present mild recession disappear. Fortunately, the predicted upturn of the economy in mid-year will coincide with the beginning of TV's traditional season of high sales. Radio, however, will continue as a steady business throughout the year under the impetus of strong consumer demand for transistorized models . . .

"As a whole, then, we expect the economy to gain new strength in the last half of 1961, bring sales for the year to levels equal to 1960, with a chance for a modest increase."

***More about***

**NEW MODEL SETS:** New TV, radio & stereo instruments will formally be unveiled at the International Home Furnishings Show which starts this week (Jan. 9) at Chicago's Merchandise Mart, but many distributors were giving dealers a look at them last week in private showings. In addition to the new price & warranty trends of Zenith, GE & Philco (see p. 15), here are some of the highlights:

Zenith—Several new innovations are found in Zenith's long line. A new super-sensitive tuner in 19 basic models —including portables, table models, consoles & combinations—has been named "Gold Video Guard." The new turret tuner has "104 contact points made of 16K filled gold, alloyed with platinum & silver." Hand wired, it's designed to minimize contact wear, is built to accommodate up to 4 uhf strips. It features a front-of-set fine-tuning control which may be used by the set owner to peak-tune each channel—and adjustments can be readily made without upsetting tuning of any other channel.

One of the most interesting features of the Zenith line is the addition of DC restoration to high-end TV models. This technique, long known to the industry, but not used recently by any other manufacturer to our knowledge, sharply improves contrast and prevents wash-out of details. Called "Dynamic Contrast Control" by Zenith, it may be engaged or disengaged by means of a push-pull switch under the hinged escutcheon panel.

Zenith also showed for the first time its "Stereo Professional" changer, featured in 6 stereo consoles and one TV combination. Built by Zenith—the first changer it has made itself in several years—it features precision construction designed to minimize rumble, wow & flutter. An interesting feature is a pop-up 45-rpm spindle which folds right into the turntable.

The new Zenith TV line includes 39 basic models, 19 of them with remote control. Stereo line has 3 portables & 16 single-cabinet consoles, 5 with "extended stereo" & reverb.

Olympic—Six new TV models, 2 stereos & 4 radios will be added, all of them promotionally priced. The TV line includes a 19-in. TV-radio-phono combination at $249.95, a 23-in. combination at $389.95, a 23-in. console at $249.95, a 23-in. table model at $199.95 and an open-priced 19-in. portable. Stereo consoles are priced from $129.95 without radio and $199.95 with AM-FM. Featured in the radio line is an AM-FM table model at $29.95, a 6-transistor pocket set, a 5-tube clock radio and a 5-tube radio, the latter 3 with open list. Olympic's display will be at Chicago's Congress Hotel Jan. 6-12.

Webcor—To be shown at regional distributor meetings beginning Jan. 5 (Chicago) will be these new products: (1) "Galaxy" stereo phono-tape recorder-AM-FM console to retail at about $1,000. (2) "The industry's smallest AM-FM radio, transistorized down to one-fourth the size of the next larger competitor." (3) A cordless big-speaker AM radio said to operate more inexpensively than a power-cord unit. (4) A 9-transistor citizens band transceiver.

———— ■ ————

TV-radio-phono excise tax rules, revised to bring them into line with technical changes in the 1958 Excise Tax Act (Vol. 16:2 p21), have been put into final form by Internal Revenue Service. The text of the rewritten regulations, which retain the 10% manufacturer's tax on sets, is published in the Dec. 19 Internal Revenue Bulletin, available from IRS offices.

**OCT. PHONO SALES DIVE:** Retail phono sales in October 1960 were the best since February—but not good enough to maintain 1959's pace. Following the decline trend which began in the preceding month (when retail sales were 3% lower than Sept. 1959), October's retail sales dipped 19% below Oct. 1959's figure.

Cumulative retail sales for 1960's first 10 months were still 10% ahead of the same 1959 period, thanks to the substantial lead chalked up in the first 8 months of the year. However, if retail sales in November & December followed the October pattern (official figures not yet available), they pulled 1960 unit sales down to the same level as full-year 1959—about 4.4 million units.

Of course, unit sales don't tell the full story. Dollar sales volume in 1960 was considerably ahead of 1959—largely because full-year retail phono sales for 1960 consisted of an estimated 75% stereo units vs. 62% in 1959.

Factory sales of phonos were 14% below Oct. 1959 in Oct. 1960, while 10-month factory unit sales were 18% higher than during the same 1959 period. The official EIA phono sales figures for 1960's first 10 months as compared with the corresponding 1959 months:

**PHONO FACTORY SALES**

| | 1960 | | | 1959 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 118,400 | 341,329 | 459,729 | 184,147 | 177,336 | 361,483 |
| February | 92,649 | 324,666 | 417,315 | 164,873 | 188,750 | 353,623 |
| March | 63,264 | 242,523 | 305,787 | 119,075 | 168,117 | 287,192 |
| April | 30,962 | 142,409 | 173,371 | 47,153 | 125,111 | 172,264 |
| May | 36,793 | 146,176 | 182,962 | 33,356 | 89,827 | 123,183 |
| June | 69,293 | 198,407 | 267,700 | 44,976 | 152,900 | 197,876 |
| July | 70,992 | 222,559 | 293,551 | 44,591 | 158,668 | 203,259 |
| August | 109,321 | 307,517 | 410,838 | 65,179 | 277,545 | 342,724 |
| September | 146,997 | 384,289 | 531,286 | 102,399 | 377,785 | 480,184 |
| October | 143,160 | 391,821 | 514,980 | 139,579 | 456,471 | 596,050 |
| TOTAL | 881,831 | 2,701,696 | 3,583,527 | 945,328 | 2,172,510 | 3,117,838 |

**PHONO RETAIL SALES**

| | 1960 | | | 1959 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 150,688 | 368,964 | 449,923 | 231,429 | 159,214 | 390,643 |
| February | 102,063 | 347,860 | 448,128 | 171,127 | 156,477 | 327,604 |
| March | 61,249 | 249,497 | 310,746 | 139,577 | 140,075 | 279,652 |
| April | 41,503 | 152,141 | 193,644 | 94,226 | 118,197 | 212,423 |
| May | 39,734 | 141,080 | 180,814 | 70,228 | 82,765 | 152,993 |
| June | 44,925 | 165,339 | 210,264 | 66,979 | 100,982 | 167,961 |
| July | 68,787 | 180,949 | 239,736 | 82,742 | 124,979 | 207,721 |
| August | 79,364 | 257,581 | 336,945 | 98,132 | 198,926 | 297,058 |
| September | 115,863 | 264,636 | 380,499 | 132,686 | 257,857 | 390,543 |
| October | 126,807 | 272,101 | 398,908 | 152,248 | 343,428 | 495,676 |
| TOTAL | 820,983 | 2,400,148 | 3,221,131 | 1,239,374 | 1,682,900 | 2,922,274 |
| | | * | * | * | | |

Transistor sales at the factory level passed the 100-million mark in October, remaining above 12 million for the 2nd consecutive month, EIA figures show. The total for all of 1959 was 82 million. Transistor factory-sales dollar volume for October totaled $25.9 million, down slightly from September, as were unit sales. Here are EIA's 10-month factory figures, with 1959 comparisons:

| | 1960 | | 1959 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 9,606,630 | $24,714,580 | 5,195,317 | $13,243,224 |
| February | 9,527,662 | 24,831,570 | 5,393,377 | 14,550,056 |
| March | 12,021,506 | 28,700,129 | 6,310,286 | 18,117,560 |
| April | 9,891,236 | 23,198,576 | 5,906,736 | 16,864,049 |
| May | 9,046,237 | 24,714,580 | 6,358,097 | 19,007,293 |
| June | 10,392,412 | 27,341,733 | 6,934,213 | 18,031,593 |
| July | 7,070,884 | 18,083,802 | 6,030,265 | 15,618,315 |
| August | 9,732,993 | 22,739,969 | 7,129,696 | 18,054,138 |
| September | 12,973,792 | 28,442,229 | 8,652,526 | 20,851,290 |
| October | 12,168,632 | 25,945,195 | 8,710,913 | 22,109,748 |
| TOTAL | 102,431,984 | $248,144,156 | 74,467,926 | $199,189,791 |

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Division to conduct research on ceramic ferrite & other semiconductor materials has been formed by Conductron, subsidiary of Paramount Pictures' Autometric Corp.

Capitol Records has formed a home-instruments div. to design, make and sell Capitol portable & console phonos.

**Trade Personals:** Ross Snyder, ex-mgr. Ampex Professional Products video products dept., named staff asst. to mktg. div. dir., Eitel-McCullough . . . **L. I. Wood** named GE vp, gen. counsel & secy., succeeding **Ray H. Luebbe**, retiring . . . **I. Nevin Palley** named pres. of ITT Federal Labs, new div. comprising former ITT Labs and ITT Federal div. . . . **John B. Tuthill** named finance vp, **W. W. Roodhouse**, administration vp, Collins Radio.

**George T. Stewart** named Eastern region sales vp, Sylvania Home Electronics; **Austin J. White** appointed Midwestern sales vp . . . **Robert M. Carstens** promoted to asst. sales mgr., Zenith Sales Corp. international div. . . . **Robert M. Jones** promoted to personnel vp, Philco, succeeding **Harold W. Butler**, who resigned as an officer but continues as a dir. & exec. committee member . . . **Allen Center**, who rejoined Motorola Jan. 1 (Vol. 16:47 p21), elected PR vp . . . **Robert W. Pemberton** named regional sales mgr., Stromberg-Carlson consumer products Midwest territory.

**Ben Zale** named ad mgr., Rek-O-Kut . . . **Warren R. Baughman** named permanent magnets sales mgr., Indiana General's Indiana Steel Products div. . . . **Peter Bas** named mgr., entertainment semiconductor, tube & component dept., in a split of Philips Electronics Industries' Rogers Electronic Tubes & Components into 2 separate depts.; **D. S. Simkins**, appointed mgr., professional semiconductor, tube & component dept. . . . **Dr. George Wetwijn** named director of engineering at the Evanston, Ill., plant of Hoffman Electronics semiconductor division.

**Bernard Reich**, formerly chief, circuit-functions branch of solid state-devices div., U.S. Army Signal Research & Development Labs, Fort Monmouth, N.J., named pres., Molecular Electronics, subsidiary of Precision Circuits . . . **Harold A. Wheeler**, Hazeltine vp, appointed to Defense Dept. Advisory Group on Radar.

**Frank H. Bower** named to new post of research & development contracts mgr., Sylvania semiconductor div. . . . **Charles R. Fisher** named product engineering mgr., Stromberg-Carlson telecommunication div. . . . **Palmer M. Craig**, named operations dir., Philco Western Development Labs, Palo Alto . . . **Nicholas F. Pensiero** named mktg. admin. mgr., Philco Corp. computer div., govt. & industrial group.

**Meade C. Camp**, ex-Univac div. of Sperry Rand, named mktg. planning mgr., RCA electronic data-processing div. . . . **Robert C. Dunlap Jr.** named a Texas Instruments vp, succeeding **Fred J. Agnich**, resigned. Dunlap will head the company's geoscience activities, continuing as pres. of subsidiary Geophysical Service . . . **David Lachenbruch** promoted to asst. managing editor, TELEVISION DIGEST.

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**George's Radio & TV Co. Inc.**, big Washington discount house, has denied FTC charges that it made deceptive pricing & savings claims in advertising for appliances sold at its "warehouse supermarts." The firm said the ads listed manufacturers' "suggested retail prices," and didn't mislead buyers. Meanwhile, the govt. filed a suit for a $45,000 judgment against the company for alleged failure to comply with a 1954 cease-&-desist order against TV set-pricing practices which FTC said were deceptive. George's Pres. George Wasserman should be assessed another $45,000 as an added penalty, the govt. said in the action instituted in U.S. District Court, Washington.

**Factory sales of appliances** will rise 3.5% in 1961, compared with 1960's 6.8% decline from a year ago, predicts the consumer-products div. of the National Electrical Mfrs. Assn. These gains are anticipated (1960 losses in parentheses): electric refrigerators, 0.7% (—8.2%); food freezers, 5.3% (—13.3%); electric ranges, 4.9% (—9.6%).

**John V. L. Hogan:** John Vincent Lawless Hogan, 71, an engineering pioneer in radio, TV, facsimile & high-fidelity sound reproduction, died Dec. 29 at his home in Forest Hills, N.Y. after a long illness. Holder of many patents in these fields, and a consulting engineer until his recent illness, Hogan's career paralleled the rise of electronics.

In 1908, at 19, as chief lab assistant to Dr. Lee de Forest, he is credited with transmitting the first music by radiotelephone to be heard outside the laboratory (a wireless operator at Brooklyn Navy Yard heard it while listening for Morse code). During this time he invented the single-dial radio tuner as well as a crystal detector. In 1909 he joined the National Electric Signaling Co., becoming mgr. of Prof. R. A. Fessenden's experimental trans-Atlantic station. He held several important commercial & govt. posts in World War I, after developing & receiving patents for a number of improvements in broadcasting & reception, particularly relating to sound fidelity.

In 1921, he became a consulting engineer, continuing to experiment in radio—including such fields as TV, FM & facsimile. He served as an advisor to the Federal Radio Commission. He founded the experimental W2XR N.Y. in 1928 in connection with experiments in high-fidelity sound for TV. The station later became commercial WQXR (purchased by *N.Y. Times* in 1944); he resigned as president of the station in 1949. During World War II, he concentrated on military electronics research and served as special assistant to Dr. Vannevar Bush, director of the Office of Scientific Research & Development. He was president of Hogan Labs Inc. & Faximile Inc., was a founder & president (1920) of IRE.

## Finance

**Sprague Electric** expects 1960 to produce peak earnings of $4.5 million ($3.25 a share) on record sales of $65 million, compared with 1959's profit of $3.5 million ($2.61) on $56.4-million sales. Chmn. Robert C. Sprague, in a recent *N.Y. Times* profile, noted that Sprague sales have expanded at an average rate of 16% annually during its first 30 years (1926-1957), are expected to grow at a minimum average of 12% annually in the decade ending 1967. "Increasing competition in the electronics business, both domestic & foreign," he said, "requires the most astute business & financial judgment. At the same time, the future in electronics belongs to those companies that keep themselves in the technological forefront. We are strengthening our board & our executive staff (Vol. 16:48 p18) in both directions so that we will be prepared to continue, if not exceed, the rate of growth we have [had] in the past."

**Thompson Ramo Wooldridge** plans to buy Radio Condenser Co., Camden, N.J., and has obtained an option to acquire more than 90% of the latter's common. Wooldridge Pres. Dean. E. Wooldridge says that, subject to SEC approval, 103,463 shares of TRW common will be offered in exchange for 4,350,815 outstanding shares of Radio Condenser, on the basis of .2374 of a share for one of the Camden firm's.

**Appliance Buyers Credit Corp.** (jointly owned by RCA and Whirlpool) has completed arrangements for the private sale of $7.5 million of senior subordinated notes, due Dec. 15, 1975. The St. Joseph, Mich. company furnishes financing for dealers & distributors of RCA, Whirlpool and Carrier products.

**Avnet Electronics** was slated for listing on the New York Stock Exchange at year's end, moving from the American. Symbol: AVT.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Bendix | 1960—year to Sept. 30 | $794,499,990 | $54,028,270 | $26,188,471 | $4.88 | 5,371,278 |
| | 1959—year to Sept. 30 | 691,511,604 | 59,737,082 | 27,404,274 | 5.37 | 5,104,365 |
| Hallicrafters | 1960—qtr. to Nov. 30 | 11,683,000 | —— | 356,000 | .32 | 1,005,000 |
| | 1959—qtr. to Nov. 30 | 7,891,000 | —— | 273,000 | .24 | 1,005,000 |
| Heli-Coil | 1960—6 mo. to Oct. 31 | 3,648,181 | 979,429 | 475,229 | .69 | 685,611 |
| | 1959—6 mo. to Oct. 31 | 4,166,209 | 1,157,695 | 558,095 | .94 | 594,231 |
| International Electronic Research | 1960—year to Sept. 30 | 5,239,834 | —— | 346,507 | .75 | 462,000 |
| | 1959—year to Sept. 30 | 4,357,671 | —— | 167,194 | .36 | 462,000 |
| Newark Electronic | 1960—qtr. to Nov. 30 | 3,435,000 | —— | 86,939 | .27 | —— |
| | 1959—qtr. to Nov. 30 | 2,797,000 | —— | 58,237 | .18 | —— |
| Yardney Electric | 1960—6 mo. to Oct. 31 | 4,797,554 | —— | 281,131 | .28 | —— |
| | 1959—6 mo. to Oct. 31 | 3,276,000 | —— | 209,000 | .20 | —— |

Storer Bcstg. Co. stockholders will put up 263,000 common shares for public sale through an underwriting group headed by Reynolds & Co. Inc., according to an SEC registration statement (File 2-17433). The price & underwriting terms weren't reported in the initial report to SEC. Storer Chmn.-Pres. George B. Storer will sell 160,000 shares; the Detroit Bank & Trust Co., as trustee under agreements with him, 50,000; senior vp. J. Harold Ryan & Mrs. Ryan (Storer's sister), 50,000. All of the 263,000 common shares being offered (of a total of 975,060 outstanding) are shares into which a like number of Class B shares (1,499,690 outstanding) will be converted. The SEC registration statement listed Chmn.-Pres. Storer as 72.38% owner of the Class B stock.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, December 29, 1960

Electronics TV-Radios-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 20¼ | 22 |
| Aerovox | 7¾ | 8⅝ |
| Allied Radio | 22¾ | 24⅝ |
| Astron Corp. | 1⅝ | 2⅛ |
| Baird Atomic | 24½ | 26½ |
| British Industries | 19½ | 21½ |
| CGS Labs | 5¾ | 7⅛ |
| Cetron Electric | 4⅛ | 4⅝ |
| Control Data Corp. | 61¾ | 65¼ |
| Cook Elec. | 12⅝ | 13⅝ |
| Craig Systems | 15¼ | 16¾ |
| Dictaphone | 28¼ | 30⅝ |
| Digitronics | 23½ | 25⅝ |
| Eastern Ind. | 14 | 15½ |
| Eitel-McCullough | 19 | 20⅜ |
| Elco Corp. | 15¼ | 16¾ |
| Electro Instruments | 24½ | 27¼ |
| Electro Voice | 7¾ | 8⅝ |
| Electronic Associates | 29¼ | 31¾ |
| Erie Resistor | 9⅛ | 10 |
| Executone | 20½ | 23 |
| Farrington Mfg. | 28¼ | 30⅝ |
| FXR | 38½ | 42 |
| General Devices | 11⅞ | 12⅞ |
| G-L Electronics | 8¼ | 9½ |
| Granco Products | 2⅝ | 2⅞ |
| Gross Telecasting | 20 | 22 |
| Haydu | 1/16 | ¼ |
| Hewlett-Packard | 29¼ | 31⅛ |
| High Voltage Eng. | 153 | 163 |
| Infrared Industries | 17½ | 19⅛ |
| Interstate Engineering | 21¾ | 28⅝ |
| Itek | 50 | 54 |
| Jerrold | 6⅞ | 7⅝ |
| Lab for Electronics | 46¾ | 50⅛ |
| Magna Theater | 2½ | 2⅞ |
| Magnetics Inc. | 7¾ | 8⅞ |
| Maxson (W.L.) | 12 | 13⅛ |
| Meredith Pub. | 42¾ | 45⅞ |
| Metropolitan Bcstg. | 18¾ | 20⅛ |
| Milgo Electronics | 18¼ | 19⅞ |
| Narda Microwave | 3⅞ | 4½ |
| Nuclear of Chicago | 37½ | 40⅝ |
| Official Films | 2¼ | 2⅝ |
| Pacific Automation | 5 | 5¾ |
| Pacific Mercury | 5¼ | 5⅞ |
| Philips Lamp | 156¾ | 162½ |
| Pyramid Electric | 2⅜ | 2¾ |
| Radiation Inc. | 25 | 27¼ |
| Howard W. Sams | 35¾ | 38⅜ |
| Sanders Associates | 32½ | 35⅛ |
| Silicon Transistor | 3⅞ | 4½ |
| Soroban Engineering | 39 | 42¼ |
| Soundscriber | 15¼ | 17 |
| Speer Carbon | 17½ | 19⅜ |
| Sprague Electric | 52 | 55½ |
| Sterling TV | 1½ | 2 |
| Taft Bcstg. | 12 | 13¾ |
| Taylor Instrument | 34¼ | 37 |
| Technology Inst. | 8 | 9 |
| Tele-Broadcasters | 1 | 1⅝ |
| Telechrome | 12 | 13⅜ |
| Telecomputing | 7 | 7¾ |
| Telemeter | 12 | 13⅛ |
| Time Inc. | 74½ | 78¾ |
| Tracerlab | 8¾ | 10 |
| United Artists | 5⅝ | 6⅜ |
| United Control | 17 | 18⅞ |
| Vitro | 10⅝ | 11⅝ |
| Vocaline | 2⅛ | 2⅝ |
| Wells-Gardner | 20¼ | 21⅝ |
| Wometco Ent. | 12¾ | 13⅞ |

**Reports & comments available:** ITT, study, Evans & Co., 300 Park Ave., N.Y. 22 • **Hallicrafters,** analysis, William R. Staats & Co., 111 Sutter St., San Francisco 4 • **Loral Electronics,** prospectus, Kidder, Peabody & Co., 17 Wall St., N.Y. 5 • **American Cryogenics,** prospectus, Courts & Co., 25 Broad St., N.Y. 4 • **Educational Electronics,** report on General Electronic Labs, $1, Carleton & Co., 262 Washington St., Boston 8 • "Movie Makers Prosper Again," Hollywood profile in Dec. 14 *Financial World.* • **Electronic Specialty,** analysis, Dempsey-Tegeler & Co., 210 W. 7th St., Los Angeles 14 • **General Precision Equipment,** report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • **Metropolitan Telecommunications,** prospectus, Milton D. Blauner & Co., 115 Broadway, N.Y. 6 • **The Tele-Tronics Company,** offering circular, Woodcock, Moyer, Fricke & French, 123 S. Broad St., Philadelphia • CBS, analysis, Goodbody & Co., 115 Broadway, N.Y. 6 • **Rank Organization,** study, Bache & Co., 36 Wall St., N.Y. 5. • **Standard Kollsman Industries,** analysis, H. Hentz & Co., 72 Wall St., N.Y. 5.

**Mergers & acquisitions:** Avnet Electronics, Westbury, N.Y. manufacturer of electronic components & devices, has merged with **British Industries,** N.Y.-based marketer of hi-fi & stereo equipment. Surviving Avnet will operate the latter as a subsidiary. British Industries stockholders will receive for each share one Avnet share plus a warrant exercisable for 30 days to purchase 2 Avnet shares for each 5 BI shares • **Electronic Specialty,** which plans to consolidate next month with American Electronics (Vol. 16:49 p22), will merge first with **D. S. Kennedy Co.,** subject to approval of latter's stockholders. Kennedy, of Cohasset, Mass., produces antennas for space communications & missile detection, employs some 500 persons in 4 plants (Ala., Tex., Ia., Mass.). The combination of Electronic Specialty (including D. S. Kennedy) and American Electronics is to be known as Electronic Science & Controls Inc., if stockholders of both approve the merger • **Bedford Blanket,** New Bedford, Mass. maker of electric blankets, reports it has merged with **Standard Kollsman,** which recently acquired the electric blanket div. of Bobrich Products (Vol. 16:51 p13).

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| A. C. Nielsen | Q | $0.12½ | Feb. 1 | Jan. 6 |
| Packard Bell | Q | .12½ | Jan. 25 | Jan. 10 |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS

JAN 9 1961

### *FCC*

**ALLOCATIONS COMMENTS**—more of the same—turn up in form of 160 replies on interim vhf drop-in proposal. FCC is seen adopting less than dozen (p. 1).

**FCC PONDERS PAYOFF RULES,** drafting changes to reflect the Harris-Pastore amendments that require closer, case-by-case Commission scrutiny (p. 6).

### *Congress*

**OVERSIGHTERS SHUT UP SHOP** fighting among themselves, but they agree on need for more TV-radio-FCC reforms—and opposition to Landis plan. Bills pour into House (pp. 2 & 3).

**SEC. 315 "WATCHDOG" HEARING** to follow inauguration, is set by Senate's Yarborough subcommittee. "Representative" equal-time complaints will be explored (p. 4).

### *Stations*

**EXPANDED TELEVISION FACTBOOK,** due April 15, will offer such unique services as complete data from ARB's 1960 station-coverage report, and exact scale reproductions of all station contour maps as filed with FCC (p. 3).

**WHAT IS THE PUBLIC INTEREST?** Comr. King's question arouses us to make a 3-city survey. New York and Los Angeles attempt answers—but not Washington (p. 5).

### *Film & Tape*

**BING CROSBY PRODUCTIONS** is being reactivated; seeking production & investment opportunities (p. 11).

### *Consumer Electronics*

**TRADE & BUSINESS TRENDS** at market time: Low-end prices are dropping, middle-of-line are firm to high; more sensitive tuners; picture-tube dispute (p. 14).

**TV & RADIO SALES ARE DOWN** at retail in November, marking radio's first drop of 1960. Eleven-month retail figures indicate 1960 TV sales were extremely close to 1959's (p. 16).

**TV EXPORTS ROSE** to 12,000 sets & chassis in September, Commerce Dept. estimates in electronics export-import tally (p. 16).

**TUBE TRENDS FOR 1961,** as forecast by GE's Davis: More 92-degree sets, "integral implosion protection" (p. 17).

**NEW SETS INTRODUCED** by Philco, Motorola, GE, Sylvania & Du Mont for winter market (p. 17).

**WORLDWIDE COLOR TV** via space satellite at 1964 World's Fair predicted by Sarnoff. RCA dealers pledge color sales (pp. 15 & 18).

### *Advertising*

**BUSINESS IS LOCAL** even in national brands, say studies by Westinghouse and Corinthian. They show important variations in buying habits between markets & within markets (p. 7).

**TOY MFRS. WARNED** by toy adman William Silverstein of Aurora Plastics that unreality in TV toy commercials may create lasting resentment. But his firm—and others—plan lots more TV (p. 8).

### *Other Departments*

**AUXILIARY SERVICES** (p. 9). **PROGRAMMING** (p. 10). **ETV** (p. 12). **PERSONALS** (p. 13). **NETWORKS** (p. 14). **FINANCE** (p. 20).

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**ALLOCATION COMMENTS—MORE OF THE SAME:** FCC has last big cud to chew on in its interim allocation plan proposal (Vol. 16:40 p2)—in the form of about 160 reply comments on the short-spaced vhf drop-in concept.

A quick scan of the comments shows them to be more of the same—as the original comments. The "haves" either flatly oppose any mileage cuts, or they urge severe limitations. The "have nots" insist that their communities must have more competition—and mileage cuts are the only answer.

Gauging FCC, we judge it will finally come up with a few mileage-cut drop-ins—less than a dozen—plus a half-dozen or so "move-ins." The latter would cut mileages to permit existing stations or channel assignments to come closer to principal cities they're intended to serve. We see the Commission rejecting the vast majority of proposed drop-ins—many for smaller communities—which have been suggested even though the Commission didn't ask for any.

ABC & AMST epitomized the conflicting forces, and many of their comments were directed at each other. ABC said that AMST's objective is simply to prevent & delay establishment of competing stations. AMST said that ABC would destroy rural service to get a few more full-time affiliates—and that it is going to get the affiliates in most important markets, anyway, through full-spaced drop-ins.

FCC continues working, meanwhile, on a long-range allocations policy. There's still every indication that all-channel-set legislation is the keystone, supported by efforts to make uhf more viable (Vol. 16:49 p4, et seq.). Recommendations to Congress are expected within next month or two.

**OVERSIGHTERS SHUT UP SHOP:** With characteristic controversy & confusion, House Commerce Legislative Oversight Subcommittee headed by Rep. Harris (D-Ark.) officially went out of business Jan. 3, after nearly 4 years of headlined hearings which gave broadcasting & FCC their roughest time.

TV-radio-FCC sighs of relief over demise may be premature, however. Harris isn't through, and neither is his Commerce Committee. Even as he formally closed shutters on the special Oversight unit with an 84-page final report (Rept. No. 2238), he hung up notice of a plan to start up again with a new (& regular) Subcommittee on Regulatory & Administrative Commissions. It would ride herd on FCC & other agencies.

Internal bickering & public disputes marked close of Oversight Subcommittee's Congressional life as they did its start, when chief counsel Bernard Schwartz was fired, accusing Harris of "whitewashing" FCC. This time the charge of "incredible whitewash" was hurled at the Democratic majority by Republicans on the Subcommittee. They disowned staff report (Vol. 16:52 p2) which was the basis of the Subcommittee report, called it "unfair, unjudicial and beneath the dignity of a Congressional committee. Republicans' ire was brought on particularly by the majority's "shocking" exoneration of ex-New Deal braintruster Thomas G. Corcoran of any wrongdoing in an FPC case investigated by the Subcommittee.

There was no Republican dissent, however, from other major findings & recommendations in the final report dealing with broadcasters & FCC. The report repeated staff conclusions that more must be done to bar backdoor approaches to FCC & other agencies; that networks should be regulated or licensed by FCC; and that trafficking in station licenses must be halted. Harris promptly introduced legislation carrying out the recommendations, adding a handful of bills to those overflowing the House hopper during the opening week of the 87th Congress (see opposite page).

Subcommittee also challenged James M. Landis & his reform proposal to President-elect Kennedy that the White House take on over-all policy control of the agencies (Vol. 17:1 p1). Overseeing agencies is a primary job of Congress, not the White House, the report said in its final paragraph—which was tacked on to the staff's language after the Landis recommendations were released.

"It would be tragic to have a conflict develop between the Executive & Congress over the question of which branch has supreme control over the federal agencies," Harris & his colleagues (Democrats & Republicans alike) warned. Reflecting the traditional Congressional resentment of any White House action to move in on territory legislators regard as their own, the report went on:

"In this field it must be recognized that the agencies exercise powers delegated to them by Congress, and that Congress has the Constitutional responsibility of supervising & overseeing their operations." The Subcommittee conceded that the President has responsibilities for agencies, too, and that "watertight compartments" of jurisdiction shouldn't be maintained. It called for "accommodation" between the 2 branches of govt. on agency problems, and said the proposed new Subcommittee would "provide a modus operandi for such constructive effort" by Congress.

Harris reform bills started meanwhile, down legislative path. Reworked from old bills drafted by Harris which had never reached the House floor for vote at other sessions, they included: (1) HR-14, "to promote the efficient, fair and independent operation" of FCC, CAB, FPC, FTC, ICC and SEC by tightening restrictions on ex-parte approaches to agencies. (2) HR-1164, "to promote the public interest" by providing for network regulation. (3) HR-1165, to put "additional limitations on the transfer of broadcast licenses." All were referred back to the Commerce Committee for the priority action which Harris promised this session.

Landis recommendations for an agency overseer in the White House weren't being hailed enthusiastically by the Senate Commerce Committee, either. Chmn. Magnuson (D-Wash.) told us last week he had "no comment" on the Landis report, and that he hadn't had a chance to read it yet. Magnuson also said he'd get his committee together soon to lay the groundwork for his own inspection of agency structures—planned as a major undertaking of the Senate committee this session.

**TELEVISION FACTBOOK EXPANDS:** What we believe to be the most comprehensive marketing reference on American commercial TV will be published April 15 by Triangle Publications, Inc. It's our expanded 1961 Television Factbook, which has been doubled in content to more than 1,000 pages. Among its features being presented for the first time are:

(1) Coverage data from American Research Bureau's 1960 report on all commercial TV stations.

(2) Exact scale reproductions of all station-contour maps, as filed with the FCC. Each station will be

treated on a full page, and map shadings will indicate its coverage in specific counties. ARB data, indicated on the maps, will also be listed in adjacent columns.

1961 Television Factbook will be the first reference publication to incorporate ARB-study results with basic data on individual stations—their coverage, facilities, personnel and history. Data will include a complete breakdown of total households & TV homes in 3 classifications of counties: those with over 50% net weekly circulation, 25-to-50%, under 25%. ARB Pres. James Seiler describes the coverage study as the first ever to be made with viewer records of TV-viewing activities.

Updated reference material of interest & value to all services of the TV industry will also be furnished by 1961 Television Factbook. Included in the basic information: complete data on CATV systems, FCC directory, foreign-TV directory, market-research firms, program sources, ownership of stations, manufacturers of TV sets and telecasting equipment.

A 12-page brochure containing full particulars of the 1961 Television Factbook will be mailed next week to all Television Digest subscribers.

## Congress

***More about***

**BARRAGE OF BILLS:** More than 50 bills affecting the TV-radio business at one point or another—from manufacturing to advertising—showered down on Capitol Hill last week in the opening days of the 87th Congress.

And no end to the deluge was in sight. In the session's first 2 days alone, when the Senate hadn't yet put its bill-filing machinery in motion, the House hopper was crammed with a total of nearly 2,000 proposals for new laws or changes in old ones. Legislative clerks & printers were far behind in their work of labeling & numbering the bills.

Many of the broadcasting-related bills wouldn't be heard from again. But few industry subjects were left untouched by House members seeking to get their proposals on record, at least—and similar measures were drafted for a pile-up on the Senate side.

In addition to a series of bills submitted by House Commerce Committee Chmn. Harris (D-Ark.) to carry out recommendations of his Legislative Oversight Subcommittee (see opposite page), these were among the early House & Senate measures:

**On FCC:** HR-1126, by Rep. Younger (R-Cal.), raising FCC & ICC jurisdictions to cabinet status by setting up a Dept. of Transportation & Communications. HR-1234, by Rep. Stratton (D-N.Y.), giving FCC authority to turn down applicants who have criminal records. HR-1118, by Rep. Younger (R-Cal.), authorizing FCC (& other agencies) to help pay their own way by collecting fees from parties in cases.

**On agency practices & ethics:** HR-896, 1138 & 351 by Reps. Baldwin (R-Cal.), Bennett (D-Fla.) and Fascell (D-Fla.), setting up standards of conduct for govt. employes. H. J. Res. 27, by Bennett, to set up a Commission on Ethics in the Federal Govt. for the same purpose. HR-302, by Bennett, to limit employment of ex-govt. workers by companies which have had cases before agencies. HR-349, by Fascell, for "reorganization of administrative procedures & practices." HR-177, by Rep. Walter (D-Pa.), qualifying all members of the bar of federal courts and highest state courts to practice before govt. agencies. S-153, by Sens. McClellan (D-Ark.), Humphrey (D-Minn.) and Ervin (D-N.C.), to permit any agency reorganization plan submitted by the White House (Vol. 17:1 p1) before June 1, 1963, to become law unless rejected by a majority of either House or Senate.

**On broadcast programming:** HR-1748, by Rep. Celler (D-N.Y.), to "strengthen the effectiveness" of FCC in determining whether applicants for station-license renewals have lived up to their original programming promises. HR-1207, by Rep. Multer (D-N.Y.), making it a crime for a station to "make unauthorized deletions" from sponsored material which has been accepted for broadcasting.

**On pay TV:** HR-1728, by Rep. Bailey (D-W. Va.), "to prohibit charging fee to view telecasts in private homes."

**On TV-radio news coverage:** H. Res. 27, by Rep. Griffiths (D-Mich.), "to provide equal access for all news media before proceedings of the House." S-56, by Sen. Goldwater (R-Ariz.), forbidding broadcasts of Presidential election returns prior to midnight EST on Election night (see p. 4).

**On equal time:** A Communications Act amendment by Sen. Magnuson regularizing suspension of Sec. 315 for candidates for President & Vice President (see p. 4).

**On educational TV:** HR-132, by Rep. Roberts (D-Ala.), to authorize federal matching grants of up to $1 million for each state, D.C. and Puerto Rico, for equipping ETV stations (reviving a nearly-successful plan he advocated last session). HR-645 & 965, by Reps. Boggs (D-La.) & Harris, along the same lines. In the Senate, Sen. Magnuson (D-Wash.) also reintroduced his ETV-aid bill (last session's Senate-approved S-12), co-sponsored by Sen. Schoeppel (R-Kan.).

**On TV sports blackouts:** HR-178, 323 and 1147 by Reps. Walter, Byrnes (R-Wis.) and Collier (R-Ill.), exempting pro baseball & other sports from anti-trust laws so that club owners may agree on limits for broadcasts of games. S-168, by Sen. Kefauver, repeating similar anti-trust exemptions which he proposed last session.

**On the spectrum:** HR-1162, by Harris, reviving never-activated 1959 proposals (HR-7057) to establish a National Telecommunications Board in White House jurisdiction to set allocations policies, standards and procedures.

**On FTC:** HR-1817, 1233, 1181 and 145, by Reps. Patman (D-Tex.), Steed (D-Okla.), Lesinski (D-Mich.) and Rogers (D-Colo.), authorizing FTC to issue temporary cease-&-desist orders against TV advertisers & others accused of deceptive practices. HR-127, 1833, 1180, 143, 1210, 597 and 116, by Reps. Patman, Steed, Lesinski, Rogers, Multer, Zablocki (D-Wis.) and Madden (D-Ind.), providing further tightening of the FTC Act against fraudulent advertising & product misrepresentations.

**On excise taxes:** HR-241, by Rep. Lesinski, repealing

manufacturers' & retailers' excise taxes on TV, radios and phono sets and other products. HR-938, by Rep. Collier, and a series of nearly identical bills by a dozen other House members, repealing excise tax on communications services.

On product misbranding: HR-1141, by Rep. Bray (R-Ind.), to guard consumers against being misled by manufacturers' descriptions of "decorative hardwood & simulated hardwood" used in such products as TV & radio set chassis.

On foreign products: HR-1149, by Rep. Dent (D-Pa.), to require sellers of imported products (including TV & radio sets) to advertise their foreign origin clearly. H. Con. Res. 4 & 10, by Reps. Bailey & Flynt (D-Ga.), forbidding further tariff reductions. H. J. Res. 65, by Rep. Robison (R-N.Y.), to set up a commission to determine effects of foreign trade on domestic industry. HR-1070, 1028, 757 and 687, by Reps. Pucinski (D-Ill.), St. George (R-N.Y.), Monagan (D-Conn.) and Lane (D-Mass.), to weigh competitive U.S. & foreign wages & working conditions in fixing import duties.

**SEC. 315 'WATCHDOG' HEARINGS:** Public hearings on reports of equal-time misbehavior by broadcasters during the 1960 election campaign (Vol. 16:50 p6) will be conducted between Jan. 20 & Feb. 1 by the Senate Commerce Freedom of Communications Subcommittee.

The 3-man Sec. 315 "watchdog" unit headed by Sen. Yarborough (D-Tex.) voted unanimously at a closed meeting Jan. 6 to ventilate "representative" complaints among "thousands" which chief counsel Creekmore Fath reported had been received from candidates, campaign managers, viewers & listeners.

No definite dates for the hearings were set, but they'll be scheduled after the inauguration of President-elect Kennedy and after the full Commerce Committee completes confirmation hearings on his nomination of N.C. Gov. Luther H. Hodgers as Commerce Secretary. Fath told us that no witness list had been drawn up. It is likely, however, that network officials and operators of some TV & radio stations will be called to Washington to take the stand for questioning.

At the same time, Yarborough & his fellow "watchdogs," Sens. McGee (D-Wyo.) & Scott (R-Pa.) approved publication of a series of volumes containing texts of broadcasts & other material heard during the Presidential campaign. They will be Subcommittee sourcebooks, intended for checking & comparison purposes, and will carry no comments by the Subcommittee or its staff.

The 7 or 8 separate volumes will include: (1) Scripts of all 15-min. news programs broadcast by TV & radio networks from Sept. 17 through Nov. 7, 1960. (2) Chronological compilations of everything that was said publicly, day by day, by Kennedy & Vice President Nixon. (3) Full transcripts of the 4-program *Great Debate* series. (4) Transcripts of other network-show appearances by Kennedy & Nixon.

Meanwhile, Sen. Goldwater (R-Ariz.), spokesman for the GOP's conservative wing, came through on Capitol Hill with the first legislative proposal in the new Congress dealing with politics & broadcasting. Added to a mountain of bills introduced in the opening days of the session (see p. 3) was Goldwater's S-56. It would amend the Communications Act to prohibit any TV or radio station from broadcasting any Presidential election returns—from "any one or more precincts in any state"—before midnight EST election night.

Goldwater explained in a Senate floor speech: "On election night just past, the radio & TV stations of the Eastern part of the United States were broadcasting results of the election in precincts, cities and states before the polls had closed in Cal. & other Western states. I think it takes unfair advantage of the time difference in the United States."

Opening of Congress also was marked by filing of a windup report by the Special House Campaign Expenditures Committee on its Dec. hearings at which CBS's Frank Stanton, NBC's Robert W. Sarnoff and ABC's Leonard H. Goldenson gave their networks' views on broadcasting's election role (Vol. 16:51 p1).

The Committee headed by Rep. Davis (D-Tenn.) praised broadcasters generally for the "commendably impartial manner" in which they conducted themselves under the 1960-campaign suspension of Sec. 315 for Presidential tickets. But as expected, the Committee avoided making any firm recommendations about what Congress should do with equal-time rules.

"The case to eliminate Sec. 315 altogether should be fully explored," the Committee said, but urged no changes in the law. It warned instead that Sec. 315 repeal might "lead to abuses by individual broadcasting stations." At the same time, the Committee suggested that Congress consider making permanent the suspension for Presidential & Vice Presidential candidates only.

Continuation of the Presidential-ticket suspension in future campaigns was promptly proposed in legislation introduced by Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee. Following the Electoral College count which affirmed President-elect Kennedy's victory, Magnuson said the Kennedy-Nixon debates played a big part in the outcome.

Note: In a Jan. 5 speech in Ithaca, N.Y., CBS Inc. Pres. Stanton carried on his anti-equal-time campaign by urging Communications Acts amendments which would expand the *Great Debate* format to include candidates for Senate, House and state governor.

Touch-&-go election contest between House Commerce Committee veteran Moulder (D-Mo.) & Republican Robert Bartel (Vol. 16:50 p6) was resolved in Moulder's favor last week. The House voted to seat Moulder, original chmn. of the Legislative Oversight Subcommittee. But he was sworn in only after an objection had been raised by Rep. Miller (R-N.Y.), and after Speaker Rayburn (D-Tex.) had assured Minority Leader Halleck (R-Ind.) that a further protest could be made to the House Administration Committee.

## Technology

Space-allocations study has been undertaken by the EIA-IRE-sponsored Joint Technical Advisory Committee at the request of FCC in connection with its special inquiry into frequency problems (Vol. 16:52 p13). Heading the JTAC project is Lt. Gen. James D. O'Connell (ret.) of General Telephone & Electronics Corp. Working with him: Richard Emberson, Associated Universities; Richard P. Gifford, GE; John P. Hagen, National Aeronautics & Space Administration; J. W. Herbstreit, National Bureau of Standards; Donald MacQuivey, State Dept.; Ross Peavey, National Academy of Sciences; Allen H. Peterson, Stanford Research Institute; C. A. Petry, Aeronautical Radio Inc.; Thomas F. Rogers, MIT; L. C. Tillotson, Bell Telephone Labs. EIA & IRE provide initial financing for the study, with additional support from individual companies.

## Stations

**WHAT'S THE PUBLIC INTEREST?** When Comr. Charles King recently said (Vol. 16:39 p4) that what troubled him most about his new FCC job was the absence of a definition of the "public interest," we asked our bureaus in N.Y., Washington and Los Angeles to get representative samplings on their beats of what the expression means to TV executives. "Try to keep each statement to 25 words or less," we added hopefully.

Subsequently, we got a lot of definitions—but none made it in 25 words. N.Y. & Los Angeles produced the attempts you will find below, but nobody in the nation's capital would take a crack at the job. "They all assured me," reported our Washington bureau chief, "that it would take a treatise or volume to get their ideas across."

Anyway, here's some of what we did get—and if you'd care to contribute to this symposium, we'd be glad to hear from you:

**Robert W. Sarnoff, chmn. of the board, NBC** (from his testimony before FCC Jan. 28, 1960): "NBC's concept of a television service in the public interest is one that gives reasonable satisfaction to the varying interests of the main audience elements; which does so by proportioning its program structure in general to the relative weights of these varying elements; which does not allow majority tastes to suppress a fair reflection of minority interests, and does not frustrate majority interests by converting a mass medium into a specialized one. Beyond these balancing factors, we believe that broadcasters in a democracy have an obligation to lead the audience by providing information that will equip them for better citizenship, and by offering opportunities to enjoy the arts so as to broaden & cultivate taste."

**Donald H. McGannon, pres., Westinghouse Bcstg. Co.:** "There is no scientific or easily-stated definition of 'in the public interest.' As I view it, broadcasting property is operated in the public interest when it is firmly integrated & related to its community, undertakes to know it, in its problems, in its accomplishments, in the composition of its people, in its futures, and then, in turn, undertakes to achieve the fullest potential in the use of that mass media. Obviously, certain basic elements are common to all communities, but the difference in the character & personality of cities or areas calls for creative tailoring of programming that is over & above the basics. Canned statistics & rigid definition, to the exclusion of understanding & depth perception, will never adequately reflect the true status of how well a station is operating 'in the public interest.'"

**Ted Cott, vp of NTA station operations:** "To segregate the phrase, 'in the public interest,' as distinct from the other two parts of the language of the law is to acknowledge only one child when triplets are born. This phrase must be taken in relationship to the other items stipulated: 'In the public interest, convenience and necessity.' Anything that interests the public fulfills the mandate of the law. However, it was significant that the additional words, 'convenience & necessity,' were placed with co-equal strength. Whether the public convenience is served, therefore, when 3 stations in a market all play a murder mystery at the same time or a Western at the same time is a matter of some doubt. To conform to the concept of necessity is to have public reflexes that are immediately responsive to the needs of any one in the community who desperately needs a certain type of blood and calls upon a station to find the potential donors; to help an organization raise funds for important social, patriotic or civil causes; to assist organizations in presenting programs that demonstrate their public positions in a manner that will be in the public interest and not contribute to the public boredom. Public service that does not serve the public but merely fills out a few pages in a program log is a travesty of responsibility."

**Dick Powell, pres., Four Star Television:** "The public interest is being served by giving the people what they want to see. They wanted to see the Nixon-Kennedy debates, and the vast majority of them tuned in. We should never take a medium like TV and shove something down the people's throat that they don't want. BBC did that and people are watching the other network in England. You make shows with good taste and give them what they want —that's serving the public interest."

**William Dozier, vp in charge of West Coast activities, Screen Gems:** "Programming in the public interest, as I interpret it, can have both a negative & positive meaning. Negatively, it means programming which, though primarily designed to entertain, is careful not to undermine the best interests of the viewers it is intended primarily to attract. Those interests lie in the areas of general sensibilities, respect for authority, respect for one's fellow man, respect for one's country and its institutions and respect for one's God. Positively, it means programming which is primarily designed to broaden one's appreciation & respect in all those areas, rather than simply not undermine them, and programming not primarily designed to entertain."

**Felix Jackson, vp in charge of programs, NBC-TV, Hollywood:** "I would say that it is in the public interest to have the best creative manpower perform to the maximum capacity of their creative abilities. But, there again, the degree of creative ability is a matter of individual opinion. I might offer the audience a show which has all the ingredients to serve the public interest—in my opinion. And the audience might hate the show. Would that be, then, in the public interest?"

**Al Flanagan, vp-gen.mgr., KCOP Los Angeles:** "To operate in the public interest means to offer programs from which the viewer would derive a benefit. These benefits should enlighten the audience with informational & educational programs, entertain them with music, drama and sports, and provide the economic well-being of those who support these broadcasts."

**Bert Granet, exec. producer, Desilu Productions:** "There is a sharp division as to what 'public interest' means. From the networks' standpoint, it means to be artistic & seek cultural achievements, since they have other sources of income. For the manufacturer of film with only one source of income, it must be in the sphere of entertainment. We're not subsidized by anyone. We feel a great sense of responsibility and many of us are well-equipped to do better things in the public interest. However, we provide mass entertainment, and we seek to serve the public interest by attempting to film our shows with taste & intelligence. To work with integrity is in the public interest."

**James Riddell, vp in charge of Western div., ABC:** "The keynote of the broadcasters' role in the American way of life is the term 'public interest.' Using this as the base upon which to build programming for the millions of viewers, the objective is to entertain & inform. Documentaries, tele-biographies, multi-sports coverage, dramatic shows, comedy, musicals and variety shows—something for everyone—make up the *potpourri* of programming every responsible broadcaster must be able to offer the audience . . . Broadcasting [also] has a responsibility—a duty, really —to keep viewers abreast of the news as it is happening."

**Tower-evaluation proposal** of FAA (Vol. 16:48 p3) will be the subject of an FAA hearing this week (Jan. 10). The hearing had been requested by both broadcast & non-broadcast interests. Broadcasters' goal is to persuade FAA to abandon its plan to conduct eleborate hearings designed to judge whether a proposed structure would be an air hazard. Their argument is that such hearings are both unnecessary & pointless because an informal procedure has proved adequate in the past & because FCC has the final word on tower approval anyway. FAA Administrator Quesada has acknowledged that FCC has the final word—but industry has been unable to get him to accept its opinion that the Commission is required to conduct its own hearing on a proposed tower regardless of any earlier FAA finding that the tower would be a hazard. Broadcasting interests to be represented at the hearing include NAB, Storer, MST and FCBA.

**Authority over receiving-towers** won't be sought by FCC, which had been considering recommending legislation to grant the power to the Commission. It's understood that the Commission concluded that the authority isn't needed—and that it would impose an intolerable burden on its staff.

**Kahlua liqueur** is getting spot announcements on KDAY Santa Monica, a non-NAB radio station. The schedule is 60 sec., 12 times weekly. Gen. mgr. Mel Leeds says he does not consider the Kahlua a "hard liquor" and adds that KDAY would reject such commercials. It's understood that ad agency Jules Berman & Associates tried to place the spots with other L.A. radio stations, but was turned down by all but KDAY. The agency would not identify the other stations. In Washington, NAB's Radio Code Office said "we're always concerned" when any station breaks the ban on liquor advertising. There were no reports of any spread of the Kahlua commercial, said NAB.

**KTRK-TV Houston** took the unusual action recently (there may be precedents, but we don't recall any) of suggesting that its viewers watch a rival program rather than its own. Throughout the day, the station broadcast the following announcement: "Ch. 13 is always proud of its own programs and urges you to see them. Tonight, however, while we run *The Untouchables* at 8:30, our neighbor station, Ch. 2 [KPRC-TV], presents a documentary of great dramatic & historical dimension, the 90-min. edition of 'Victory at Sea,' the great award-winning series that depicts the Navy's role in World War II. We depart from our usual procedure, therefore, to urge that you see this great program tonight at 8:30 on Ch. 2, and we will welcome you back to *The Untouchables* next week."

"Be on TV" (John Day Co., 166 pp., illus., $3.50) is intended as a youngster's guide to a TV career. It's authored by Dic Gardner, who produces a children's show for KOMO-TV Seattle. The book outlines procedures for touring a local TV station, arranging for auditions, setting up home TV workshops, and choosing & preparing for the "various special jobs" in TV.

**Voice of Democracy** broadcast scriptwriting contest winners in 50 states & D.C. are 26 high school girls & 25 boys. The winners of the 4 top awards in the NAB-EIA-VFW-sponsored competition (college scholarships valued from $1,500 to $500) will be announced Feb. 22 at a Washington luncheon.

**Sale of WFRV (Ch. 5) Green Bay, Wis.** for $1,609,794 to the owners of WAVE-TV Louisville & WFIE-TV Evansville has been approved by FCC (Vol. 16:49 p11).

## The FCC

**FCC PONDERS PAYOFF RULES:** Now that Congress has told FCC to keep a sharper eye on compromises between competing applicants ("payoffs," mergers, etc.) in the Harris-Pastore amendments, the Commission is drafting revisions in its rules to reflect the changed law.

Actually, in June 1958 (Vol. 14:26 p6), the Commission started rule-making which would permit no compromises at all, but Congress obviously didn't want it to go that far. The proposal lay fallow for 2½ years until the law was amended.

It's understood that the Commission is considering asking contestants who agree on a deal whereby one of them is left free for grant, to supply the following information:

(1) Why the deal is in the public interest.
(2) Who started the negotiations?
(3) Who gets what out of the agreement?
(4) Details of the negotiations.
(5) An itemized account of money spent by the party getting paid—for preparing & prosecuting his own application.

In addition, the Commission is thinking of delegating to its chief examiner the authority to approve or disapprove all deals—subject, of course, to review by the Commission itself. The idea behind this, apparently, is to get more consistency than would be achieved if each examiner were given power to rule.

Chief examiner James Cunningham is tightening up already, even before the new rules are adopted. In a radio case involving 3 applicants (Windber, Pa.), he declined to approve the dropout of 2 applicants who were to receive $3,175 & $1,000, respectively, from the remaining applicant. He asked for justification to show that such expenditures by the dropouts were made "legitimately & prudently," as the new law requires.

■

**FCC changed its mind last week** (all except Chmn. Ford, who dissented) in deciding that there are no duopoly problems involving KING-TV & KIRO-TV Seattle. It renewed their licenses with no conditions attached. Previously, the Commission had ruled that the Pacific National Bank of Seattle would have to dispose of its interest in KIRO-TV because Mrs. A. Scott Bullitt, major stockholder of KING-TV, is also a dir. & stockholder of the bank (Vol. 16:50 p9, 17:1 p8).

**FCC cuts more red tape:** Examiners' initial decisions to which neither the parties nor the Commission's staff objects will become final from now on without review by the Commissioners. FCC said that the new procedure would speed its processes. One exception was made. When revocation of a license is involved, the Commission will review the initial decision in all cases, "due to the drastic nature of the sanction imposed."

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## Advertising

**NATIONAL BUSINESS IS A COMBO OF LOCALS:** Two sharp reminders that there's really no such thing as a uniform "national market" for household products (and that local product buying can vary widely between & within areas) came last week from 2 station groups.

The first was a report of market-by-market variations in product usage & brand preferences between the 5 TV markets covered by Westinghouse Bcstg. Co. stations repped by WBC's TvAR.

The 2nd report came from Corinthian Bcstg. Co. and, largely by coincidence, carried the WBC study to the next logical step—comparing brand-purchasing differences within a given TV market (Ft. Wayne, Ind.) between the station's home metropolitan area and the suburban & exurban area around it.

Both studies, however, shared a common moral: To maintain a steady national sales volume for products, advertisers should tailor a certain amount of advertising—preferably with spot TV—to local peculiarities of markets.

### The Westinghouse Study

Based on personal home interviews by Pulse during July 1960 in the 5 WBC TV markets (Baltimore, Boston, Cleveland, San Francisco and Pittsburgh), the TvAR study found such variations in consumer preferences as these:

Of the 5 markets, San Francisco was the leader in coffee-drinking, with 96.9% of families using coffee (as compared with 91.4% in Boston). There was considerable difference in consumption of "regular" or "instant." In Pittsburgh, 55.6% of families used "regular coffee only," 21.8% "instant coffee only." But in Baltimore, instant coffee led with 40.7% of families, 30.7% using regular.

Among regular coffees, Maxwell House was the leader in Boston with a 26.0% share of the market among regular-coffee fanciers. It also led (but with different shares) in Baltimore & Cleveland. In San Francisco, it was in 4th place, with an 8.7% share (Folger's with 26.4% was tops), and in Pittsburgh, A&P's house-brand coffees led 2nd-place Maxwell House with a 26.5% share. Maxwell House Instant led its product category in all 5 markets, although its fat 39.8% share of the instant market in Boston contrasted to its close win of only 15.9% in San Francisco.

Suggested Robert M. Hoffman, TvAR mktg. & research dir.: "Coffee makers should promote instant brands heavily in Baltimore . . . On the other hand, above-average expenditures for regular coffee should be made in Pittsburgh."

Other categories (and specific brands) covered in WBC's TvAR study: Cigarets, gasoline, tea, beer & ale, cold cereals, dog food and milk additives. Highlights:

Usage of cold cereals differed between markets, from a low of 83.2% of families in Pittsburgh to a top figure of 87.7% in Boston. Hands-down winner was Kellogg's Corn Flakes in all 5 areas.

Instant tea was used by 13% of families in Pittsburgh, possibly because of its time-saving qualities, but in Boston —which frowns on anything other than British-style pot-brewed tea—only 5% of families bought instant tea brands.

Cleveland turned out to be a canine stronghold, with 33% of the families owning dogs (and using canned dog food primarily) as compared with 25% in the other areas.

A drop-off was reported in some WBC markets in the percentage of men & women smoking filter cigarets (as compared with previous TvAR studies). Kent led the filter field in Boston & Pittsburgh, Winston in Baltimore, Cleveland and San Francisco.

### The Corinthian Study

Corinthian's project mailed questionnaires to a large random sample of households in the 19 Ind. and Ohio counties served by WANE-TV in addition to metropolitan Ft. Wayne. The study was made from May to July 1960 under research consultant Charles Harriman Smith. It sought to determine household-product purchasing habits (when & where shopping was done, and brand purchasing) and considerable automotive & household data.

The report, titled "Home Inventory Study," showed that what was true of Ft. Wayne was not necessarily true of its suburbs. Samples:

In Ft. Wayne, 91.5% of families use coffee. In the balance of WANE-TV's market, the figure drops to 80.5%. The total average was 83.8%. Among regular coffee brands, Maxwell House was the leader. But Chase & Sanborn was twice as popular outside the metropolitan area as inside it (only 12.8% of coffee-drinking Ft. Wayne households had some on hand; 26.5% in the outer area).

Similar patterns emerged in other product categories. Cold-cereal usage was about the same in either area (96.4% vs. 96.3%), and Kellogg's Corn Flakes was the brand leader. Among cigaret smokers, 11.8% in Ft. Wayne reported they had Camel on hand (the top rank), but 13.0% in the outer area (again the top rank) reported they had Winston in the house. There were comparative variations in beer brands, usage of toothpaste (favored in the city) vs. tooth powder (favored outside), etc.

Said WANE-TV vp & gen. mgr. Reid G. Chapman: "The significance of the total-market concept is immediately evident from the following comparison: There are more than twice as many households in that part of the total market outside of the home county as within. In other words, two-thirds of the market is outside the metropolitan area." Moral, as Chapman saw it: "Total-market decisions are still frequently made on the basis of data coming from the metropolitan area alone."

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**Marketing-data breakdown** based on masses of information gathered in the 1960 U.S. census, providing hitherto-unavailable household details, is planned by S. J. Tesauro & Co., Detroit data-processing firm. Financed in part by appliance manufacturers who wanted more details than the Census Bureau itself will provide in series of reports, Tesauro has contracted with the Bureau to obtain the data for tapes. Estimated cost of the Census Bureau service to the Detroit company: $500,000, which Tesauro expects to recover by sales of specialized reports to manufacturers, agencies and advertisers. The Bureau will start delivering data material to Tesauro during this summer. Tesauro's own county-by-county & city-by-city reports, covering such details as family living standards, ownership of TV & radio sets and appliances, etc., probably will be available to buyers by the end of the year.

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Half of all TV advertising is pure waste, charged Young & Rubicam vp Charles Feldman last week. Research figures prove that "even on an immediate recall basis, half the viewers don't remember commercials," he told the 8th annual seminar of the American Marketing Assn. in Toronto Jan. 6. Many advertisers fail to win the consumer's belief, thus making communication impossible, he said. The consumer has become increasingly sophisticated, having been exposed to innumerable product stories. "There is no need for camouflage," he added. What's needed to regain his belief is "a sincere, straightforward approach."

**Tempest in a Toypot:** A sizable post-Christmas storm has been stirred up in the toy industry by William Silverstein, advertising mgr. of Aurora Plastics (model racing cars, other toys). Silverstein (whose industry's network & spot billings reached a record level in 1960 of "well over $7 million") warned competitors in the December issue of *Toys & Novelties* that a 3-market survey by his firm showed "a growing, if not full-grown, resentment leveled by the public at the toy industry . . . aimed at . . . the heavily TV-advertised toy." It was, Silverstein said, "almost impossible for some of our leading manufacturers to put a toy on TV without misrepresenting it." Said he: "We see non-floating battleships move through fog & haze; tanks crash through barbed wire blowing up outposts; toy rockets launch into space between actual film clips."

Was Silverstein indulging in some advertising sour grapes? Not at all. We contacted him in Chicago last week, where he had gone on a business trip. He was alarmed at the situation, he told us, because his firm intends to boost its TV spending sharply during 1961—up from a 1960 level of some 2% of budget (for a test campaign on a "bloop" pump-up rocket in N.Y., Los Angeles and Philadelphia) to a whopping 80% for a national TV ad campaign in 1961. If TV-sold toys are suspect, Silverstein believes, his planned campaign faces a big hurdle.

"In our own consumer survey, we found resentment to the pricing of toys sold on TV, to their TV commercials, and to the play value," he told us. Regarding his printed attack, Silverstein said he had received "much favorable comment, and a great deal of mail from educators, ministers and neutral advertisers." His TV plans center on Aurora's "model motoring" sets (miniature electric cars, at $11 & $24) and on gas-powered model airplanes.

### Toymakers Praise TV's Impact

Other toy-industry advertisers attested to the sales effectiveness of TV, but told us they didn't think Silverstein's barbs were aimed at them. Jacques Zuccaire, ad mgr., Lionel Corp., (the country's biggest model-train firm), said his company had spent "over $500,000" on TV in 1960 (up 20% from 1959), with participations in WNTA-TV N.Y.'s *Day Watch* series, co-sponsorship of the annual Macy Thanksgiving Day parade, TV spot announcements in 34 markets, and a twice-telecast filmed 30-min. special, "The Wonderful World of Trains," on WPIX N.Y. "We have seen direct, over-the-counter sales reaction," he told us, stating that TV had boosted Lionel sales by 10%. As to the veracity of Lionel's commercials, Zuccaire said his firm had received "only one" letter of complaint in 1960. "Our commercials don't mislead, don't simulate the real object. Although they may glamorize, they are not unbelievable." (He did admit he was "self-conscious" about a train-launched toy helicopter in a WPIX commercial which "hovered" a good deal longer than the real toy could.)

A veteran adman in both toys and TV, Melvin Helitzer, Ideal Toy Corp. ad mgr., told us he agreed completely with Aurora's Silverstein about the question of toy-commercial ethics. "A few firms in the toy industry are stinking up the field," he said, advocating a general "clean-up of our industry" as a solution. "Those responsible (for misleading ads) should be pointed at & made to assume ethical responsibility. Every sound effect in our commercials is substantiated by the toy; nothing is false." Ideal, Helitzer added, spent "about 95%" of its over-$1 million budget in TV in 1960, virtually double its 1959 spending. Some network participations were used, but 80% of the TV spending was in a 48-market spot campaign. No seasonal advertiser, Ideal's 1961 TV campaign is scheduled to start this week.

Charles Marx, ad mgr. for Louis Marx Co., said it was easy to produce a toy commercial that could so glamorize the product that few youngsters could resist it. "If I didn't have a conscience, I could produce a very good commercial in terms of sales impact," he said. The Marx Co. is another pro-TV toy firm, placing 100% of its consumer-ad budget into a 24-market spot campaign in 1960 which was "quite successful, and almost tripled sales on toys we advertised on TV." Plans for 1961 call for a budget increase—and again 100% spending in TV. The 1960 campaign was only Marx's 2nd year of consumer advertising.

At the N.Y. office of the National Better Business Bureau, however, vp Van Miller told us that his organization has received "a few more complaints about TV toy commercials" in 1960 but added that "it's still less than those we get about newspaper ads." The BBB does investigate "individual cases of presentation" that might tend to mislead youngsters, he stated, although he pointed out that "it is difficult to determine what misleads a child."

One complaint area cited by Miller involves the dubbing-in of real-life sounds (rockets, explosions, etc.) in toy commercials. "Only NBC," he told us, "forbids this practice." Currently, he added, BBB is trying to devise a set of criteria for toy advertising, "but we're not having much luck. It is primarily up to the media."

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Faked TV commercials for products which "may be of the highest quality" have become a prime target of FTC, Chmn. Earl W. Kintner warned in a speech to Eastern Industrial Advertisers in Philadelphia last week. In fact, Kintner said, FTC's monitoring of advertising demonstrations on TV has led to application of this rule to all advertising: "Apart from any determination of the merits of a product, a commercial may be considered illegally deceptive if purchasers may be induced thereby to purchase a product because they have been led to believe that they have seen a valid test or demonstration of it." As examples, Kintner cited FTC complaints against TV demonstrations involving "men in white coats," automobile safety glass, filter cigarets, stain-removing & protective-shield toothpaste, margarine "flavor gems," shaving cream & razor tests. Kintner also warned advertisers against phony endorsements of products by celebrities: "Where a legitimate endorsement is granted, a record should be made in case the matter is later called into question. And all claims of endorsement should be carefully limited to actual fact."

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Inauguration beer commercials—if any—will be viewed with special distaste by the National Temperance League. In an open letter to inaugural committee publicity dir. Samuel C. Brightman, League Pres. Erwin F. Bohmfalk expressed a "most sincere & vigorous protest" against brewer sponsorship of any TV or radio coverage of Jan. 20 events in Washington. Bohmfalk said the ceremonies "should in no way be compromised by the advertising of an industry that has no right to operate except as that right is granted by the sufferance of the people." Brightman had first indicated that his committee would frown on commercials for beer (along with deodorants & brassieres) as unsuitable. But he relented after Rep. Reuss (D-Wis.), whose home town is Milwaukee, filed a pained protest that beer "is as old as the history of western civilization & of democratic institutions."

**Ad People:** William W. Mulvey has resigned as senior exec. vp, Cunningham & Walsh . . . K. (Haps) Kemper III named a Young & Rubicam vp.

TV ad volume for 1961 will rise 7.3% from its $1.64 billion mark in 1960—to a high of close to $1.75 billion, predicts Richard P. Doherty, pres., TV-Radio Management Corp., in the latest *Sponsor*. Radio ad volume, he forecasts, will jump 3% in 1961 to $695 million. The upswings, adds Doherty, will come "in the last 6 months of the year." And Larry H. Israel, vp & gen. mgr. of Westinghouse-owned TvAR rep firm, adds to the crystal-balling with the prediction that "spot TV billings will reach another new high in 1961, despite increasing competition from other media." *Printers' Ink* sets a figure of $12 billion for total 1961 ad budgets, and states that more than 60% of it "may now be up for approval."

Compton Pres. Barton A. Cummings, at the 14th annual forecasting conference of the Greater Philadelphia Chamber of Commerce last week, came up with his own forecasts for "the ad agency's role in the total marketing picture for the 1960s." Among them: "We will see networks & local stations working with ad agencies in holding down the increasing costs of time & talent and in increasing the attractiveness of programs . . . As [these] costs continue to mount during the 1960s, agencies & clients will examine other media to keep in line the costs of marketing their products. I think it only fair that there be a re-examining of the costs of TV time & talent."

Soft-sell TV-radio campaign was launched Jan. 8 by the Manger hotels to promote their first supermarket product, a premium-priced coffee. Concentrating initially on the 14 cities in which there are Manger hotels, the firm has bought a weekly 30-min. segment of WNTA-TV N.Y.'s *Open End*, a limited schedule of participations in NBC-TV's *Dave Garroway-Today* show, and supporting spot radio. Wexton Advertising, N.Y., is the agency.

Bolling Co., 14-year old station-rep firm, has bought Headley-Reed for over $500,000, Pres. George W. Bolling has announced. Effective Feb. 1, the buy will double Bolling's current rep billings and bring them up to 6th among all reps, with about 45-50 TV & radio stations.

### *Obituary*

Maximilian Elser, Jr., 70, former J. Walter Thompson PR dir., and more recently head of his own PR firm, died Jan. 3, at his home in Lancaster County, Pa. He is survived by his wife, 2 sons and a daughter.

## Auxiliary Services

**New Jerrold CATV Venture:** Joining forces with theater-chain owner Alliance Amusement Corp. of Chicago, big CATV equipment-maker Jerrold Electronics Corp. has announced the first of "several" joint community-antenna projects—a CATV system & microwave relay to serve Ottawa, Ill.

The system will relay the 4 Chicago commercial channels plus WEEQ-TV La Salle to Ottawa via a 44-mile microwave system. Ottawa TV Cable Co., owned by Jerrold and Alliance, will be run by James B. Wright, well known as a CATV operator, and will be Jerrold's first new CATV venture since it sold its 9 CATV systems to H&B American Corp., Los Angeles, for $5 million (Vol. 16:33 p8). Partnership with Alliance is indicative of the growing movement into CATV business by theater operators.

A July District Court anti-trust ruling bars Jerrold from acquiring CATV systems before April 1962 (Vol. 16:31 p8), but does not apply to formation of new systems.

**Night-Club-in-Home TV:** Telemeter, as the latest step in its Toronto pay-TV experiment, fed a live telecast starring fast-quipping comedian Bob Newhart to its 6,000-home hook-up Jan. 5. Price: $1.25. Taped repeats were offered on the following 2 nights. Newhart's usual nightclub asking price is now about $10,000, but Telemeter wasn't saying what fee or share of boxoffice gross it was paying him.

To help create a nightclub atmosphere (and to give Newhart an audience reaction against which to play), Telemeter used a small (100 people) studio audience. On the bill as an added attraction was Leon Bibb, a balladeer who recently played a club date at N.Y.'s Blue Angel.

Telemeter had previously entered the live program area with plans for a taped version of the N.Y. City Center production of "The Mikado" (Vol. 16:44 p3) for which it arranged a scale with AFTRA, and for its own taped production of Menotti's "The Consul" (Vol. 16:20 p4).

Toronto press reaction Jan. 6: "Pay TV never had a better argument than it did last night when Bob Newhart appeared on the first live telecast on Telemeter" said *Toronto Telegram's* Alex Barris. "For an hour & 20 minutes last night I doubt whether anyone with a Telemeter stopped laughing . . . The presentation showed a fine disregard for the usual divisions of time on TV . . . If you have a chance to see it, it's recommended" said *Toronto Star's* Bob Blackburn.

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Anti-pay-TV petitions from groups of citizens began piling up in the House last week as soon as the 87th Congress opened for business. The first batch, sent in from Dallas, Sherman, Denison and Belton, Tex., expressed opposition (in almost identical language) to "all pay-TV schemes & proposals as being contrary to the public interest." All were referred in routine fashion to the Commerce Committee headed by Rep. Harris (D-Ark.).

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Medical TV center at the Army's Walter Reed Hospital in Washington was still marked last week for budget-economy dissolution Jan. 30 (Vol. 17:1 p11). Civilian dir. Dr. Paul W. Schafer told us he'd heard "nothing very tangible" to indicate that the pioneering installation might be saved. Meanwhile, dismissed civilian staffers were being offered civil service reassignments. Examples: The center's casting director was told he could have a typing-pool job, the scenery foreman learned that a mess attendant's post was open for him. An enlisted man who has been the center's top color-TV cameraman was reassigned to Korea, where there is no color TV.

Translator starts: K78AV Gallup, N.M. began tests Dec. 20, carrying KOAT-TV Albuquerque • K74BD Dubuque, Ia. began about mid-December with WMT-TV Cedar Rapids • K82AM Waimea, Kauai expects equipment in January and hopes to start before end of month with parent & owner KGMB-TV.

Rebroadcast permission from originating stations should continue to be required of outlets which do nothing but rebroadcast (translators & satellites), according to the latest FCC thinking. Last week, it rejected, 4-3, a proposed recommendation that Congress amend the law to relieve repeaters of the requirement.

Two more station-CATV conflicts ended last week when FCC dismissed protests, at the request of all parties, filed against CATV-microwave grants by KLTV Tyler, Tex. and KGNS-TV Laredo, Tex.

## Programming

**Lower Rates for Public-Affairs?** Networks faced a new public-affairs problem last week: A possible demand by advertisers for time-&-talent pricing of informational shows which reflects their generally smaller audiences. The situation was triggered by Fairfax M. Cone, chmn. of Foote, Cone & Belding's executive committee.

Prices for public-affairs shows, said Cone, should not be the same as the prices "for the entertainment of huge audiences." Full-pricing of such shows, telecast by the networks to regain prestige lost in the quiz-scandal probes, he added, is asking the advertiser to pay for a network act of conscience

Whether Cone's proposal will get very far is problematical. For one thing, it opens the door to criticism of advertisers as a group pressuring the networks to continue with the bland, stereotyped entertainment shows which are under unflagging attack.

For another, network price-trimming in the public-affairs area is nothing new. Although time charges are seldom if ever sliced (since it would tend to undermine rates), "program contributions" are often made on new public-affairs series by networks to get them started (Vol. 16:5 p9). On NBC's *World Wide 60* series last season, for example, the initial program costs ran around $75,000, but NBC charged advertisers only $5,000 per show on a 13-week "introductory" deal. Similarly, CBS and ABC have made price cutbacks in the program (but not time) price of public-affairs specials. Lately, however, prices have begun to firm since better ratings have tended to justify no-discount price tags for informational shows.

Networks, meanwhile, were going ahead with some new program plans in this area. ABC announced a new Sunday series (12-12:30 p.m.) called *Meet the Professor*, produced by Wiley Hance in cooperation with the National Education Assn.'s higher-education dept., and it signed writers Robert Lewis Shayon, Elliott Baker and Alvin Boretz to produce outline scripts for the series. The show debuts Jan. 29 on ABC.

CBS announced that Fred W. Friendly, currently exec. producer of *CBS Reports*, will also produce *Face the Nation*, which will alternate with *CBS Reports*. Alternate *Face the Nation* shows will be of 30-min. length to allow CBS affiliates to air local public-affairs shows in prime time.

NBC announced 3 new production appointments to its special projects department: William Bendick to produce "public-interest" specials, William Nichols to produce & write *America's Music*, a 60-min. series "showcasing the nation's musical heritage," and William A. Colleran to direct the first *America's Music* show this spring.

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**Flexibility paid off** again for CBS and Firestone Tire & Rubber Co. during the Cuban crisis last week. Although NBC was off the mark early with a Jan. 3 preliminary report in the period just before the regular *Jack Paar Show* (11:15-11:30 p.m.), CBS was in action with a full-dress evening show on Jan. 6. As its showcase, CBS repeated the same stunt used Dec. 16 when it postponed a scheduled *Eyewitness to History* episode (Vol. 16:51 p5) to cover instead the pre-Christmas plane disaster in N.Y. Again, Firestone-sponsored *Eyewitness* (a report on the convening of the 87th Congress) was revamped on short notice, and a 30-min. report on the Cuban situation substituted—with CBS News correspondent Charles Kuralt narrating & Ernest Leiser reporting from Havana.

**TV drama on segregation**, an original by Reginald Rose, will be WNTA-TV N.Y.'s tape-syndicated *The Play of the Week* starting Jan. 16. Titled "Black Monday," the drama deals with "emotional reactions of a community on a Monday morning when a Negro child starts for his first day at a newly integrated public school." Its cast will include playwright-actor Marc Connelly. Meanwhile, on a related front, a 3-year-old organization calling itself "Monitor South" announced its existence in a suburb of Shreveport, La. According to its exec. dir., Ned Touchstone, the organization will study TV-radio shows for "sociologically offensive" material, and then act as an organized pressure group & boycott-organizer against sponsors of such "offensive" material. Monitor South's objective, as Touchstone stated it last week, is "to improve relations between the networks & the Southern states."

**Two ex-KTLA Los Angeles men** were indicted by a Riverside, Cal., county grand jury last week for "conspiracy to commit slander." Named in the indictment were ex-vp-gen. mgr. James Schulke & newsman Pat Michaels. The action resulted from a Dec. 11, 1959 telecast, "City of Hate," in which Michaels charged anti-semitism in Elsinore, Cal. The jury also stated that "Michaels & Clete Roberts had joined in follow-up telecasts in which they made unwarranted inferences on the subject in which an investigation was being conducted by the Attorney General and the Riverside County Grand Jury."

**WPIX N.Y.'s** *Continental Miniatures*, in a departure from its foreign opera film format, will present a 3-part salute to Gilbert & Sullivan March 5-19. The Cal. Light Opera Co. will be featured, offering "H.M.S. Pinafore." Another programming departure will be a 2-part presentation (Feb. 12 & 19) of modern Italian pops music from the famed San Remo music festival.

**Weekly network-TV program costs** are estimated on a show-by-show basis by *Variety*'s 55th anniversary issue (Jan. 4). The estimates, exclusive of time charges & commercials, cover production expenses, talent, royalties, agency commissions. The programs charted (nighttime & daytime) range from ABC's *About Faces* to NBC's *Young Dr. Malone*, each of which, the magazine reports, costs $2,500 per segment. Specials are also covered from CBS's $500,000 "An Hour with Danny Kaye" to the same network's $300,000 "Wizard of Oz."

**KDKA-TV Pittsburgh newscaster** Tom Finn, who joined the station from WTOL-TV Toledo on Jan. 2, became a participant in a dramatic news event less than 24 hours later. Returning from an assignment via an Allegheny River bridge, Finn was jostled by a young man who pushed by & went over the rail. The newscaster made an unsuccessful grab for the man, called the police, then directed his photographer in recording futile rescue efforts by a passing tug.

**Public service idea:** KRON-TV San Francisco scheduled a prime-time debate (Jan. 7, 10-10:30 p.m.) on Sec. 315 to acquaint viewers with the law & ramifications of "equal time." Participants: Eric Hass, 1960 Presidential candidate of the Socialist Labor party, presenting the views of minority parties, and KRON-TV gen. mgr. Harold P. See, representing broadcaster viewpoints.

**Defense Dept.** has presented its certificate of commendation to *The 20th Century*. The CBS-TV documentary series won the award for "ably presenting Armed Forces activities & achievements to the public."

## Film & Tape

**Crosby Company Reactivating:** Bing Crosby Productions, dormant for the past 2 years, is being reactivated. It's currently looking for suitable properties for pilots, we were informed by Bing Crosby. His last TV production venture was a pilot of *The Law & Mr. Jones*, for ABC-TV, which didn't sell. (Two years later Four Star Television acquired the property, made & sold a new pilot, and the series is now on ABC-TV).

Crosby said his company is interested both in production & investment. He owns a percentage of MGM-TV's *The Islanders*, currently on ABC-TV. (It's understood creator-producer Richard L. Bare owns 17% of *Islanders*; star William Reynolds 5%; MGM-TV and ABC-TV split the rest, with Crosby coming into the picture by owning half of ABC-TV's percentage.) The star, under contract to ABC-TV for 2 specials a year, plans no film series in which he would appear, and "I'm staying out of TV as a producer; it's too tough," he told us.

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Seven Arts sold its 40-feature post-1950 Warner package to RKO General's WOR-TV last week. Price tag on the deal: $1 million plus. "The High & the Mighty," "A Star Is Born" and "Strangers on a Train" are among the box-office hits, 26 of which are in color. (WOR-TV began color-casting 4 months ago, now does 25 hours a week.) Station officials told us the features will be presented in a 90-min. showcase, with a minimum of cutting. "We hope to sell the entire series to just one advertiser," said special-programs dir. Milton Robertson. WOR-TV is the 21st sale for Seven Arts, which began marketing the Warner package in mid-Octover. The other sales include WCAU-TV Philadelphia, KVAR-TV Phoenix, WTMJ-TV Milwaukee and WTVJ Miami.

**CBS Films** Inc. international sales rose 30% in 1960 over 1959 and 250% over 1957, it's reported by Sam Cook Digges, administrative vp. In his year-end summary, Digges reports that domestic sales maintained their 1959 record level despite the softness of the syndication market. He terms the outlook for this year "extremely bullish." CBS Films is currently placing more than 1,100 half-hours every week in 43 countries. In 1960 it sold shows for the first time in Brazil, Nigeria, Curacao, New Zealand and the United Arab Republic.

**Carousel Films** is distributing 3 special CBS News programs to the 16mm non-theatrical market (schools, govt. agencies, social & industrial groups): "The Thinking Machine", which highlights the TX-O digital computer, and "Big City-1980", which deals with the future of man's population centers. Both are from the *Tomorrow* series. (Coincidentally, these are the same 2 programs selected by publisher J. B. Lippincott as subjects for proposed full-length books (Vol. 16:50 p8). The 3rd release is "The Influential Americans," a report narrated by CBS newsman Howard K. Smith on experiments by gifted teachers.

**Danny Thomas**, Sheldon Leonard and Louis Edelman are in joint venture deals to finance 3 pilots: A comedy starring Joey Bishop; *All in a Day's Work*—a comedy starring Dick Van Dyke; and what Leonard describes as a "sociological comedy." Leonard will produce all 3. Edelman will be exec. producer of the Bishop show.

**WPIX** N.Y.'s 60-min. documentary, "The Secret Life of Adolf Hitler," now in syndication, has been issued as a 150-pp. book by the Citadel Press.

## HOLLYWOOD ROUNDUP

**Heritage Productions** plans 2 pilots, *The Lady in Red*, adventure starring Suzanne Lloyd, and the tentatively titled *Ladies in Retirement*, a comedy starring Estelle Winwood & Gladys Cooper. Shirley Mellner is producer of the Lloyd pilot, Buddy Bregman of the comedy. In addition, Heritage Pres. Paul Benton tells us he plans to tape 26 half-hours of *The Buddy Bregman Show* and four 60-min. specials. The first special, "The Song & Dance Man," starring Dan Dailey & Jack Haley, has been taped. Next special is "The Jimmy McHugh Story," being taped this month.

**Screen Gems** has acquired the TV rights to "Gidget," made as a movie by its parent company, Columbia Pictures, and will probably aim the comedy for the 1961-62 season. Exec. producer will be Harry Ackerman. Another new SG pilot is a 60-min. untitled action-adventure series. And *Love & Kisses* is the tentative title of the Todon Productions comedy pilot starring Jeanne Crain, John Vivyan and Jack Mullaney, which goes into production Jan. 16. Tony Owen is the producer.

**Four Star** pilots an untitled comedy starring Jimmy Durante & Eddie Hodges Jan. 16, and an untitled Orson Bean comedy based on a James Thurber property in Jan. or Feb. Also planned are a 60-min. Western pilot, to be produced by Vincent Fennelly, and a situation comedy with music, starring Jane Powell. Pepsi-Cola will sponsor a special with Miss Powell, plans to co-sponsor the Powell series, and is seeking an alternate sponsor.

**Filmaster Production** pilots include *Mr. In Between*, a comedy; *The Number One*, a 60-min. newspaper drama; *Crawford's Key*, action-adventure; *Our Town*, drama; an untitled sports show; *The Swiss Family Robinson*. Nat Perrin will be exec. producer of the various projects . . . **Norman Alden** & John Floria will co-produce a comedy mystery pilot, *The Eye & I*.

**U.S. & British writer guilds** will be affiliated if members of Writers Guild of America approve this spring. WGA's national council has already endorsed the proposed affiliation with the British Television & Screen Writers Guild, which has also approved the idea. It is aimed at establishing standard minimum & rerun fees, and closer relations in other areas.

**Revue Studios** is considering filming some series in London, but hasn't as yet acquired any properties for this purpose . . . **Berwell Productions**, in which Irving Cummings Jr., Arthur Lake and Ray Berwick are partnered, will pilot a comedy, *The Rolling Stones*, in February.

**Les Hafner Productions** will pilot *Pentagon*, with Defense Dept. cooperation. George Slavin will supervise the scripts of the action-adventure series . . . **Wardson Productions**, in which Ralph Edwards and Hal Hudson are partners, will pilot *My Client Is Innocent*.

**QM Productions** will pilot *The Impatient Years* for ABC-TV this month. It's a World War I story, dealing with the Lafayette Escadrille. Quinn Martin is producer . . . **Arena Productions** is developing a comedy-adventure pilot, *2 Is a Crowd*. Norman Felton is producer.

**Nat Holt Productions** plans to pilot a Western, still untitled . . . **Warner Bros.** has named King Features Syndicate its European rep for its TV and cartoon characters.

## NEW YORK ROUNDUP

Add syndication sales: Ziv-UA's *Sea Hunt* has passed the 100 mark in 4th-season sales—104 markets to date. New-cycle sales include WHDH-TV Boston and WBRZ Baton Rouge. Ziv-UA also reports that *Sea Hunt* has averaged a 50.5% share of audience, based on a 55-market survey over a 5-month period . . . CBS Films' 26-program series, *The Heckle & Jeckle Cartoon Show*, offered for mid-winter syndication, has sold in 6 markets, including WNBQ-TV Chicago, WCCO-TV Minneapolis and KLZ-TV Denver . . . ITC's new div., Javelin Productions, has sold *Golf Tip of the Day* in 42 markets, including WGN-TV Chicago, WHDH-TV Boston, WMAR-TV Baltimore . . . MCA-TV has picked up 6 additional markets for its mystery-adventure series, *Shotgun Slade*.

The circus is getting pilot attention from the networks. CBS-TV has given Revue Studios an order for a 60-min. circus show for next season, and the studio has begun work on it. ABC-TV and 20th Century-Fox TV are negotiating a deal for another 60-min. project, *The Circus*, due for piloting. And while NBC-TV hasn't yet made any commitment with a production company, it is developing a 60-min. show, *The Big Tent*, which would be filmed in color.

Screen Gems' Huckleberry Hound & friends will make their first "live" TV guest appearances early this year. Promotion kits containing costumes, a taped dialogue in the characters' voices, an original song, local producer & talent instructions and Screen Gems' suggestions for "promoting the promotion" will be offered to stations playing the Kellogg-sponsored Hanna-Barbera animated series.

ITC has sold 6 Spanish-dubbed shows within the U.S. to KCOR-TV San Antonio, reports sales mgr. William P. Andrews. The series will be aimed at the large Texas Spanish-speaking audience as well as at viewers across the border in Mexico, beginning this week. The package includes *Ramar of the Jungle* and *Last of the Mohicans*.

Program Sales Inc. and George Richfield will co-produce & co-distribute *Wally Bear*, a new cartoon series "for all members of the viewing audience," announced PSI Pres. Raymond Junkin. PSI is planning 130 segments of 5-min. length and 39 of 30-min. length to be offered for national & regional sponsorship.

Production team of Ziv-UA, CBS-TV and Budd & Stuart Schulberg will pilot *Ross of the Everglades* for a teleseries created by the Schulbergs. CBS, which is financing the on-location pilot, is reportedly considering the series for the 1961-62 season.

NTA series, *The Sheriff of Cochise* and *U.S. Marshal*, are now being offered under the title of *Man from Cochise*. The new package combines 78 half-hour episodes from both series (produced by Desilu in association with NTA) and represents 4 years of production.

El Camino Productions will pilot a comedy in March, with Parke Levy as producer. Levy is the creator of *December Bride* and *Pete & Gladys*.

People: Ben Kranz has been named Robert Lawrence Productions vp & senior producer . . . Louis Mucciolo, ex-Robert Lawrence Productions vp, has been appointed exec. vp of Gerald Productions, the production div. of Advertising, Radio & TV Services . . . John B. Burns named MGM-TV television sales vp.

## Educational Television

Grant of nearly $2 million from Ford Foundation has been made to National ETV & Radio Center for the express purpose of equipping new ETV stations with video tape recorders, reported NET Pres. John F. White recently. Due to benefit by the $1,882,000 fund will be "the next 25 non-commercial ETV stations that go on the air and become affiliated with NET by the end of 1962," stated White. The new grant is similar to an earlier Ford Foundation donation of $2,706,000 made last year for TV-tape recorders. White stated that the new gift would serve as "a stimulus to put more ETV stations on the air." The tape units are furnished under contract by Ampex. With each unit will go a year's supply of tape. Four additional recorders for NET's duplicating center at Ann Arbor, Mich. will also be provided under the Ford grant. More than half of NET's 1961 offerings will be on tape, officials estimate. A gift of $250,000 worth of video tape by Minnesota Mining & Mfg. to supplement the Ford grant will be announced Jan. 11.

Council on Medical TV will conduct its 3rd annual meeting April 6-7 at the National Institutes of Health, Bethesda, Md. There'll be discussion of: (1) Use of open-circuit TV to supplement postgraduate medical education. (2) Role of medical schools in health-science programming for the public. (3) Status of medical TV research. (4) New TV equipment & installations. The meeting will be preceded by a dental TV session April 5, the program to be coordinated by Dr. Michael T. Ramano, of Pa. School of Dentistry. The Council has offices at 33 E. 68th St., N.Y. Dr. Frank M. Woolsey Jr. is chmn.; John K. Mackenzie is exec. secy.

Louis de Rochemont, a leading producer of documentaries and business films, and D. C. Heath & Co., one of the country's leading text book publishers, have formed a new partnership to produce ETV films. The company's first project is *Parlons Francais*, a foreign-language course currently being distributed by the National ETV & Radio Center for 3rd & 4th grade students, whose production will be taken over by Heath-de Rochemont Corp. In the planning stages are Spanish- and Russian-language series.

"The Impact of Educational Television" (U. of Ill. Press, 247 pp., $5) comprises "significant research studies conducted during the last 4 years at a number of universities with the support of the National ETV & Radio Center" to inquire into "attitudes, motivations, audience composition, audience size, viewing habits, presentational patterns, attitude change, and learning—all relating to ETV." The book is edited for NET by Wilbur Schramm, Stanford U. Institute for Communications Research dir.

Kennedy news-conference films in their entirety will be telecast weekly on the 48 affiliated national ETV & radio stations. NET Pres. John F. White said last week that the films will be rushed to stations to be telecast the following day. He added that "the nation has a right to know the President's views as they are presented, rather than as they are later picked apart."

Pa. statewide ETV network is in the exploratory stage, delegates to the Pa. Educational Assn. convention were advised recently. Charles H. Bohme, state superintendent of public instruction, said a study is being made of the advantages & applications of a network that would beam educational programs from Phila. to Pittsburgh & Erie.

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
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WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Francis Littlejohn has resigned as ABC-TV news & public affairs dir. John Madigan is named acting dir. to succeed Littlejohn. James C. Hagerty, White House press secy., will take over former news vp John Daly's post Jan. 23. Frank La Tourette promoted from ABC News special projects producer to national news editor.

William R. McAndrew, NBC News vp; William K. McDaniel, NBC Radio vp; Aaron Rubin, NBC vp & treas., all appointed exec. vps. Julian Goodman, NBC news & public affairs dir., named vp . . . Hamilton Shea, pres. of WSVA-TV Harrisonburg, Va., appointed chmn. of NAB committee to negotiate new TV-music agreement with ASCAP . . . Frederick S. Buschmeyer Jr., ex-KTVI St. Louis, appointed production mgr. of WRC-TV Washington.

Lawrence E. Dennis, Pa. State U. vp, elected chmn. of JCET, succeeding Dr. Albert N. Jorgensen, U. of Conn. pres. Dr. Edgar Fuller, exec. secy. of the Council of Chief State School Officers, elected vice chmn. . . . Harold E. Hill, administrative vp of National Assn. of Educational Bcstrs., joins its Washington office March 1.

Harry Trenner, ex-MBS, named dir. of Western sales development, RKO General . . . Irwin Lichtenstein, ex-NTA, named to new post of ad & sales development dir., Mutual Radio; Fred Kilian named sales service dir. Harbert J. Cutting appointed to head new commercial operations dept. . . . John Barrett, ex-KLYD-TV Bakersfield, joins KBAK-TV there as asst. gen. mgr. & national sales mgr. . . . Jack Pegler, Television Zoomar Co. pres., is currently on a business trip to Mexico, Central and South America.

Named WOR vps: Martin S. Fliesler, WOR-TV & WOR ad dir.; George R. Jeneson, WOR-TV & WOR Western mgr.; and Jacques Biraben, radio WOR gen. sales mgr.

Earl Harder promoted from traffic mgr. to new post of continuity acceptance dir., WNBC-TV & WNBC . . . Mark Woods, former ABC pres. recently in Sarasota, Fla. real estate, becomes vp-gen. mgr. of radio WSPB Sarasota which is headed by Pa. Lieut. Gov. John Morgan Davis.

Jack S. Atwood promoted from station mgr., WCSH-TV Portland, Me., to gen. mgr., Me. Bcstg. System (WCSH-TV & WCSH, WLBZ-TV & WLBZ Bangor, radio WRDO Augusta). He is succeeded by Donald R. Powers. Bruce C. McGorrill appointed WCSH-TV sales mgr.

Holt Gewinner Jr. named dir., WSB-TV (Atlanta) merchandising dept.; Jean Hendrix, asst. to gen. mgr., named also publicity & promotion supervisor.

Richard Eaton will receive the Washington Ad Club's "Award of Achievement" at a luncheon meeting in Washington this week (Jan. 10). Speakers will be Sen. Jackson (D-Wash.) & Sen. Randolph (D-W.Va.). Asked for details, club Pres. Milton Q. Ford referred reporters to John Panagos, last year's club pres., now vp of the Eaton stations. Panagos said the award is for Eaton's "contributions to broadcasting." He also said that Sen. Kefauver (D-Tenn.) had been scheduled as the principal speaker, but had to cancel because of a conflicting engagement. Recently, FCC gave 5 Eaton stations short-term licenses (less than 3 years), the first granted, on grounds that Eaton hadn't given them adequate personal supervision (Vol. 16:50 p3). The FCC split 4-3 on the decision—Comrs. Hyde, Craven & King dissenting. The ad club invited members of the Commission to attend the luncheon. Comrs. Hyde, Bartley & Lee accepted; Ford, Craven & Cross declined or had other engagements; King said he received no invitation.

## Networks

NBC is canceling its affiliation contract with *Chronicle*-owned KRON-TV San Francisco as of July 1, the network informed the station last week. Formal FCC application to acquire KTVU Oakland was also filed by NBC, although KRON-TV—continuing a down-to-the-wire fight against the NBC move—has started an anti-trust action to prevent the sale. Gen. mgr. Harold P. See of KRON-TV, however, plans to meet with NBC this month to discuss an interim affiliation. The planned purchase of KTVU by NBC has been in the works for a year (Vol. 16:1 p9).

New CBS studio consolidation in N.Y. is planned by that network. The multi-million (at least $7.5 but not more than $15 million) project will be handled by Charles Luckman Associates, which designed CBS-TV's big Hollywood plant. Under the plan, CBS will put under one roof at 57th St. & 11th Ave. at least 7 studios (of the 15 now scattered around N.Y.) and new production facilities.

ABC-TV & Radio o&o station mgrs. meet this week at the Balmoral Hotel, Miami Beach. ABC-TV executives, including AB-PT Pres. Leonard H. Goldenson, and ABC-TV Pres. Oliver Treyz will also meet the TV affiliates board.

### NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. May
*Plough* (Lake-Spiro-Shurman)

Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. Jan.
*Dow Chemical* (Norman, Craig & Kummel)
*Simoniz* (Dancer-Fitzgerald-Sample)

Adventures in Paradise, Mon. 9:30-10:30 p.m.; Cheyenne, Mon. 7:30-8:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m.; participations eff. this month
*Mennen* (Grey)

The Law and Mr. Jones, Fri. 10:30-11 p.m.; The Islanders, Sun. 9:30-10:30 p.m.; Roaring Twenties, Sat. 7:30-8:30 p.m.; participations eff. this month
*Simoniz* (Dancer-Fitzgerald-Sample)

NBC-TV

The Square World of Jack Paar, Tue. Jan. 31, 10-11 p.m.

The Emmy Awards, Tue. May 16, 10-11:30 p.m.

How Tall Is a Giant, Thu. March 23, 7:30-8:30 p.m., repeat
*Procter & Gamble* (Benton & Bowles)

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TRADE & BUSINESS TRENDS AT MARKET TIME:** The holiday season over, all levels of industry are now occupied with the traditional first-of-year business—(1) distributor & dealer meetings, (2) showing of new fill-in models, (3) trying to outguess everybody else. This year's International Home Furnishings Market opened in Chicago at week's end with an air of uncertainty—Christmas business established no records last year and there was little feeling that the first page of the new calendar would suddenly mean a rosier aspect for consumer hard-goods market.

As the Mart opened, newspapers headlined the economic report to President-elect Kennedy by advisor Dr. Paul A. Samuelson stating that "we go into 1961 with business still moving downward," declining to forecast "exactly when this 4th post-war recession will come to an end," but predicting only a 1% increase this year in Gross National Product.

How manufacturers & merchandisers in consumer electronics intend to meet these economic facts of 1961 life is just beginning to take form. At the Mart and at distributor & dealer meetings, and in conversations & correspondence with industryites, we found these first straws in the 1961 wind:

**Pricing:** There's plenty of talk about GE's 19-in. transformer-powered portable at $159.95 (Vol. 17:1 p15), some of it with overtones reminiscent of the same firm's 14-in. portable at $99, which won for it industry unit-sales leadership in 1956. It's still too early to say, but at press time there seemed to be no rush by competitors to meet this price—although Philco showed a new version of its 19-in. leader portable at the same price as its old one—$169.95—to which the retailer presumably will add $1.75 under new 90-day parts-&-labor warranty policy.

Nor does there seem to be large-scale trend to follow Zenith's fairly widespread TV & stereo price increases—yet. Price movements in early set introductions seem to be in both directions. In drop-ins & face-lifts, there's a tendency to slight melting of list prices at the low ends, somewhat higher prices in middle-of-line merchandise. Some of the lower prices are due to the introduction of 92-degree tubes and wider use of non-bonded tubes by some manufacturers.

Examples of these price trends in TV: Motorola introduced 23-in. table model at $199.95, about $20 lower than its earlier 23-in. table sets. Sylvania's cheapest 19-in. set which has a suggested list is priced at $189.95 vs. that company's previous low of $199.95. In radio, too—low-end prices are dropping a few dollars (example, Philco's clock radio at $19.95), going up somewhat in the center of the line (GE's new clock radio at $36.95 vs. former one at $34.95).

**New Set Innovations:** Tuners are coming in for a lot of attention this year—apparently the snow-free picture's the thing. In addition to RCA's New Vista and Zenith's Gold Video Guard already mentioned, we now see a new low-noise tuner in Sylvania's 4 new sets, new Golden M chassis in Motorola's new low-end sets, still more sensitive 4-wafer frame-grid tuner in other Motorola sets. In tube sizes there is little new—except that Du Mont is returning to the 27-in. with a lowboy at $450. (Details of new sets on p. 17.)

**Picture Tube Dispute:** Although the industry has accepted 19- & 23-in. tubes, it's plain that some didn't think the change was necessary—and there's lots of argument over various methods of providing implosion protection (bonded vs. non-bonded). Outspoken Magnavox Pres. Frank Freimann, opponent of annual model changes & "planned obsolescence," makes no bones about his views on what's happening to picture tubes and on Corning's "Operation Snowball" promotion campaign:

"It's about time the leaders of the industry realize that 'all the people can't be fooled all the time.' "

says Freimann. "The history of our misadventures shows this. In my opinion, the industry's shrinkage in sales & profits last year was at least partly attributable to the all-out promotion of the 23-in. 'square-cornered' tube sets. The consumer benefits here are not proportionate to the increased cost. We did succeed, through advertising claims, in convincing the public that the 17- & 21-in. sets were obsolete, with the consequence that almost half the 1960 TV sales (17- & 21-in.) were sold at liquidation, and there were fewer TV receivers sold than in 1959.

"There is ample evidence of public resentment against planned obsolescence. 'Operation Snowball' is going to add fuel to the fire. Magnavox will resist it just as vigorously as Corning will promote it." As to other manufacturers, Freimann says: "Let them do as they like, but we resent and will resist any attempt to drive our industry into a corner in an effort to develop a monopoly on claims of superiority [for the bonded tube]." The Magnavox president insists that his company obtains "a superior picture as to definition & contrast, using a conventional tube and an effective filter safety glass." (Note: Corning has changed the emphasis of "Snowball" to promote modern TV in general, dropping its stress on bonded tubes.)

**Color Activity:** Road to profits in the '60s lies in color, RCA insists. Big dealer wingding in N.Y. last weekend celebrated pledges of retailers in 67 RCA distributor areas to sell at least 51,501 color sets during the 4-month period ending Feb. 28. RCA Sales Corp. Chmn.-Pres. W. Walter Watts told them that with the anticipated improvement in the economic situation, "our dealers should sell double this volume in the 4th quarter of 1961 alone." And he added: "If you can multiply that quarter by 3 or 4, we all ought to make a lot of money."

RCA Chmn. Sarnoff & Pres. Burns addressed the dealer dinner at the Waldorf Astoria, beating the drums for the profitability of color. Plainly the highlight of the dinner was Gen. Sarnoff's free-swinging off-the-cuff talk in which he compared today's non-color TV manufacturers with the phonograph makers who refused to recognize & adopt radio, and with the radio makers who failed to recognize the potential of TV. He let dealers in on a little Sarnoff-type history-in-the-making, too, when he indicated that preparations are being made for an event reminiscent of RCA's introduction of TV at the 1939 N.Y. World's Fair:

"We look forward to the privilege of inaugurating international TV in color at the 1964 N.Y. World's Fair. From a technical standpoint, I am certain that the date is feasible, that it will be possible to televise the Fair opening in natural color over remote parts of the world by means of a satellite communications system." (For details of Gen. Sarnoff's remarks, see p. 18.)

• • • •

Note: EIA's TV-radio production figures for 1960's final week, due at last week's end, have been delayed by slow reporting of some participants. The final week's figures, plus a roundup of the year's TV & radio production will appear here next week.

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**Magnavox has closed** its Paducah, Ky. manufacturing plant, which employed some 700 in the production of TV-radio-phono loudspeakers and electrolytic capacitors. Magnavox explained that "wage rates & not enough return on our investment account for the closing." The $2-million plant was built in 1948. Because of labor difficulties & declining profits, Magnavox is discontinuing the capacitors line produced at Paducah, but may continue making speakers. Magnavox has been involved for 3 years in almost continuous arbitration of contract provisions with the IUE which represents employes at the Paducah plant.

**Warwick's striking IUE employes** ended their 3-week walkout at the Zion, Ill. TV plant Jan. 3 after approving a new 2-year agreement. The pact provides an 8¢ pay increase the first year, 5¢ the 2nd. The strike, involving over 1,000, began Dec. 8. Warwick is controlled by Sears, Roebuck; makes home-entertainment equipment for the chain.

**EIA guide book** to assist contractors in settling contract terminations is planned by the association's military relations dept. Heading the project is Collins Radio's Edwin James, chmn. of EIA's terminations committee.

**Philco has acquired** a "substantial minority interest" in Bendix Home Appliance France, a major manufacturer of refrigerators & laundry appliances in the French market. International div. Pres. Harvey Williams has also reported the appointment of J. J. M. van der Hagen to the new post of managing dir. of Philco's Swiss subsidiary, Philco Corp. S.A., of Fribourg. He will have "full responsibility for the development & coordination of all Philco interests on the Continent & in Great Britain, including the licensees & subsidiaries of Philco Corp. S.A. and approximately 20 distributors of Philco products in European countries where local manufacturing does not exist."

**FM radio sales** will increase 30-to-40% in 1961 over an estimated 1 million sold in 1960, Granco Pres. Henry Fogel predicted last week. He pointed out that production of FM radios rose 80% over 1959 last year, compared with a 10% increase for all radios. He also forecast a market "soon" for 100,000 FM auto radios a year.

**Canada's Dominion Electrohome Industries** is extending its warranties to one year from 90 days on all TVs, radios, phonos.

**TV & RADIO SALES DOWN:** November saw a drop in both TV & radio retail sales from Nov. 1959, official EIA figures confirmed last week. As reported in preliminary estimates last month, TV sales were down about 12% for the month, and radio's retail drop was its first for 1960 (Vol. 16:52 p23). November's radio sales were 7% below the figure for Nov. 1959.

For the year's first 11 months, however, radio sales were well above 1959, while TV retail sales were less than 3% ahead of last year's cumulative figure—indicating that full-year 1960 retail TV sales will be extremely close to 1959's 5,749,000 unit sales. Although 11-month TV production was well down from last year, output of uhf-equipped sets was higher. The official EIA production & retail sales figures with 1959 comparisons:

**TELEVISION**

| Month | Total Production 1960 | Total Production 1959 | Uhf Production 1960 | Uhf Production 1959 | Retail Sales 1960 | Retail Sales 1959 |
|---|---|---|---|---|---|---|
| January .... | 626,494 | 437,026 | 50,119 | 35,841 | 590,867 | 501,704 |
| February .... | 503,453 | 459,492 | 43,537 | 34,678 | 507,673 | 448,173 |
| March ..... | 549,500 | 494,032 | 45,411 | 32,112 | 501,829 | 425,751 |
| April ..... | 422,551 | 389,251 | 39,240 | 20,501 | 351,214 | 263,998 |
| May ..... | 442,176 | 431,911 | 32,295 | 28,247 | 334,283 | 279,536 |
| June ..... | 518,870 | 671,004 | 34,245 | 29,064 | 371,661 | 344,795 |
| July ..... | 268,854 | 350,360 | 14,621 | 21,022 | 392,858 | 370,575 |
| August ..... | 462,286 | 547,446 | 26,829 | 32,847 | 429,346 | 492,449 |
| September .. | 678,937 | 808,337 | 46,161 | 51,555 | 620,810 | 684,773 |
| October .... | 499,999 | 706,503 | 38,999 | 55,113 | 554,478 | 637,147 |
| November .. | 429,767 | 660,770 | 34,381 | 46,544 | 521,886 | 598,070 |
| TOTAL .. | 5,302,877 | 5,756,210 | 405,838 | 387,524 | 5,176,905 | 5,046,971 |

**RADIO**

| Month | Total Production 1960 | Total Production 1959 | Auto Radio Production 1960 | Auto Radio Production 1959 | Retail Sales (excl. auto) 1960 | Retail Sales (excl. auto) 1959 |
|---|---|---|---|---|---|---|
| January .... | 1,356,788 | 1,124,737 | 632,461 | 420,062 | 803,388 | 700,490 |
| February .... | 1,442,368 | 1,125,385 | 596,872 | 432,551 | 611,479 | 474,888 |
| March ..... | 1,667,650 | 1,347,554 | 633,761 | 511,219 | 664,441 | 616,563 |
| April ..... | 1,230,323 | 1,040,183 | 399,963 | 422,346 | 547,839 | 388,863 |
| May ..... | 1,277,040 | 1,039,562 | 463,165 | 476,222 | 648,322 | 400,882 |
| June ..... | 1,551,451 | 1,430,166 | 596,870 | 637,806 | 702,889 | 678,195 |
| July ..... | 890,369 | 829,035 | 328,009 | 264,726 | 573,363 | 626,827 |
| August ..... | 1,048,406 | 1,009,423 | 340,860 | 279,424 | 794,608 | 671,713 |
| September .. | 1,945,092 | 1,981,208 | 788,961 | 717,501 | 1,102,092 | 928,457 |
| October .... | 1,727,660 | 1,795,718 | 639,357 | 531,116 | 1,036,333 | 839,912 |
| November .. | 1,468,847 | 1,346,079 | 491,026 | 290,815 | 941,521 | 1,016,634 |
| TOTAL .. | 15,604,784 | 14,069,049 | 5,911,305 | 4,973,777 | 8,326,275 | 7,142,424 |

**FM radio production (1969 figures in parentheses):** Jan. 33,816 (30,235), Feb. 66,616 (29,145), March 83,127 (32,994), April 68,196 (31,425), May 65,438 (48,841), June 105,317 (50,783), July 49,707 (24,553), Aug. 71,126 (42,866), Sept. 111,746 (76,942), Oct. 88,596 (62,959), Nov. 86,323 (50,131). Eleven-month total: 852,329 (480,894).

* * *

Factory picture-tube sales declined seasonally in November from October's volume. However, sales also dropped markedly from the year before: 732,359 units at $14,625,632 in Nov. 1960 vs. 840,866 units at $16,058,816 in Nov. 1959. The same sales pattern applied for receiving-tubes—down seasonally in November from October, and also below the year-ago level. Nov.-1960 sales were 30,024,000 units at $25,627,000, compared with Nov.-1959's 37,211,000 units at $31,600,000. In year-to-date reckonings, picture-tube sales trailed the 1959 cumulative in units, but ran ahead in dollar volume. Receiving tubes were behind the year-ago pace both in units & dollars. EIA's figures for November & year-to-date.

| | Picture Tubes Units | Picture Tubes Dollars | Receiving Tubes Units | Receiving Tubes Dollars |
|---|---|---|---|---|
| January | 795,250 | $15,831,430 | 31,367,000 | $26,872,000 |
| February | 741,233 | 14,495,480 | 32,734,000 | 27,881,000 |
| March | 794,375 | 16,664,281 | 36,382,000 | 31,751,000 |
| April | 707,252 | 13,782,769 | 29,737,000 | 25,759,000 |
| May | 659,859 | 13,329,826 | 30,354,000 | 25,580,000 |
| June | 756,827 | 15,605,481 | 33,916,000 | 29,065,000 |
| July | 681,785 | 13,898,468 | 34,883,000 | 28,810,000 |
| August | 928,164 | 18,843,067 | 38,540,000 | 31,702,000 |
| September | 913,496 | 18,345,103 | 34,612,000 | 28,007,000 |
| October | 771,324 | 16,478,435 | 33,506,000 | 27,628,000 |
| November | 732,359 | 14,626,632 | 30,024,000 | 25,627,000 |
| Jan.-Nov. 1960 | 8,481,924 | $169,789,972 | 365,989,000 | $308,171,000 |
| Jan.-Nov. 1959 | 8,705,769 | 167,830,882 | 395,688,000 | 336,471,000 |

**TV-RADIO EXPORTS & IMPORTS:** U.S. exports of TV sets continued to climb in September, latest Commerce Dept. estimates indicated. There were 8,164 complete receivers & 3,873 chassis shipped—a total value of $1,289,189. Most other consumer electronics exports shared in the seasonal rise.

The import figures for September—not directly comparable with export statistics because of different product classifications & definitions—don't list TV sets. This doesn't mean there were no imports of TV into the U.S. during the month—2,300 were shipped here from Japan (Vol. 16:48 p18)—but simply that the Commerce Dept. hasn't yet established a commodity classification for them in its import statistics.

Here are summaries of selected Commerce Dept. electronics export & import data for Sept. 1960 (for August figures, see Vol. 16:48 p18).

**U.S. EXPORTS—SEPTEMBER 1960**

| Product | Units | Value | Biggest Customer |
|---|---|---|---|
| TV receivers ..... | 8,164 | $1,147,048 | Venezuela (1,962 at $292,760) |
| TV chassis ..... | 3,873 | 142,141 | Argentina, Philippines, Spain |
| Auto radios ..... | 5,007 | 90,849 | Mexico (3,312 at $47,656) |
| Home radios ..... | 10,407 | 286,705 | Canada (4,444 at $113,444) |
| Radio chassis ..... | 1,754 | 42,432 | Viet Nam (1,000 at $26,730) |
| Radio-phonos ..... | 693 | 57,804 | Venezuela (133 at $22,371) |
| Phonographs ..... | 2,897 | 181,716 | Venezuela (1,261 at $60,017) |
| Coin-op. phonos .. | 1,376 | 866,704 | W. Germany (396 at $266,964) |
| Recorders & parts ..... | — | 1,119,630 | Canada ($222,190) |
| TV picture tubes ..... | 132,011 | 2,787,371 | Argentina (25,683 at $560,366) |
| Receiving tubes .. | 1,985,363 | 1,538,207 | Canada, Argentina |
| Transistors, diodes ..... | 933,057 | 1,249,554 | Canada, U.K. |
| TV transmitters & parts ..... | — | 264,774 | Argentina ($81,214) |
| TV studio equip. | — | 785,438 | Canada ($223,805) |
| TV camera tubes | 136 | 96,544 | Canada, Japan |

**U.S. IMPORTS—SEPTEMBER 1960**

| Product | Units | Value | Biggest Supplier |
|---|---|---|---|
| Transistor radios | 668,193 | $5,273,290 | Japan (661,294 at $5,194,414) |
| Portable tube radios ..... | 13,685 | 109,307 | Japan (12,546 at $85,300) |
| Other radios ..... | 139,671 | 1,269,520 | Japan (123,262 at $805,260) |
| Radio-phonos ..... | 9,817 | 866,001 | W. Germany (6,905 at $738,600) |
| Phonographs ..... | 2,141 | 64,743 | Japan (1,015 at $21,042) W. Germany (299 at $22,983) |
| Changers, turntables ..... | — | 1,243,863 | U.K. (991,133) |
| TV apparatus ..... | — | 178,469 | Switzerland ($76,255) |
| TV tubes & parts | — | 11,367 | Not given |
| Radio tubes ..... | 2,604,042 | 944,675 | Netherlands ($404,055) |
| Radio apparatus.. | — | 1,138,834 | Japan ($597,855) |
| TV cameras, parts ..... | — | 193,425 | U.K. ($92,855) |

* * *

World market for U.S. tubes & semiconductors continues to be good, despite lower-priced competition, according to a recent survey by the Electronics Div. of Commerce Dept.'s Business & Defense Services Administration. The last report in the 28-country study sees U.S. tube and/or semiconductor exports holding their level or expanding to Australia, Canada, Netherlands, New Zealand & Spain. Difficulties or declines may be met in Taiwan, Turkey, Union of South Africa and West Germany. In Japan, U.S. companies are benefiting from technological pacts & licensing deals. The latest report, covering 10 countries, is titled *Electron Tubes & Semiconductors—Production, Consumption, Trade, Selected Foreign Countries*—available for 30¢ from U.S. Govt. Printing Office or Commerce Dept. offices.

■

Boycott of Japanese fabrics is threatened by the Amalgamated Clothing Workers of America to force Nippon manufacturers to limit their shipments of finished garments. The union's general executive board, at its Feb. 13 meeting, will consider a motion that ACWA members stop cutting fabrics from Japan after May 1.

**Tubes & Semiconductors in 1961:** Sales of TV picture tubes will be about the same as in 1960, receiving tubes will decline, and semiconductors will set another record. That's the tube & semiconductor outlook for 1961 as forecast by GE electronic components div. vp-gen. mgr. L. Berkley Davis, who also is EIA president.

Predicting from his GE vantage point, Davis sees 1961 domestic factory sales of about 11 million picture tubes at approximately $205 million—about the same as 1960. Replacements constitute 45% of this. Of the remaining 55%—earmarked for new TV sets—about 6 out of every 10 will be in 23-in. types, with perhaps one-third in 19-in. types. Davis expects no deflection angles wider than today's 110- & 114-degree tubes, but he sees a possibility that the trend to 92-degree tubes "may become more pronounced as styling advantages are de-emphasized in the interest of improved reliability & lower circuit costs."

The GE executive forecasts "an increase in number of sets employing tubes with integral implosion protection." Later in 1961, he says, "these will include other approaches than the present [Corning-type] bonded-glass construction." He forecasts "additional introduction of truly portable transistorized sets," but no significant quantities of special picture tubes for these. As to color, he sees a continuation of 1960's "small, steady increase," but no "important gains" without a "major tube innovation, not now foreseen."

Davis's other predictions:

Semiconductor sales will reach $626 million—19% higher than 1960's estimated $528 million. These sales are broken down this way: Transistors, 180 million (38% over last year's 130 million) at $360 million (20% above last year's $300 million)—$50 million consumer, $130 million industrial, $180 million military. Semiconductor rectifiers, a record $136 million, up 16% from 1960's $116 million. Tunnel diode sales will continue to be "modest."

Receiving tube sales will total 385 million at $322 million—about 4% below last year's 400 million at $340 million. Power tube sales, $300 million, 4% over 1960's sales. The military market "will experience a breakthrough in superpower tubes for defense radar, satellite tracking & space communications."

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**EIA has begun distribution** of *Plus Values* (Vol. 16:49 p19), "a booklet dedicated to the proposition that it pays to do business with U.S. electronics manufacturers." Prepared by EIA's tube & semiconductor div., it emphasizes for OEMs & distributors the advantages of buying American-made tubes & semiconductors. The booklet is being distributed to 30,000 industry executives, govt. officials, distributors, purchasing agents, design engineers. Philco vp William J. Peltz, chmn. of the EIA div., noted: "Thousands of jobs in the U.S. industry already have been lost to foreign producers paying wages a fraction of those received by American workmen. In the Chicago area alone, according to a report to EIA from a labor union official, foreign imports have been the primary cause of a 20% decline in employment among 14 electronics manufacturing companies" • **National Electrical Mfrs. Assn.** took dire note recently of mounting battery imports. Its dry battery section called for "remedial govt. action" and announced it would launch an educational program for battery buyers.

**Japanese-made electrical equipment** has been misrepresented as domestic by 2 affiliated Rochester, N.Y. firms—Dialand Electric Sales Corp. & Elkee Corp.—according to an FTC complaint.

***More about***

**NEW SETS INTRODUCED:** Some lower prices in newly introduced promotional & low-end items, but a tendency to price firmness otherwise, is the continuing pattern in new models introduced last week (see p. 14). In TV, there's a definite trend toward use of more sensitive low-noise tuners, even in relatively low-priced models. Here's a summary of last week's new-set highlights:

**Motorola**—Four TVs, all with new "Golden M" chassis, full-year warranty. 23-in. table model, $199.95; step-up model with more sensitive 4-wafer tuner, $219.95; 19-in. portable (face-lift), $199.95; 19-in. remote-control compact, $249.95 to $269.95. Also introduced "largest & most complete line of car radios ever presented to distributors," at $39.95 to $125.

**Philco**—One 19-in. portable at $169.95 and a compact 19-in. at $199.95. Seven 23-in. sets, 4 of them with open list. Philco announced that it is continuing its battery portable Safari. Also dropped in is a new 42-in. wide stereo hi-fi console at $199.95 to $219.95. Radio additions include a new price-leader 4-tube table model at $17.95, a clock radio at $19.95, step-up transistor portables at $34.95 & $39.95.

**GE**—Compact console phono, with or without AM-FM tuner, unpriced. In radio line, GE added an FM-only table model at $39.95, a 5-transistor portable at $29.95, a clock radio at $36.95.

**Sylvania**—Four TVs with new low-noise tuner & bonded-shield tube. Price leader is 19-in. open-list table model, with step-up at $189.95, a 19-in. consolette is $299.95, consoles $259.95 & $279.95 (HaloLight).

**Du Mont**—A new 27-in. lowboy at $450 (remote $550) and three 23-in. consoles with basic list prices of $299.

**Radio import highlights**—Two new sets from Japan look hot: (1) The Matsushita "Portalarm" 6-transistor pocket radio with 7-jewel watch alarm (including slumber switch) at $49.95. (2) Delmonico's 5-tube AM radio listing at $9.95. A report on the activities of 2 TV importers will be featured in next week's issue.

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**New plants & expansions: Cornell-Dubilier Electronics** div. of Federal Pacific Electric is transferring its corporate hq to Newark, N.J. from South Plainfield, N.J. Some production activities will be continued at the South Plainfield location • **Thompson Ramo Wooldridge's** subsidiary, Space Technology Labs, has sold to the government for $23.5 million 9 buildings on a 14-acre site in El Segundo, Cal. Space Technology will continue to use the facilities pending completion, by 1962, of its new $25-million research center at nearby Redondo Beach (Vol. 16:50 p18) • **Beckman Instruments** has begun construction of a $1.3-million, 100,000-sq.-ft. facility for its systems div. at Fullerton, Cal. The new plant, for production of electronic data-processing systems, is slated for May completion • **General Instrument** has opened its new $3-million, 50,000-sq.-ft. semiconductor production plant & research center at Hicksville, N.Y. Chmn. Martin H. Benedek reports the facility will be in "large-scale" production early this year • GE will spend more than $1 million in 1961 to enlarge the hq plant of its communications-products dept. at Lynchburg, Va. The plant produces 2-way radios, microwave gear. GE also is planning a $1.5-million R&D lab for computers at Sunnyvale, Cal., near San Francisco • **Muntz TV** will build a $1 million, single-story, 85,000-sq.-ft. hq & production plant in Wheeling Township, Ill., near Evanston. The plant will be completed around June 1.

***More about***

**GEN. SARNOFF & COLOR:** The nation's top sellers of color TV gathered in N.Y. as guests of RCA for a week-end of business & fun, beginning with a kick-off dinner Thursday (5) and an off-the-cuff address by the greatest color salesman of them all—RCA Chmn. Brig. Gen. David Sarnoff (see p. 15).

The dealers plainly enjoyed it as the General, in a mellow & reminiscent mood, discarded his prepared speech and recalled the early days of wireless, then swung out at the detractors of color. He put them in the same class with movie producers who wouldn't accept sound, phono manufacturers who believed radio was a fad, and radio makers who brushed aside TV itself.

Surrounded by a speakers' table full of RCA's top brass, he attacked rival TV manufacturers' "fear" of color, and their willingness to let others do the pioneering. "You would think that those in the business would be the first to embrace its possibilities." And he served notice: "There is no turning back . . . no possibility of color being a 'fad.'" He provoked chuckles when he chided "one manufacturer who shall remain nameless for friendly reasons," who had called Sarnoff a "televisionary" and said "TV would never get anywhere."

"I still like the future better than I do the past," said the RCA chairman. Then, in a conversational aside, he went back to the past to confide that he had been involved in payola, vintage 1906. "I can tell you of payola as far back as 55 years ago," he said, referring to his days with the old Marconi Wireless Telegraph Co. "We engaged in payola then and bribed captains of ships with a gold watch in order to get them to install wireless." They were naturally reluctant to give up their sovereignty to an owner's command from the shore. He related this reluctance to accept radio in the early days to other industry instances of resistance to change.

Because such large phono makers as the Victor Talking Machine Co. refused to enter the radio business, he said, "musical equipment dealers were prevented from handling radios. Instead, the electrical dealers got the business." In a reference to RCA's purchase of Victor with its "His Master's Voice" trademark, he quipped: "What happened then? The little dog changed his master."

Pres. John S. Burns told the dealers that color sales in some major markets are now approaching 5% of total sets in circulation. Reiterating that color TV, including servicing, parts, etc., "is more than a $100-million-a-year-industry," he stated that color TV reached this point in 6 years, "while automobiles took 12 and oil 40 to get there."

"The past 6 years have seen a clear-cut initial victory in our race to establish color TV on a profitable basis," he said, after he and Gen. Sarnoff accepted from the dealers a bound volume of pledges to sell at least 51, 501 color sets during the current 4-month period ending Feb. 28.

Pledges were read off at the dinner meeting by dealers in each distribution area. Among the higher ones: Los Angeles, 4,489 sets; Chicago, 4,167; N.Y., 3,752; Philadelphia, 2,989; San Francisco, 1,700; Newark, 1,586.

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***Obituary***

Mrs. Eldridge R. Johnson, 90, widow of the founder of the Victor Talking Machine Co., died Jan. 3 at her Bryn Mawr, Pa. home. Her husband, whose company was merged with RCA, died in 1945.

**Trade Personals:** Walter S. Bopp promoted from mktg. dir. to new post of vp-gen. mgr., Philco International div. . . . H. G. Place retires as chmn. of General Precision Equipment Corp., continuing as a consultant & dir. . . . Forrest W. Price, ex-Sylvania Home Electronics, appointed vp & gen. mgr., General Time Corp.

Harold Schulman promoted from mktg. mgr. to vp & gen. mgr., Knight Electronics, mfg. subsidiary of Allied Radio Corp. . . . Michael J. Marino named mktg. mgr., International Resistance Co.'s major industrial distributor program . . . David D. Bulkley, ex-ITT, named intercommunication-systems product mgr., Stromberg-Carlson commercial products div.

Ralph L. Bloom promoted from radio & high fidelity sales mgr. to district sales mgr., Sylvania Home Electronics Los Angeles office: Gerald P. Goetten appointed his asst. . . . Walter Boiko named senior sales engineer, Eitel-McCullough, headquartering in N.Y. . . . John J. Bohrer, International Resistance research dir., named a fellow, N.Y. Academy of Sciences.

Max Zagoren named electronics mgr., N.Y. div. of John M. Otter Co. (Philco distributor in Pa., N.J. & N.Y.). He succeeds Joe O'Brien, resigned . . . George Capsis, ex-IBM and Univac div. of Remington Rand, named RCA presentations & exhibits mgr.; B. J. Mezger named mgr. of RCA Service Company's new Eastern mktg. region, with hq in Washington . . . Kurt E. Hellfach named mktg. research mgr., GE radio receiver dept.

Edmond P. DiGiannantonio, Raytheon, named chmn., EIA military mktg. data committee . . . Donald J. Harrington named mktg. mgr., GE capacitor dept., Hudson Falls, N.Y. . . . Frank A. Saikley appointed controller, Indiana General Corp.; Richard S. Laney named div. controller, Indiana Steel Products div. . . . Wilbur S. Hinman Jr., technical dir. of Army's Diamond Ordnance Fuze Labs, Washington, receives President's Gold Medal Award for distinguished civilian service in developing new electronic techniques for military & civilian use.

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Microwave "will take giant steps in 1961," forecasts Dec. 25 *N.Y. Times*, adding: "Up to now, the growth of the private microwave field has been limited by restrictive licensing by the FCC. In September, the Commission threw out all bars to large-scale development in a momentous decision. Licenses now are being issued to virtually any business organization wishing to set up a microwave system . . . Some leaders in the electronics industry estimate [private microwave communications] will gross $2 billion a year in 5 years." • Microwave's financial picture and some of its smaller specialist companies are profiled by Dec. 29 *Herald Tribune*. Profiled: Douglas Microwave, Microwave Associates, Narda Microwave, Premier Microwave, Varian Associates.

"Total market for electronic equipment utilizing microwave devices is expected to climb from last year's $2 billion to $5 billion by 1965," reports Jan. 4 *Financial World*. Describing the microwave field as "one of the most promising branches of electronics," the publication notes: "It's estimated, for example, that 10,000 microwave stations may be in operation by 1966, as compared with less than 3,000 at present." The magazine lists the earnings of 14 companies "which concentrate a large measure of their activities in the field."

TV & radio equipment duties have been removed by Nicaragua in line with new import policies. Special import permits from the Ministry of Finance are required, however.

## Finance

National Co., Malden, Mass. manufacturer of military & industrial communications equipment & electronic products, has revised its earlier forecast of sharply improved 1960 earnings. In view of an anticipated sales drop to about $11 million from $12.9 million in 1959, Pres. Joseph H. Quick now anticipates only a slight improvement over 1959's per-share earnings of about 39 cents. He described 1961's prospects as "very good," said sales could climb to $13-to-16 million. Quick also reported that National soon will announce the acquisition of a commercial electronic components company.

Seven electronics companies are profiled by Dec. 21 *Financial World* in an analysis entitled "Bright Prospects for These Electronics." The 7: Beckman Instruments, Clevite, Daystrom, General Instrument, General Precision Equipment, Litton Industries, Varian Associates. Notes the magazine: "Here are 7 well-situated electronics issues that still have long range speculative possibilities. Although liberally priced, most are down from higher levels."

Boonton Electronics Corp., Morris Plains, N.Y. maker of precision measuring equipment, plans public sale of 60,000 common stock shares & attached warrants, according to an SEC registration statement (File 2-17411). Underwritten by Ross, Lyon & Co. Inc. and Globus Inc., the sale will be in units of one share plus ½ of a 2-year warrant. One full warrant will be required to purchase one share at $5.50 the first year, $6.50 the 2nd year.

Rixon Electronics Inc., Silver Spring, Md. producer of specialized electronic equipment, plans a 115,000-share offering of capital stock for public sale, according to an SEC registration statement (File 2-17441). An additional 10,000 shares will be sold by Pres. James L. Hollis to underwriter Auchinloss, Parker & Redpath. Price & underwriting terms weren't disclosed in the SEC application.

20th Century-Fox has agreed to sell to the Rank Organization its 49% share of theater firm Gaumont British. Price: $11.2 million. Terms: $1.4 million now, the balance payable in installments over 11 years at 4½% interest. Among 20th's reasons for selling: "We had a minority interest and the return has not been very great," a spokesman explained.

Emerson Pres. Benjamin Abrams says he knows of no corporate development to account for the recent strength & activity of the company's stock. Earnings in the 1960 fiscal year ended Oct. 31 "were not as good" as the preceding fiscal, he notes, because of general consumer-market conditions during the summer & fall. Nov.-Dec. sales, however, were "better" than during the 2 year-ago months.

Vacuum-Electronics, Plainview, N.Y. maker of electron tubes, vacuum systems, other electronic devices & components, has filed with SEC a registration statement for a proposed offering of 100,000 shares of common stock. Lehman Brothers was named principal underwriter. Proceeds from the proposed offering would be used for expansion.

International Resistance is "definitely interested in acquiring a semiconductor company," reports Pres. W. W. Slocum. He estimates a record profit of "about $2 million or $1.40 a share" on sales of $22 million last year, compared with $1.8 million ($1.29) earned on $19.8-million sales in the year ended Jan. 3, 1960.

Electronic & Missile Facilities has been listed for trading on the American Stock Exchange. Symbol: EMF.

Milo Electronics Corp., N.Y., wholesaler & distributor of electronics parts, plans public sale of 150,000 common stock shares through Myron A. Lomasney & Co. at $5 per share. An SEC registration statement (File 2-17416) said $601,500 proceeds would be added to the company's general funds to pay debts and increase inventory.

Wells Television, the N.Y. TV-set leasing company that was acquired last March by Tishman Realty & Construction (Vol. 16:19 p23), is expected to contribute to Tishman's profit picture a cash flow of more than $1 million annually and the tax advantage of heavy depreciation write-offs, according to Tishman Pres. Norman Tishman.

W. L. Maxson will change its name to Maxson Electronics Corp., subject to stockholder approval at the Jan. 17 annual meeting. The N.Y. manufacturer of electronic equipment & components also will ask for authorization to double the number of common shares to 2 million.

Technical Materiel Corp., Mamaroneck, N.Y. manufacturer of high-frequency radio components & systems, has been listed on American Stock Exchange. Symbol: TM.

Perkin-Elmer has been listed for trading on the New York Stock Exchange. Symbol: PKN.

Esquire Radio & Electronics is slated for listing on the American Stock Exchange Jan. 12. Symbol: EE.

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# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Electronic Communications | 1960—year to Sept. 30 | $24,130,561 | $(1,062,511) | $ (607,511)[1] | —— | 597,209 |
| | 1959—year to Sept. 30 | 32,771,830 | 1,761,605 | 855,139 | $1.40[2] | 590,076 |
| A. C. Nielsen | 1960—qtr. to Nov. 30 | 8,442,818 | —— | 559,031 | .33 | —— |
| | 1959—qtr. to Nov. 30 | 7,286,006 | —— | 484,788 | .28 | —— |
| Screen Gems[3] | 1960—year to June 25 | 41,690,402 | —— | 1,620,017 | .72 | 2,250,000 |
| | 1959—year to June 27 | 40,411,092 | —— | 1,097,902 | .49 | 2,250,000 |
| | 1960—13 wks. to Sept. 24 | 6,218,374 | —— | 152,545 | .07 | 2,250,000 |
| | 1959—13 wks. to Sept. 26 | 7,448,113 | —— | 384,303 | .17 | 2,250,000 |

Notes: [1]After $455,000 tax credit. [2]After preferred dividends. [3]From SEC reports (Vol. 16:52 p24).

Wometco Enterprises Inc., the corporation based in Miami, Fla., which recently acquired KVOS-TV Bellingham, Wash. for $3 million (Vol. 16:48 p6), has registered an offering of 5 series of outstanding stock with SEC (File 2-17437). To be sold by Lee Higginson Corp. and A. C. Allyn & Co., the offering includes 18,591 shares of class A common; 19,155 shares each of class B, series B, C & D common; 23,944 shares of class B, series E common (15,000 to be reserved for sale to employes). Underwriting terms provide that the company will receive no proceeds unless the average price received by selling stockholders (less 7%) exceeds $10, when 75% of the excess will go to Wometco. The shares were issued in connection with an agreement with the 2 underwriting firms when Wometco bought Marine Exhibition Corp., operator of the Miami Seaquarium. Other Wometco interests: WTVJ Miami, WFGA-TV Jacksonville, WLOS-TV & WLOS Asheville, 23 theaters, vending machines, the Pepsi-Cola franchise in the Bahamas.

Hazeltine's 1960 earnings are expected to approximate 1959's per-share profit of $1.80. Vice Chmn. W. M. McFarland believes 1961 "ought not to be very much different from 1960," but 1962 should see "the start of an increase." Hazeltine's order backlog, he said, "is satisfactory and will increase in time to come."

**Reports & comments available:** Amphenol-Borg Electronics and AB-PT, reports, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • Sonar Radio, report, George, O'Neill & Co., 30 Broad St., N.Y. 4 • Walt Disney Productions, report, Sutro & Co., Van Nuys Bldg., Los Angeles 14 • Electronic & Missile Facilities, discussion, Hardy & Co., 30 Broad St., N.Y. 4 • Textron, review, W. E. Hutton & Co., 14 Wall St., N.Y. 5 • Hallicrafters, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Litton Industries, review, William H. Tegtmeyer & Co., 39 S. LaSalle St., Chicago 3 • Hathaway Instruments, report, Adams & Peck, 120 Broadway, N.Y. 5 • Pathe Equipment, prospectus, Amos Treat & Co., 79 Wall St., N.Y. 5 • Bell Electronic, prospectus, Schwabacher & Co., 14 Wall St., N.Y. 5 • Del Electronics, report, Bruno-Lenchner, Bigelow Square, Pittsburgh 19.

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Storer Bcstg. ..... | Q | $0.45 | Mar. 10 | Feb. 24 |
| Storer Bcstg. "B" ..... | Q | .12½ | Mar. 10 | Feb. 24 |

Westinghouse 1961 sales should show an increase for the 4th consecutive year, Pres. Mark W. Cresap predicted recently, but "intense cost-price pressure on profits" will continue. He said 1960 sales will slightly exceed last year's $1.91 billion, but 1961 sales won't match 1957's record $2.01 billion. The adverse effect of the decline in prices, and increases in costs "will extend into 1961, although improvement is anticipated in the 2nd half." Consumer purchases of electrical products & home appliances "will equal or slightly exceed the industry's 1960 levels," Cresap said. "As the home-building market improves during the coming year, there should be an upturn in appliance sales during the 2nd half of 1961," he added.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 5, 1961

Electronics TV-Radios-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 18¼ | 19⅞ |
| Aerovox | 8¾ | 9¾ |
| Allied Radio | 22½ | 24⅝ |
| Astron Corp. | 1½ | 2 |
| Baird Atomic | 23½ | 25⅝ |
| British Industries | 18 | 19⅞ |
| CGS Labs | 6¾ | 8⅛ |
| Cetron | 5¾ | 6½ |
| Control Data Corp. | 64¼ | 67½ |
| Cook Elec. | 12½ | 13⅝ |
| Craig Systems | 15 | 16½ |
| Dictaphone | 29¼ | 31½ |
| Digitronics | 22½ | 24⅝ |
| Eastern Ind. | 14 | 15⅛ |
| Eitel-McCullough | 18 | 19⅜ |
| Elco Corp. | 14 | 15⅜ |
| Electro Instruments | 24 | 26¾ |
| Electro Voice | 7⅝ | 8½ |
| Electronic Associates | 27¾ | 30⅛ |
| Erie Resistor | 9½ | 10⅜ |
| Executone | 20 | 22½ |
| Farrington Mfg. | 27¼ | 29⅝ |
| FXR | 38 | 41⅜ |
| General Devices | 11½ | 12¾ |
| G-L Electronics | 9 | 10¼ |
| Granco Products | 2⅞ | 3½ |
| Gross Telecasting | 20½ | 22½ |
| Hallicrafters | 33½ | 36⅛ |
| Haydu | 1/16 | ¼ |
| Hewlett-Packard | 28¾ | 30⅝ |
| High Voltage Eng. | 160 | 170 |
| Infrared Industries | 17 | 18⅞ |
| Interstate Engineering | 21½ | 23 |
| Itek | 48½ | 52½ |
| Jerrold | 7 | 7¾ |
| Lab for Electronics | 45¼ | 48½ |
| Lel Inc. | 5¼ | 6⅛ |

| Stock | Bid | Asked |
|---|---|---|
| Magna Theater | 2½ | 2⅞ |
| Magnetics Inc. | 7½ | 8⅝ |
| Maxson (W.L.) | 11⅛ | 12⅛ |
| Meredith Pub. | 41¾ | 44⅞ |
| Metropolitan Bcstg. | 19 | 20⅝ |
| Milgo Electronics | 19¾ | 21½ |
| Narda Microwave | 3⅞ | 4½ |
| Nuclear of Chicago | 39½ | 43 |
| Official Films | 2½ | 2¾ |
| Pacific Automation | 4¾ | 5½ |
| Pacific Mercury | 5⅜ | 6 |
| Philips Lamp | 155¼ | 161 |
| Pyramid Electric | 2⅜ | 2¾ |
| Radiation Inc. | 24 | 26¼ |
| Howard W. Sams | 38 | 40¾ |
| Sanders Associates | 34 | 36¾ |
| Silicon Transistor | 4¾ | 5½ |
| Soroban Engineering | 39 | 41¾ |
| Soundscriber | 16 | 17⅝ |
| Speer Carbon | 18 | 19⅞ |
| Sprague Electric | 53 | 57 |
| Sterling TV | 1½ | 2 |
| Taft Bcstg. | 12¼ | 13⅝ |
| Taylor Instrument | 38½ | 41⅜ |
| Technology Inst. | 7⅞ | 8⅞ |
| Telechrome | 12½ | 13⅞ |
| Telecomputing | 7 | 7¾ |
| Time Inc. | 79 | 84¾ |
| Tracerlab | 9 | 10¼ |
| United Artists | 5⅜ | 6 |
| United Control | 15½ | 17 |
| Universal Trans. | ⅞ | 1-3/16 |
| Vitro | 10¾ | 11⅝ |
| Vocaline | 2⅝ | 3-1/16 |
| Wells-Gardner | 21 | 22½ |
| Wometco Ent. | 12¾ | 13⅞ |

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## SUMMARY-INDEX OF WEEK'S NEWS

***EXCLUSIVE IN THIS ISSUE:*** Our annual survey of telefilm pilots to be offered in the program market for next season (pp. 3, 8 & 9).

### *FCC*

**MINOW AS FCC CHAIRMAN**—knowns & unknowns of young Stevenson protege weighed—but speculation ends with: "Wait & see" (p. 1 & 5).

**PROGRAM-FORM REVISION IS NEAR.** FCC is approaching agreement on station-reporting requiremnts—spots-per-hour, no composite week, etc. (p. 4).

**FCC SUGGESTS CATV LAW**—but is losing desire to push it as CATVs & stations continue to resolve conflicts (p. 4).

**PAYOFF RULES ADOPTED BY FCC** in line with Harris-Pastore Act requirements for agreements between applicants that eliminate competition for licenses (p. 6).

### *Stations*

**LANDIS DROPS SOME HINTS** in WNTA-TV N.Y. interview. Presidential asst. for regulatory agencies speaks of exploration of govt.-produced programming, shift to uhf operation (p. 3).

**COLLINS SCORNS "IMAGE" MAKERS** in his maiden speech as NAB pres. He says industry shouldn't strive "to create images that are not the real thing" (p. 3).

### *Networks*

**CBS & NBC ENJOYED MANY SUCCESSES,** many gains during 1960, according to year-end reports from the 2 networks. Both claim credit for "The Great Debate" (pp. 5 & 7).

**NEW CBS DAYTIME PLAN** puts the 10 a.m.-noon shows on a mandatory "rotating participation" basis instead of being sold in 15-min. segments (p. 6).

**OCTOBER NETWORK TV BILLINGS** rose 7.2% to $63.3 million. Ten-months business gained 9.3% to $557.6 million from $510.3 million in Jan.-Oct. 1959 (p. 8).

### *Consumer Electronics*

**1960 TV PRODUCTION**—5,716,268—was 3rd lowest since 1949. But 1960 was the 2nd biggest year in total radio (17,135,114 sets) & auto radio (6,438,658) output (p. 19).

**QUALITY STRESSED AT MART.** Price increases seen as inevitable, despite lower prices on leaders. Slow business spurs talk of electronics bolt from Chicago Mart (p. 19).

**NEW SETS & FEATURES** at markets: Westinghouse provides free decorating service for TV-stereo owners; Magnavox "TV light meter;" Philharmonic line revived (pp. 20 & 22).

**TV IMPORTS INCREASE:** Delmonico bringing in 4,000 Japanese TVs a month, Majestic introducing 2 German sets. Delmonico has 2 consoles, plans lower-priced portable (p. 23).

### *Programming*

**TV DEBATES ALONE DECIDE 6%** (or more than 4 million) of all voters in the Presidential election, Roper survey determined. Figures revealed in Frank Stanton's magazine article (p. 14).

**"UNTOUCHABLES" HASSLE** finds protesting Dir. of U.S. Bureau of Prisons telling stations he'll go to FCC about it (p. 14).

### *Congress*

**GOVT. SUBSIDIES FOR TV** in Presidential campaigns are urged by Sen. Mansfield, who proposes $1-million grants to parties (p. 16).

### *Advertising*

**FTC's KERN ASSAILS LANDIS,** accusing President-elect Kennedy's agency advisor of trying to "sell out the public interest" in antitrust recommendations (p. 18).

### *Other Departments*

**EDUCATIONAL TV** (p. 15). **PERSONALS** (p. 18). **FINANCE** (p. 23).

**MINOW—THE KNOWNS & UNKNOWNS:** You can speculate endlessly about probable impact of Newton Norman Minow, (pronounced "minnow") as next chairman of FCC—but after a week of investigation we come up with this marvelously perceptive conclusion: "We'll just have to wait & see."

We can lay all pertinent factors before you for your consideration.

He's intelligent—first in his 1950 Northwestern U. law class, receiving "outstanding graduate" Wigmore Award, editor-in-chief of school's law review.

He's concerned about FCC's role—apparently believes it should be more active in regulating.

He's liberal—an Adlai Stevenson protege during virtually all his career.

He's young—35 tomorrow (17), thus 2nd youngest chmn. in FCC history. (Charles Denny was acting chmn. at 33, chmn. at 34.)

He's active, outgoing, civic-, political- & social-minded (see p. 5 for background).

He's inexperienced in FCC matters—has never practiced before Commission, has had little to do with other federal regulatory agencies.

He's interested in TV's final product, programs—watches a lot, likes it, and criticizes it.

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Minow is one of Stevenson's law partners, almost all of whom have been tapped for high administration jobs. He will replace Republican Comr. Charles King, whose recess appointment expires June 30. Minow will take over as soon as he's confirmed by Senate & sworn in, and he'll have to be reappointed & reconfirmed by June 30 to continue after that date. If the Senate Commerce Committee chooses, it can consider him now for both the short & long terms and the Senate can assure him now of 7½ years at FCC. However, Committee Chmn. Magnuson (D-Wash.) hasn't said anything about that—and it's known he's miffed at the appointment because he was pushing his special counsel, Seattle attorney Kenneth Cox, for the job.

Magnuson could make things most disagreeable for Minow during the confirmation hearing (which presumably will come early in February)—but it's doubtful that Magnuson would cross Kennedy on a matter such as this. The talk revolves around the Landis Report, which urges a strong White House hand in FCC affairs—quite opposed to the traditional Congressional position that FCC is "an arm of Congress." Will Minow be pinned down to declare his allegiance? Everyone—Minow, Commerce Committee, administration—is in a bind on that one.

Minow's most important duty, by far, will be to deal with Congress. A chairman can do almost anything or nothing at FCC and get by with it. His "moment of truth" comes before Congress. Minow steps into the job at a most critical time, when the Commission will offer important & complex legislative recommendations. He'll have to call on every faculty he has.

Minow comes to Washington Jan. 17, will meet this week with Magnuson and FCC Chmn. Ford, among others, take in Inaugural activities. He has contacted Ford who offered him full cooperation, including a complete report by the staff on all major Commission problems & their suggestions for resolving them.

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There are some clues to Minow's thinking. He worked with Stevenson on the latter's proposal that the networks give candidates free time during the campaigns (Vol. 16:11 p13). Stevenson later testified that it might be better if govt. paid for it. Minow was counsel, though not before FCC, for the Midwest Council on Airborne TV Instruction, and gen. counsel for Encyclopaedia Brittanica Films. He has done work for United Airlines, Ill. Bell and Airline Pilots Assn.

Two years ago, he participated in a Fund for the Republic panel on "Broadcasting & Govt. Regulation in a Free Society," with FCC Comr. Hyde, former FCC gen. counsel Benedict P. Cottone, Raymond F. Kohn of WFMZ Allentown, Pa., Herbert Alexander of Princeton, N.J., former FCC staff member Charles Clift, Princeton U. history prof. Eric F. Goldman, Fund representatives Frank K. Kelly & Robert W. Horton.

His participation was mainly in form of questions—but his questions certainly followed a "strong FCC" direction. He did have the last word in the discussion: "The fundamental concept, it seems to me, is that if you are going to have a democratic society in an age of mass communication, when people are spending so much time watching TV, the airways ought to be available for as much discussion as possible."

Minow also observed: "The point, it seems to me, is that a licensee makes certain promises, and the FCC never checks to see whether he performs, whether he delivers, despite the fact that under the statute it is its obligation to do so. I don't want to talk about cures, but is that the general fact?"

He was careful & affable in our interview with him, saying: "I'm not an expert on broadcasting and I am certainly the first to acknowledge that." As for the Landis Report, he said he had gone through it "and I'm certain it has great insight into the problems of the agencies," but that he hadn't studied enough to comment on specific problems. He did no work on the report, wasn't consulted by Landis.

There's lot of continued talk in Washington to effect that the administration would like to get another New Frontier man on FCC quickly, replacing one of the 3 incumbent Democrats—Bartley, Craven or Cross. Speculation is that one might be eased into another govt. job. All 3 tell us they know nothing of the idea, and it's our impression that none likes it very much.

**OUR EXCLUSIVE PILOT STUDY IN THIS ISSUE:** Action & adventure or the combination of both will be emphasized on TV next season. Comedy, which began a comeback in 1960, will be a strong runner-up. Our annual check of Hollywood production companies (extended this year to N.Y. and including some British pilots) discloses that a minimum of 70 action-adventure pilots are being filmed for presentation in this selling season (see p. 8).

Comedies have dropped from 70 pilots last year to 54 this season, but they remain a producer staple. The dip undoubtedly stems from the fact that few comedies have struck rating gold in this season's renaissance ("The Andy Griffith Show" and "My 3 Sons" were the exceptions, not the rule). On the other hand, the popularity of the action series, "The Untouchables," has prompted the production of pilots which some executives frankly confide are "like 'The Untouchables.'" (See p. 14)

Westerns—at least new ones—are in decline. This year's 9 compares with last year's 30.

Other data gathered in our survey: There is considerable variety in the overall picture of approximately 200 pilots—a figure that matches last year's. At least 24 dramatic series are in the offing; 4 anthologies, sports, travelogues, documentaries, musicals, audience participation, even a comedy-Western. (For the complete tabulation of our survey, see p. 9.)

**LANDIS DROPS SOME HINTS:** Kennedy administration may push for a stronger govt. TV hand, indicated James M. Landis in N.Y. Jan. 12. The man who is soon to become Presidential asst. for the regulatory agencies said, during a WNTA-TV interview by newsman Mike Wallace, that the general "tenor" of TV programming is within the province of govt. regulation. He cited "the lowest common denominator" as being a key target for programmers. "Now, if that's so," he added, "we ought to be able to lift it a little higher than that."

Asked, if he advocated govt. regulation of content, Landis said he meant the "tenor of it."

Possibility of govt.-owned network was also suggested by Landis during the interview. He thought there was "a lot to be said" for govt. TV operations such as Britain's BBC-TV and Canada's CBC-TV. Asked if he intended to push for govt. programming "to compete with commercial programming," Landis hedged somewhat, saying, "Not at this stage, certainly."

He didn't rule out a govt. network, however. "It might be that we can have so many channels available that it might be desirable to have the govt. at least condescend to do something for the fine arts . . . on TV as well as elsewhere." Summing up his feelings on govt.-produced TV programs for U.S. consumption, Landis said, "I think it should be explored."

Landis also tackled the always-hot uhf-vhf question. A shift to uhf, he said, "would open up a new market . . . give new opportunities." He agreed with Wallace that he was suggesting that the govt. create an opportunity "for men to go into the broadcasing business . . . with a view to introducing more competition into the field." Such a move, Landis declared, would "improve programming . . . give more employment . . . improve our entire facilities of communication."

**COLLINS SCORNS 'IMAGE' MAKERS:** In his maiden speech as industry's spokesman, new NAB Pres. Leroy Collins lashed out last week at those who "strive with elaborate efforts & great expense to create images that are not the real thing."

Broadcasters as well as politicians can be guilty of such "deception," ex-Fla. Gov. Collins told Federal Communications Bar Assn. at its annual banquet in Washington Jan. 13. He deplored "unmitigated conceit" by which public-relations practitioners presume "that regardless of what a man's inner self may be, they can dress him out in a way that no one will know the real man under the costume."

"If America is to do more than survive, the way is not to try to sell ourselves as something we are not, but to devote our chief energies toward making ourselves something better than what we are," Collins said. "And the same is true of broadcasting."

Collins promised "to be an advocate, not a referee, for broadcasting." He said TV & radio have made a "tremendous amount of progress," that "over & over again we should tell our good story." But he added: "Yet, also like America, broadcasting has had—and still has—some features of which it cannot be proud. These things must be, as they have been, regarded by broadcasting not as defeats but as challenges to do better.

NAB's new chief acknowledged that he's "new to broadcasting," begged off in his FCBA speech from getting involved with "such topics as vhf, uhf, pay TV, CATV, FCC, FTC, ABC, CBS, MBS or NBC." Instead, he said, he wanted to sketch broad outlines of his "hopes & aspirations" in the NAB office:

"Broadcasting moves goods and, thus, sparks American business. But it moves more than goods. It moves men's minds & hearts. Through broadcasting, men can learn to love or hate, to do good or evil, to be democratic or despotic, to be free men or slaves, to worship God or Baal.

"Broadcasting helps reflect, mold and direct the very essence of the society in which it functions. It is, therefore, a living, creative, independent part of America & American democracy. America's goals must be broadcasting's goals. For if broadcasting is to endure in a free society, the best interests of broadcasting must coincide with the public interest."

Collins also made it clear earlier in his first week at NAB hq that, in aiming for these goals, he plans to be no mere front man for the industry as a speechmaker. He told us in an interview that he intends to be in charge of "running the ship" with the help of "a sort of cabinet" of other hq officers who'll be called for conferences every Tues. "I believe strongly that the staff should give leadership to the board," he said.

"I am not going to be happy in this job unless I do a creative job," Collins told us. "I don't think I'd be worth the money [$75,000 per year] unless I do. I don't undertake this as just an administrative job."

**PROGRAM-FORM REVISION NEAR:** FCC is nearing end of its work on application forms to change its quiz of stations' programming performance & plans. It discussed the subject for 3rd time Jan. 13, is expected to agree finally within a few weeks.

Most of FCC's plans are same as we disclosed earlier (Vol. 16:46 p4). However, it's expected that forms will be somewhat less specific in certain areas—following a suggestion of Comr. Craven. It looks as if the Commission will drop its system of requiring stations to analyze their schedules during a specific "composite week." Instead, they would be asked whether they have broadcast or plan to carry—"daily," "weekly," or "occasionally"—programs in these categories: Religious, instructive, public affairs, agricultural, news, sports, entertainment, other. Each would be defined, and stations wouldn't have to show what percentage of time is devoted to each.

It also appears that Commission will ask for a report on past & future spots-per-hour practice—but not a breakdown of spots by length. Rather, FCC is thinking of requiring a station to indicate the maximum number of commercial minutes it has carried or will carry per hour.

**FCC SUGGESTS CATV LAW—BUT:** Legislation for limited CATV regulation will be suggested to Congress by FCC, as indicated earlier (Vol. 16:51 p9), Chmn. Ford told an NCTA regional seminar in Washington last week. But we're informed privately that the Commission would be delighted to forget about legislation if stations & CATV can patch up relations and make regulation unnecessary. Whether Congress would feel the same way may be something else.

One FCC spokesman put it this way: "I hear that there are only a couple of CATV-station conflicts left and that these may be cleared up. If so, I see no reason to regulate for the sake of regulating. I believe in the free enterprise system. That's what built this country."

At any rate, Ford told the CATV group that law it has drafted has 2 major provisions: (1) Require CATVs to carry local-station signals. (2) Require, whenever necessary, that CATVs not duplicate local-station programs. All disputes, he said, would be handled on a case-by-case basis—with hearings when necessary.

NCTA board later reaffirmed its position that legislation is unnecessary.

Said new Pres. William Dalton: "Much progress has been made solving CATV problems at the local level, which is as it should be. We see no need for legislation."

CATV operators also heard report on small-market TV operations by Hamilton Shea, of WSVA-TV Harrisonburg, Va. which co-exists well with a local CATV system. Gist of his talk: Best thing for CATV to do is to carry local-station signals, so that some credit for local programming (news, weather, etc.) will "rub off on them." He also alluded to the potential problem facing both small-town stations and CATVs—invasion by vhf translators, particularly those operated by big-town stations seeking to extend their coverage areas. WRVA-TV (Ch. 12) Richmond has applied for Ch. 5 translators for Harrisonburg, Staunton & Waynesboro. Several other similar applications are on file, and it's expected that operators such as Shea will oppose them.

**1960 AT CBS & NBC:** Year-end reviews issued by CBS & NBC last week were bullish. Both reported gains in sales, ad revenue, programming, public-affairs activities, news reporting, sportscasting, spot sales, overseas deals and non-broadcast ventures (see p. 7).

NBC stressed "broad advertiser representation" in sales areas (daytime & nighttime buys), pointed proudly to hot 1960 rating scores rung up by its news coverage of the convention-debate-election cycle. Of the 2 networks, NBC easily led CBS in number of entertainment specials offered (almost 3 times as many), and was ahead in colorcasting and volume of sports shows.

CBS leaned heavily on hard sales & audience facts in its annual wrap-up, plugged for its "balanced" nighttime lineup in 1960, daytime strength, the success of several top specials, and its own heavy schedule of news & public-affairs programming last year—particularly "CBS Reports," which began in 1959 as a monthly show, eventually became a weekly prime-time series by 1960's end.

Both networks, in effect, claimed credit for TV debates between Kennedy & Nixon. Said CBS: They ". . . climaxed a continuing effort by CBS Pres. Frank Stanton, joined by industry leaders & the nation's publishers." Said the other network: "NBC, through its chairman, took the initiative in making possible 'The Great Debate' series."

In any event, it had obviously been an important, stimulating, exciting—and undoubtedly profitable —year for the 2 networks.

## The FCC

***More about***

**MINOW—THE MAN:** Everyone who knows Newton N. Minow, FCC Chmn.-designate (page 1), starts out with the same sort of comment: "Nice guy. Very bright." Everything we can learn points to an extremely well-balanced young man.

He likes to watch TV, but it's hard to understand how he finds the time. Last year, the Chicago Junior Chamber of Commerce, in naming him one of the city's 10 outstanding young men, listed these among his activities:

Junior board of the National Conference of Christians & Jews. Board of the Northwestern U. Alumni Assn. Committees of the Chicago Bar Assn. Writings on the Chicago court system. Board of the American Jewish Committee and of the Jewish Community Centers of Chicago. Lectures at colleges. League of Women Voters' groups & schools. Led discussion groups sponsored by the Fund for Adult Education. Affiliated with many clubs, including the Economic Club, the City Club, the Legal Club, the Council on Foreign Relations. Secy.-gen. counsel of the National Business & Professional Men & Women for Kennedy-Johnson. Chmn. of Citizens for Kennedy in North Shore Suburbs. And still other projects.

Minow was born in Milwaukee, on Jan. 17, 1926, attended public schools there, served as an Army sergeant in the China-Burma-India Theater during World War II. He then attended Northwestern, received B.S. from the school of speech in 1949, LL.B there in 1950.

On graduation, he joined the Chicago firm of Friedlich, Spiess, Tierney, Brown & Platt. In 1951, he became a law clerk to U.S. Supreme Court Justice Vinson. In 1952, he joined Ill. Gov. Adlai Stevenson as administrative asst. When Stevenson's term expired, he went back to his law firm, remaining 2 years until 1955, when he joined Stevenson's new firm of Stevenson, Rifkind & Wirtz—where he's been ever since.

His wife is the former Josephine Baskin of Chicago and they have 3 daughters—8, 6 and 2. He's stocky, plays golf in mid-80's, tells a good story, speaks rapidly, likes movies as well as TV.

**Administrative conference of 65 delegates** to improve operations of federal regulatory agencies such as FCC has been blue-printed for President-elect Kennedy by U.S. Circuit Court Judge E. Barrett Prettyman. Named last August by President Eisenhower to head a White House Conference on Administrative Procedure (Vol. 16:36 p5 *et seq.*), Prettyman submitted to Kennedy through James M. Landis proposed bylaws for a continuing national assembly. Landis, the President-elect's asst. on agencies, endorsed such a setup in his report to Kennedy on agency faults (Vol. 17:1 p1). Prettyman said he'd call an organizational meeting of the conference—possibly late in Feburary—if Kennedy follows Landis's recommendation. As outlined by Prettyman, the 65-member conference would be made up of 40 delegates from the govt. & 25 from bar groups, universities and accounting & engineering professions. Conference committees would hold closed meetings on agency problems, but the conference itself would meet in public sessions at least twice a year. It wouldn't investigate agencies but would try to persuade them to adopt recommendations for more efficient procedures.

**Automatic logging of operational measurements** in TV & radio stations should be permitted, NAB said in a rule-making petition to FCC, which now requires that such logs be kept manually. Engineering mgr. A. Prose Walker & his asst. George Bartlett argued in the petition that NAB-supervised experiments at stations in such cities as Winston-Salem, Washington, Philadelphia and Los Angeles demonstrated "superior accuracy" of electro-mechanical logging devices. Asking that licensees be authorized to maintain logs either manually or automatically, they said the apparatus (manufactured by RCA, Texas Instruments and Minneapolis-Honeywell) virtually eliminates improper maintenance of logs—most frequently cited category of FCC rule violations. The NAB petition maintained that remotely-controlled readings of output current, obstruction lighting, frequency deviation, etc., caused no degradation in stations' operating standards. Walker & Bartlett also called for relaxation of FCC rules for AM frequency-deviation readings. They said that reports from more than 1,700 stations showed that a 6-month average deviation rarely exceeded 3 cycles per second.

**PAYOFF RULES ADOPTED:** Formal implementation of Harris-Pastore Act provisions against pay-off deals to eliminate competition for TV & radio licenses was voted Jan. 11 by FCC, which adopted a new set of rules (Vol. 17:2 p6) effective Feb. 20.

At the same time, the Commission (Hyde, Craven and Cross dissenting) proposed further rule-making under Sec. 307(b) of the Communications Act covering "fair, efficient and equitable distribution of radio service" in communities where a single applicant for a license withdraws by agreement. Feb. 20 was set as deadline for comments on this.

In adopting the pay-off rules, FCC also issued an order extending the chief hearing examiner's authority so that he may make "appropriate disposition" of applications involved in competitive cases in which withdrawals aren't based on agreements between the parties.

This is how FCC describes the new rules:

"Applicants entering into an agreement which would result in removing a conflict between 2 or more pending applications for a broadcast facility must file with the Commission a joint request for approval of such agreement.

"Each applicant party to the agreement shall also file an affidavit setting forth full factual details concerning the agreement & any consideration which has been paid or promised in connection therewith.

"In those cases where a joint request for approval of an agreement has not been filed:

"(1) Any applicant for broadcast facilities seeking to amend or dismiss a pending application must file an affidavit as to whether or not he has received or been promised consideration where the effect of the amendment or dismissal would be to remove a conflict with another application.

"(2) Any applicant in a hearing concerning whose application a conflict would be removed by the requested amendment or dismissal of another application, or by dismissal of another application for failure to prosecute, must file an affidavit stating whether or not he has paid or promised to pay consideration for such amendment or dismissal."

In its proposed rules on amendments for withdrawals by lone applicants for facilities in a particular community, FCC would approve them "only after other persons have been afforded an opportunity to apply for a station on the same frequency, in the same community, and with substantially the same engineering characteristics."

The withdrawing applicants also would be required to "publish appropriate notice" of their intentions in their communities, and FCC then would accept other applications for 30 days.

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Deadline for comments on FCC's proposed rules against quick-buck trafficking in station licenses (Vol. 16:50 p1) has been extended to Jan. 26 from Jan. 16, replies to Feb. 6. The Commission advanced the date at the request of NAB chief counsel Douglas A. Anello & others who said they needed more time. In his petition for a postponement, Anello said he knew of no licensee which favored trafficking, but that "questions have arisen with respect to the precise application of certain aspects" of the proposals.

FCC's non-policy-making internal procedures will be studied by management consultants Booz, Allen & Hamilton —part of the Budget Bureau's continuing examination of govt. agencies within its jurisdiction. The job will take about 5 months, cost about $60,000.

## Networks

**New CBS Daytime Strategy:** A form of "magazine concept" selling, effective Feb. 13, is being launched in the daytime CBS-TV schedule. Under the plan, shows scheduled between 10 a.m. and noon will no longer be sold in 15-min. segments but will be available only for 60-sec. participations. Advertisers will not be able to hold "fixed" spots but will "checkerboard" through the shows on a rotating arrangement.

The show lineup currently included in the new plan: *December Bride* (reruns), *Video Village*, *I Love Lucy* (reruns) and *The Clear Horizon*. Advertisers affected include: Vick Chemical, American Home Products, Borax Co., Lever Bros., Lipton, Best Foods, Colgate Palmolive.

CBS didn't go into detail on the reasons for the move, but some are evident. Sale of all the 60-sec. availabilities will gross more than the time sold in quarter-hour chunks, and CBS has long wanted to attract the small-budget & seasonal advertisers who now buy participations in NBC's *The Dave Garroway-Today* show and *The Jack Paar Show* (see NBC story, p. 7) and in ABC's participation-sold daytime shows.

CBS is also in a close competitive daytime race with NBC, with the latter claiming to be "in our best over-all daytime position since Dec. 1957." In the 2nd of Nielsen's Dec. NTI reports, NBC drew for the 10 a.m.-1 p.m., 2-5 p.m. period a score 4% higher than the average for CBS and 83% higher than the ABC average. The gains made by NBC have, in turn, produced a daytime revenue squeeze on CBS, which is currently eager to regain the spot as top daytime money-maker.

Prices for the new CBS plan: There'll be a "minimum buy" (still to be evolved). Each participation will cost $3,200 gross in the winter, $2,800 in summer. Of this price, $1,000 is applicable toward the program charge, the balance represents network time. The time charges are subject to the usual discounts. There will be no reduction in station payments under the plan.

### NETWORK SALES ACTIVITY

ABC-TV

Hawaiian Eye, Wed. 9-10 p.m., participations eff. April.
*P. Lorillard* (Grey)

Action cartoon series, Mon.-Fri. 5:30-6:30 p.m., participations eff. April.
*General Foods* (Foote, Cone & Belding)

Daytime programming, Mon.-Fri. participations eff. Feb.
*Chemway* (Cohen, Dowd & Aleshire)

CBS-TV

Presidential Inaugural ceremonies, Fri. 11 a.m.-12 noon & 1-2:30 p.m.
*Savings & Loan Foundation* (McCann-Erickson).

NBC-TV

Laramie, Tue. 7:30-8:30 p.m., participations eff. April.
*Gold Seal* (Campbell-Mithun)

Tales of Wells Fargo, Mon. 8:30-9 p.m., part. eff. March.
*Corn Products* (Lennen & Newell)

NIT Basketball Games, March 18 & 25, late aft., half-spon.
*Wynn Oil* (EWR&R)

***More about***

**NBC IN 1960:** Other highlights (see p. 5) from the year-end review of network activities issued late last week by NBC-TV (see also p. 5):

Programming: NBC's nearly 150 specials included "Peter Pan," "Macbeth," "Astaire Time," and the operas (in color). *Project 20* and special projects had a flock of their own, including "The Coming of Christ" and "Victory at Sea." Walt Disney signed to produce both regular & special shows. And the network "enlarged its activity in both the creation & production of wholly-owned program properties, and strengthened its creative participation in outside packages."

News & public affairs: "A year of unparalleled success for the NBC News organization." High on the achievement list—more than 80 special reports during the political year. Sponsorship jumped upward, with Longines-Wittnauer, American Motors Corp., Norelco, Purex, Timex and General Mills joining the public-affairs roster.

Sales: "For the 13th consecutive year, national advertisers invested more money than ever before in NBC-TV." The network also "led all TV networks in total number of advertisers (247) and had as clients 24 of the nation's 25 largest advertisers—also an industry high." In daytime, sales "in the fall increased to a level more than 30% ahead of 1959." NBC's 2 participation carriers, *The Dave Garroway-Today* show and *The Jack Paar Show*, had "their most successful year," grossing 17% over 1959.

Sportscasting: NBC "led its competition in televised sports coverage with 405 hours during 1960." Pro football games of the National Football League were added on a regular basis & climaxed by the NFL championship game. Several post-season & special Bowl games were covered. The World Series, both All-Star games, and major-league ball games on weekends were carried, as well as golf, tennis, racing, bowling, basketball and other sports events.

Color: "Carried over 1,000 hours of color during the year . . . more than 50% over 1959, and the rate of growth is increasing steadily." At year's end, "carrying almost 80% more color than in the comparable period a year ago." Introduced "the concept of continuous blocks of color."

Affiliate relations: Affiliated with 211 stations having " a combined coverage of more than 99% of the TV homes in America." At year's end, "179 affiliates were able to rebroadcast NBC's daily color schedule, 23 were equipped with color cameras and 52 could originate color programs."

Other activities: TV & radio o&o's set "new records for sales & profits," scoring "a 6.1% increase in revenues over 1959." Cal. National Productions, syndication offshoot, marked its 10th year "with the most diversified programming schedule in its history." Merchandising dept. expanded its licensing operations, resulting in "a 100% sales increase & significantly higher profits." Theatrical div. operated the Hudson Theater in a "successful" season, and invested in 4 Broadway shows. NBC International Enterprises made investment-management deals in France, Japan, Argentina and Mexico. NBC Spot Sales' TV-radio revenues were "at a new high."

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**Jurisdictional dispute** between IATSE & IBEW over lighting a CBS-TV show should have been resolved by NLRB and not left to the network to decide, the Supreme Court ruled in a case stemming from a 1958 *Let's Take a Trip* incident (Vol. 15:31 p9). NLRB had held that CBS had the right to assign the lighting work, but the Supreme Court upheld Court of Appeals ruling against NLRB.

***More about***

**CBS IN 1960:** Other highlights (see p. 5) from the year-end review of network activities issued late last week by CBS-TV:

Programming: The network introduced 12 new night series (mostly situation comedies), and in daytime added 2 new serials, *The Clear Horizon* and *Full Circle*, and a game show, *Video Village*. It telecast 59 entertainment specials, including the 2-part 2-hour *Family Classics*.

News & public affairs: A heavy schedule of prime-time informational programming "accompanied by expanded sponsorship of such programming" was scheduled. Sponsors included Philip Morris, Firestone Tire & Rubber, Westinghouse Electric, General Electric, Travelers Insurance, and American Machine & Foundry.

Sales: "Gross time sales showed an increase over 1959 and were 15.2% greater than the 2nd network's during the first 9 months of the year (the most recent published figures)." Total of "153 different sponsors advertised their products. Of these, 25 were new to CBS-TV and 12 were new to network TV."

Sportscasting: Carried "more than 325 hours" of coverage, including the Winter & Summer Olympics, the *Sunday Sports Spectacular* series, post-season bowl games, 70 pro football games, and *Baseball Game of the Week*.

Affiliate relations: At year's end, "206 stations in the U.S. were affiliated," plus "48 stations in Canada, as well as stations in Puerto Rico, Guam, Bermuda, Virgin Islands and Mexico City." The network's Extended Market Plan, now in its 6th year, covers 39 stations, and carries 63 CBS-TV shows.

Stations div.: In a separate report, div. Pres. Merle S. Jones said that CBS-TV spot sales and CBS Films had "a 7% sales increase" last year. The network-owned rep concern, within that total, showed a 12% sales increase, "substantially higher than the rate of increase for the industry as a whole." International telecasting deals were made in Argentina, Peru, West Germany and Italy. (CBS Films had issued a year-end review of its own the previous week. See Vol. 17:2 p11).

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**Judy Garland** has dropped her $1.3-million, long-pending (since Jan. 1957) lawsuit against CBS for "defamation of character" & "breach of contract". In return, CBS has agreed to drop its counter-suit. The settlement was made "amicably," according to CBS-TV Pres. James T. Aubrey Jr. He also noted that "negotiations are under way toward the possibility of her appearing on CBS-TV in the fall of 1961." Disposition of the suits lends an ironic twist to the prison sentence served by TV-columnist Marie Torre (Vol. 15:1 p4 *et seq.*) for refusing to reveal a source in connection with the legal dispute.

———■———

**ABC's Miami meeting** last week brought together the network's top executives (AB-PT Pres. Leonard H. Goldenson, ABC-TV Pres. Oliver Treyz, program vp Tom Moore, o&o vp Steve Riddleberger, *et al.*) and the heads of ABC's o&o stations for some 1961-62 planning. Later in the week, they were joined by executives from key network affiliates and the TV affiliates board of governors. It's understood that they covered (1) network program plans for next fall and their relationship to local programming on ABC stations, (2) the planned step-up in news & public-affairs programming under incoming vp James C. Hagerty, and (3) plans to improve ABC's status in network radio.

## Network Television Billings

October 1960 and January-October 1960
For Sept. report, see TELEVISION DIGEST, Vol. 16:47 p8

**Oct. Billings Up 7.2%:** Network TV's Oct. 1960 gross-time billings rose to $63.3 million—7.2% ahead of the $59.1 million business that had been written in Oct. 1959. TvB's latest tabulation also shows that October billings increased the year-to-date total to $557.6 million—9.3% ahead of Jan.-Oct. 1959's $510.3-million billings.

NBC, for the first time in 1960, led the networks in monthly dollar volume, increasing business 9.6% over Oct. 1959 to $25.1 million. Traditional dollar-leader CBS sagged 2.7% to $23 million in October business, but retained its leadership in the year's cumulative billings—$227.3 million vs. runner-up NBC's $202.4 million. ABC, as usual, led the way in percentage gains: 21.2% for Oct. 1960 over Oct. 1959, 28.8% for Jan.-Oct. 1960 over 1959's first 10 months.

The 10-month nighttime billings of the 3 networks increased 13% to $388.4 million from $343.6 million in Jan.-Oct. 1959. Daytime billings gained 1.5% to $169.3 million from $166.7 million. In Oct. vs. Oct. 1959, nighttime billings were up 3.8% to $41.6 million from $40.1 million. Daytime jumped 14.4% to $21.6 million from $18.9 million.

NETWORK TELEVISION

| | Oct. 1960 | Oct. 1959 | % change | Jan.-Oct. 1960 | Jan.-Oct. 1959 | % change |
|---|---|---|---|---|---|---|
| ABC | $15,200,940 | $12,537,020 | +21.2 | $127,922,350 | $ 99,281,464 | +28.8 |
| CBS | 22,973,089 | 23,610,441 | — 2.7 | 227,319,114 | 218,961,251 | + 3.8 |
| NBC | 25,090,051 | 22,883,291 | + 9.6 | 202,377,062 | 192,071,765 | + 5.4 |
| Total | $63,264,080 | $59,030,752 | + 7.2 | $557,618,526 | $510,314,480 | + 9.3 |

1960 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | TOTAL |
|---|---|---|---|---|
| January | $13,260,010 | $23,477,358 | $20,980,897 | $57,718,265 |
| February | 12,677,110 | 22,977,171 | 19,923,712 | 55,577,993 |
| March | 13,487,460 | 24,043,799 | 21,072,164 | 58,603,423 |
| April | 12,701,240 | 22,580,032 | 20,642,038 | 55,923,310 |
| May | 12,876,050 | 23,209,917 | 19,414,264 | 55,500,231 |
| June | 11,948,700 | 22,062,832 | 18,959,323 | 52,970,855 |
| July | 12,529,660 | 23,442,997 | 19,805,457 | 55,778,114 |
| August | 11,366,100 | 21,448,482 | 18,052,503 | 50,867,085 |
| September | 11,875,080 | 21,103,437 | 18,436,653 | 51,415,170 |
| October | 15,200,940 | 22,973,089 | 25,090,051 | 63,264,080 |

Note: Figures revised as of Jan. 5, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time rates or before frequency or cash discounts.

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James C. Hagerty's first N.Y. press conference in his new capacity (the Eisenhower aide joins ABC as news & public-affairs vp Jan. 23) was attended Jan. 9 by some 50 newsmen. They found Hagerty in fine form, but unproductive of much hard news. On a long-range basis, Hagerty said he hoped to make ABC a rival to other networks "by 1964," and that he planned to hire "several darn good people." Of immediate plans, Hagerty couldn't (or wouldn't) speak. He indicated that as ABC news chief he would not be averse to using public-affairs shows produced outside the network, and planned eventually to draw on the "great potential" of local newsmen working for newspapers which own ABC-affiliated stations. In reply to a question concerning his possible appearance as a newsman or commentator before TV cameras, Hagerty said he had "no such plans," grinned broadly when a reporter quickly queried, "Not even as a guest on *What's My Line?*"—the show mc'd by John Daly, whom Hagerty is replacing.

## Film & Tape

***More about***

**NEXT SEASON'S FILM SHOWS:** Hollywood's annual pilot production is at its seasonal peak, with approximately 200 TV film pilots being prepared for next season (see pp. 3 & 9). The gamble (and it's just that) in producing them is a minimum of $10 million this year—a record. Reason for the higher total expenditure: The unprecedented number of 60-min. pilots—51.

Last year, only 20 pilots of the nearly 200 were sold, and the figure probably won't be much higher than that this season. But production companies know of no better way to offer potential sponsors a series sampling.

The action-adventure category which will dominate next season's picture breaks down into 3 types of shows—action, adventure and the combination of both. Sometimes the difference is hairline-thin. (One producer, describing his pilot, told us "I don't really know if it's what you call action or adventure—so call it action-adventure.") An action show example is *The Untouchables*, in which the general approach & stress are on action. *Adventures in Paradise* typifies the adventure genre; adventure is the theme, action is incidental. Action-adventure, combining the 2, is illustrated in the minds of some by *77 Sunset Strip*.

Networks or their subsidiaries are heavily involved in the pilots, either through financing or production (Vol. 16:52 p7). ABC-TV has interests in 17 pilots, including the projects of ABC Films and the AP-PT subsidiary, Selmur Productions. CBS-TV is in 16 ventures, including CBS Films pilots. And NBC-TV and its subsidiary, Cal. National Productions, also have 16.

While the bulk of pilots is listed in our report this week, more may appear after completion of negotiations.

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Court decision freeing James Garner from his Warner Bros. contract will be appealed by both sides—by WB because it lost the case, and by the *Maverick* star because he seeks $46,000 damages instead of the $1,750 awarded him by Los Angeles Superior Court Judge Arnold Praeger (Vol. 16:49 p8 *et seq.*). Garner's initial acting assignment since winning his breach-of-contract suit against Warner Bros. will be as a guest on CBS-TV's *Angel*. The segment's being filmed this week.

National campaign to curtail "runaway" (filmed abroad) production by U.S. producers has been renewed & intensified by the Hollywood AFL Film Council, composed of unions & guilds representing 24,000 movie workers. The Council said last week that runaway production takes from this country dollars that should be spent here, and this contributes to the gold crisis facing our govt. It urged all American union members to patronize only those movies made in this country—to "buy American." The Council also accused at least one major U.S. advertiser of having contracted for filming of TV commercials outside this country. It would not identify the company, but said it would recommend action upon completion of a survey by its foreign film committee.

Contract negotiations by TV-film & movie production companies with IATSE are under way in Hollywood. The union's principal demands are for a 25% wage hike and increased pension and health & welfare benefits. The present contract expires Jan. 30. IATSE locals include such workers as stagehands, publicists, carpenters, electricians.

# Telefilm Candidates for Next Season's Programs

All are 30-min. shows unless otherwise indicated. Italicized titles are ready for showing; all others are in preparation.

| Company | Series Title | Category | Producer | Stars |
|---|---|---|---|---|
| ABC Films | Beverly Hills Is My Beat | Action | Vernon Clark | Not cast |
| Allied Artists (with Lindsley Parsons, Inc.) | Patrol Boat 999 (60 min.) | Action-Adventure | Lindsley Parsons | Not cast |
| Ardley Productions (Eve Arden, Stanley Roberts) | The Colonel's Lady | Comedy | Stanley Roberts | Eve Arden |
| Arrowhead Productions (Richard L. Bare) | The Joan Davis Show | Comedy | Richard L. Bare | Joan Davis |
| | Jamaica Reef (60 min.) | Action-Adventure | Richard L. Bare | Not cast |
| ATV | Mr. Riviera | Action-Adventure | Dennis O'Dell | Charles Drake |
| Berwell Productions (Arthur Lake, Irving Cummings Jr., Ray Berwick) | Jimmy and Me | Comedy | Arthur Lake | Brad Berwick |
| | The Rolling Stones | Comedy | Irving Cummings | Not cast |
| Brogill Productions (E. J. Rosenberg, Frank Gill Jr., George C. Brown) | Miss Brewster's Millions | Comedy | E. J. Rosenberg | Helen Traubel |
| California Nat. Prod. | Police Surgeon | Drama | Henry Kessler | Not cast |
| | Cottage 54 | Action-Adventure | Sam Gallu | Not cast |
| | No. 7 Cannery Row | Action-Adventure | Sam Gallu | Not cast |
| (with Alexander Film Co.) | The Wellington Bones Show | Cartoon | Bob Woodburn, Herb Johnson | ——— |
| Cameron Enterprises (Rod Cameron) | Untitled | Adventure | | Rod Cameron |
| CBS-TV | Beachfront (60 min.) | Action-Adventure | Danny Arnold | Not cast |
| | Hurricane Island (60 min.) | Action-Fantasy | Jack Harris | Not cast |
| | The Dragon and St. George (60 min.) | Action-Adventure | | Not cast |
| | High Time | Comedy | Cecil Barker | Not cast |
| CBS Films | Russell | Western | Gordon Kay | Fess Parker |
| | Call Me First | Adventure | Herb Meadow | Reed Maxwell |
| | The Hawk | Western | Aubrey Stone, Howard Koch | Richard Coogan |
| (with Kenwood Productions) | Turnpike | Action-Adventure | Frank La Tourette | Frank Gifford |
| | Baron Gus | Comedy | John Hess | Ricardo Montalban, Pippa Scott |
| | Mr. Dodd | Comedy | | Not cast |
| | Untitled | Action-Adventure | | Not cast |
| Jack Chertok Television | Mother Climbs a Tree (with Revue Studios) | Comedy | Jack Chertok | Jan Clayton |
| | Untitled (60 min.) (with Revue) | Action | Jack Chertok | Not cast |
| | Untitled (60 min.) | Drama | Jack Chertok | Not cast |
| | Untitled (60 min.) | Drama | Jack Chertok | Not cast |
| | Untitled | Action-Adventure | Jack Chertok | Not cast |
| Dick Chevillat, Ray Singer | Marty and Me | Comedy | Dick Chevillat, Ray Singer | Not cast |
| Cooga Mooga Productions (Pat Boone) | Barnum the Great (for ABC-TV) | Comedy-Drama | Mort Abrahams | Not cast |
| | Baker's Half Dozen | Adventure | Mort Abrahams | Not cast |
| Hal B. Cook Associates | The Bonnie Prudden Show | Women's diet-beauty show | Hal Cook, Dorothea Petrie | Bonnie Prudden |
| Jackie Cooper Enterprises Inc. | Charley Angelo | Comedy-Drama | Jackie Cooper | James Komack, Larry Storch |
| Bing Crosby Productions | Ben Casey (60 min.) (tent. title) | Drama | James Moser | Not cast |
| | My Favorite Love Story (60 min.) | Anthology | Richard Collins | Not cast |
| Jaime del Valle | Bush Pilot | Action | Jaime del Valle | Not cast |
| | Untitled | Action | Jaime del Valle | Not cast |

| Company | Series Title | Category | Producer | Stars |
|---|---|---|---|---|
| Desilu Productions (Lucille Ball, Desi Arnaz) | My Wife's Brother | Comedy | Cy Howard | Rowan & Martin, Carole Cook |
| | Mickey and the Contessa | Comedy | Cy Howard | Eva Gabor, Mickey Shaughnessy |
| | Homicide (60 min.) | Action | Mort Briskin | Not cast |
| | Untitled | Western | Mort Briskin | Not cast |
| | You Can't Win 'Em All | Comedy | Bob Weiskopf, Bob Schiller | Not cast |
| (with McCann-Erickson Productions) | Counter-Intelligence Corps (60 min.) | Action | Joseph Shaftel | Not cast |
| | The Janis Paige Show | Comedy | | Janis Paige |
| | The Man from Telegraph Hill (60 min.) | Drama | | Not cast |
| Dozo Productions (Frank Cleaver, John Florea) | *M.R.* (60 min.) | Action-Adventure | Frank Cleaver | Reed Hadley |
| El Camino Productions (Parke Levy) | Untitled | Comedy | Parke Levy | Not cast |
| Don Fedderson Prod. | Tramp Ship | Action | Don Fedderson | Neville Brand |
| | Oh Johnny (for ABC-TV) | Comedy | | Johnny Carson |
| | Satan's Waitin' | Anthology | Joel Malone | Ray Walston |
| | Hawaiian Hoike | Musical | | Not cast |
| | *Observation* | Audience Part. | | Johnny Hamer |
| Film City Enterprises | The Big Fever (60 min.) | Action-Adventure | Herb Meadow | Not cast |
| Filmaster Productions (Robert Stabler) | Our Town | Drama | Nat Perrin | Not cast |
| | Mr. In Between | Comedy | Nat Perrin | Not cast |
| | The Number One (60 min.) | Drama | Nat Perrin | Not cast |
| | Untitled | Sports | Nat Perrin | Not cast |
| | *Nightside* (5-min.) | Documentary | Nat Perrin | Donna Reed |
| | Swiss Family Robinson | Drama | Fritz Goodwin | Not cast |
| Filmways TV (Al Simon) | War Birds (for Cal. National) | Action | Sam Neuman | Not cast |
| | Untitled | Comedy | Al Simon | Not Cast |
| John Florea, Norman Alden | The Eye and I | Comedy-Mystery | John Florea, Norman Alden | Norman Alden |
| Four Star Television (Dick Powell, David Niven, Charles Boyer, Tom McDermott) | *The Freshman (Sold to General Foods)* | Comedy | | Gertrude Berg, Cedric Hardwicke |
| | McKeever and the Colonel | Comedy | Tom McDermott | Dennis Joel, Allyn Joslyn, John Gabriel, Virginia Gibson |
| | Our Man in Rome | Adventure | Sy Gomberg | Rossano Brazzi |
| | The Sea Rover | Adventure | Art & Jo Napoleon | Not cast |
| | Untitled | Comedy | | Jimmy Durante, Eddie Hodges |
| | The Thurber Show | Comedy | | Orson Bean |
| | Ensign O'Toole | Comedy | | Dean Jones |
| | Untitled (60 min.) | Western | Vincent Fennelly | Not cast |
| | The Esther Williams Show | Comedy-Adventure | | Esther Williams |
| | *The Shrimp* | Cartoon | Herb Klynn | ——— |
| | The Jane Powell Show | Comedy | | Jane Powell |
| | The Atoner | Action-Adventure | Aaron Spelling | Not cast |
| | Untitled (60 min.) | Drama | Morton Fine, David Friedkin | |
| | *The Corrupters* (60 min.) | Action-Adventure | Leonard Ackerman, John Burrows | Stephan McNally, Robert Harland |
| (with Blake Edwards, Tom Waldman) | The Boston Terrier (60 min.) | Private Eye | Tom Waldman | Robert Vaughn |
| (with Rory Calhoun, Vic Orsatti) | Untitled | Action-Adventure | | Rory Calhoun |
| (Joint venture, with Latigo Productions, Robert Culp & Four Star) | Untitled | Action | Sam Peckinpah | Robert Culp |
| Arthur Gardner, Jules Levy, Arnold Laven | *Simon Battle* | Western | Gardner, Levy, Laven | Philip Carey |
| | *The Rambling Man* | Comedy-Western | Gardner, Levy, Laven | Gene Nelson |
| | Attorney General | Drama | Gardner, Levy, Laven | Not cast |
| | *Lariat Jones* | Western | Gardner, Levy, Laven | Dick Anderson |
| Girard-Lewis Prod. (Bernard Girard, Robert Lewis) | Room 63 (60 min.) | Adventure | Bernard Girard | Not cast |

| Company | Series Title | Category | Producer | Stars |
|---|---|---|---|---|
| Gomalco Productions (George Gobel, David O'Malley) | Untitled | Comedy-Anthology | Ed Simmons | Not cast |
| | Untitled | Comedy | Everett Freeman | George Gobel |
| Goodson-Todman Prod. (Mark Goodson, Bill Todman) | Las Vegas Beat (60 min.) (for NBC-TV) | Action | Andrew Fenady | Peter Graves, Bill Bryant |
| | Medical Detective | Drama | Howard Erskine | Not cast |
| | Tiggero | Action-Adventure | Harry Julian Fink | Not cast |
| John Guedel Productions | Take My Advice | Panel show | John Guedel | George Fenneman, Hedy Lamarr, Carl Reiner, Bob Sweeney, Dr. Loriene Johnston |
| Les Hafner Productions | Pentagon | Action-Adventure | Les Hafner | Not cast |
| Hampshire Productions (Harry Tatelman) | Come a Runnin' | Drama | Harry Tatelman | Not cast |
| Harvey Productions | Mutt & Jeff (color) | Animated Cartoon | | ——— |
| | Hot Stuff (color) | Animated Cartoon | | ——— |
| Russell Hayden Productions | *Caribe Inn* (60 min.) | Action-Adventure | Russell Hayden | Jeffrey Stone, Don Dorrell, Tommy Cook |
| Heritage Productions (Paul Benton, Buddy Bregman) | The Lady in Red | Adventure | Shirley Mellner | Suzanne Lloyd |
| | Ladies in Retirement (tent. title) | Comedy | Buddy Bregman | Estelle Winwood, Gladys Cooper |
| Nat Holt Productions | Untitled | Western | Nat Holt | Not cast |
| ITC | Sir Frances Drake | Action-Adventure | | Not cast |
| Jerry Lewis Enterprises | *Permanent WAVES* | Comedy | Ernest Glucksman | Hope Holiday, Beverly Wills, Dee Arlen, Kathleen Freeman, Bob Clayton |
| Mark VII Ltd. (Jack Webb) | The Barbara Nichols Show | Comedy | Jack Webb | Barbara Nichols |
| MGM-TV (Robert Weitmann) | Cain's 100 (60 min.) (for NBC-TV) | Action | Paul Monash | Not cast |
| | Woman in the Case (60 min.) (for NBC-TV) | Anthology | Paul Monash | Not cast |
| | Darrow for the Defense | Drama | Norman Felton | Not cast |
| | Father of the Bride | Comedy | Robert Maxwell | Leon Ames |
| | *Harry's Girls* | Musical-Comedy | Ralph Levy | Larry Blyden |
| | Dr. Kildare | Drama | | Not cast |
| NBC-TV | The Big Tent (60 min.) | Drama | | Not cast |
| | Panama | Adventure | | Not cast |
| | Three Men and a Girl (60 min.) | Comedy | Howard Erskine | Not cast |
| Official Films | Profiles (5-min.) | Documentary | Sherman Grimsberg | ——— |
| | Do You Remember? (1-min.) | Documentary | Sherman Grimsberg | ——— |
| | Animal Land (5-min.) | Documentary | Sherman Grimsberg | ——— |
| | Biography | Documentary | David Wolper | Mike Wallace |
| | Around the World with Delaplane | Travelogue | James Delaplane | ——— |
| Omar Productions (Omar Garrison, Gordon Heaver, S. Earl Wright) | Sunday Theater (60 min.) | Drama | Gordon Heaver | Not cast |
| O-R Productions (Jess Oppenheimer, Aldo Ray) | Untitled (for CBS Films) | Action-Adventure | Robert Bassler | Aldo Ray |
| Frank Pitman & Andy White | Untitled | Western | Frank Pitman, Andy White | Not cast |
| | Untitled | Comedy | Frank Pittman, Andy White | Not cast |
| QM Productions (Quinn Martin) | *The New Breed* (60 min.) (for ABC-TV) | Action | Quinn Martin | Leslie Nielsen |
| | The Impatient Ones (for ABC-TV) | Action | Quinn Martin | Not cast |

| Company | Series Title | Category | Producer | Stars |
|---|---|---|---|---|
| Rainbow Productions | *Mr. Doc* (for CBS Films) | Drama | Ralph Nelson | Dean Jagger |
| Revue Studios | *The Green Horn* | Comedy | Howard Christie | Mickey Rooney |
| | *17 Battery Place* | Action | Richard Irving | Ron Randell |
| | *Tom Sawyer* | Drama | | Maureen O'Sullivan, Chuck Herbert |
| | *The Bob Cummings Show* (*Sold to R. J. Reynolds for CBS-TV*) | Comedy | Bill Frye | Bob Cummings |
| | *My Darling Judge* | Comedy | Sidney Lanfield | Fred Clark, Audrey Totter |
| | *The Rangers* | Action-Adventure | Al Ruddy | Jock Mahoney |
| | *The Denver & the Rio Grande* (60 min.) | Action-Adventure | Nat Holt | Lang Jeffries (with Nat Holt) |
| | *Mr. Huggermugger* | Cartoon | David Fleischer | ——— |
| Hubbell Robinson Productions | *The Lawyer* (60 min.) | Drama | Hubbell Robinson | Lin McCarthy |
| | Stage 61 (60 min.) (for ABC-TV) | Anthology | Hubbell Robinson | Not cast |
| | 87th Precinct (60 min.) (for NBC-TV) | Action | Hubbell Robinson | Not cast |
| | The Family (60 min.) | Drama | Hubbell Robinson | Not cast |
| Roncom Productions (Perry Como, Alvin Cooperman) | *Now Is Tomorrow* | Anthology | Alvin Cooperman | Charles Bickford |
| | Two for the Road | Comedy | Alvin Cooperman | Harvey Lembeck, Johnny O'Neill |
| | Her Honor, O'Connor | Comedy-Drama | Alvin Cooperman | Not cast |
| | Rio (60 min.) | Action-Comedy | Alvin Cooperman | Not cast |
| Ross-Danzig TV Inc. (Bart Ross, Frank Danzig) | *Regulars at Large* | Comedy | Al Burton | Louis Nye, Bill Dana, Don Knotts, Joey Forman |
| Screen Gems | *The Hathaways* (for ABC-TV) | Comedy | Robert Sparks | Peggy Cass, Jack Weston, the Marquis Chimps |
| | *Shannon* | Action | Robert Sparks | George Nader |
| | *The Man in the Middle* | Action | Robert Sparks | Robert Sterling |
| | The Insiders (60 min.) | Action | William Sackheim | David Janssen |
| | Archie | Comedy | Harry Ackerman | Not cast |
| | Hazel | Comedy | James Fonda | Not cast |
| | Baron of Boston (60 min.) | Action-Adventure | Harry Ackerman | Not cast |
| | Safari (60 min.) | Action-Adventure | William Sackheim | Not cast |
| | Empire | Action-Adventure | William Sackheim | Not cast |
| | Bringing Up Mother | Comedy | Harry Ackerman | Not cast |
| | Untitled (60 min.) | Action-Adventure | Harry Ackerman | Not cast |
| | Riviera (for ABC-TV) | Action-Adventure | Russell Rouse, Clarence Green | Mike Connors, Quinn Redeker |
| | The Daring Deeds of Donnie Drew | Adventure | Clarence Green, Russell Rouse | Not cast |
| (with Freddie Fields Associates) | Grand Deception (60 min.) | Adventure-Suspense | | Not cast |
| | Gidget | Comedy | Harry Ackerman | Not cast |
| | Occupation: Female | Comedy | Harry Ackerman | Polly Bergen |
| Selby Cottage (Rod Amateau, Max Shulman) | *Daddy-O* (for CBS Films) | Comedy | Rod Amateau | Don DeFore, Lee Philips, Jean Byron, Jack Duffy, Trudy Ziskind, Kathe Green |
| Selmur Productions (Selig Seligman, Leon Mirell, Peter Robinson) | Untitled (for ABC-TV) | Drama | | Not cast |
| | Direct Line (for ABC-TV) | Documentary | Peter Robinson | ——— |
| Starward Productions (Wilbur Stark, Al C. Ward) | Three White Hats (for Cal. National) | Action-Adventure | Wilbur Stark, Al C. Ward | Not cast |
| Tandem Productions (Bud Yorkin, Norman Lear) | Three to Make Ready (60 min.) (for Paramount) | Comedy | Bud Yorkin, Norman Lear | Not cast |
| | Meet Me at Danny's | Comedy | Bud Yorkin, Norman Lear | Michael J. Pollard |
| Televenture Inc. | Televenture Reports | Informational | Graham Young, Art Foley | ——— |

| Company | Series Title | Category | Producer | Stars |
|---|---|---|---|---|
| Television Artists Producers Corp. (Bruce Eels) | T Men | Action | | Not Cast |
| Telman Inc. (Joseph Shaftel) | *Dr. Kate* (60 min.) (for ABC-TV) | Drama | Joseph Shaftel | Jane Wyman, Rhys Williams, Rod Redwing, Willard Parker, Roy Barcroft |
| Temopic Enterprises, S.A. (Robert Young, Eugene Rodney) | Untitled (for CBS-TV) | Comedy | Eugene Rodney | Robert Young |
| Bill Thomas, Sam White | Ski Patrol (for NBC-TV) | Action-Adventure | Bill Thomas, Sam White | Not cast |
| Danny Thomas, Sheldon Leonard, Louis Edelman | The Joey Bishop Show<br>All in a Day's Work<br>My 15 Blocks | Comedy<br>Comedy<br>Comedy | Sheldon Leonard<br>Sheldon Leonard<br>Sheldon Leonard | Joey Bishop<br>Dick Van Dyke<br>Not cast |
| Todon Productions (Donna Reed, Tony Owen) | Love and Kisses (tent. title) | Comedy | Tony Owen | Jeanne Crain, John Vivyan, Jack Mullaney |
| Ivan Tors | Sky Divers | Action | Ivan Tors | Janet Lake, Ken Curtis |
| Towers of London (with NTA) | Mantovani | Musical | Harry Towers | Mantovani and orchestra |
| Trans-Lux | It's a Wonderful World | Travelogue | Carl Dudley | John Cameron Swayze |
| 20th Century-Fox TV | Tanganyika (60 min.) (for ABC-TV)<br>The Jayhawkers (60 min.)<br>Bus Stop (60 min.) (for ABC-TV)<br>Monte Carlo (60 min.) (tent. title) (for NBC-TV)<br>The Circus (60 min.) (for ABC-TV)<br>Silent Investigators (60 min.)<br>Ginger Rogers Show<br>Margie | Action-Adventure<br>Western<br>Comedy<br>Adventure<br>Drama<br>Action<br>Comedy<br>Comedy | Roy Huggins<br>Roy Huggins<br>William Hawks<br>Charles Russell<br>William Self | Not cast<br>Not cast<br>Not cast<br>Not cast<br>Not cast<br>Not cast<br>Not cast<br>Not cast |
| Warner Bros. | The Force (60 min.)<br>Las Vegas File (60 min.) (for ABC-TV)<br>Solitaire (60 min.)<br>*Room for One More* (for ABC-TV) | Action<br>Adventure<br>Action-Adventure<br>Comedy | Joseph Mansfield<br>Jules Schermer<br>Howie Horwitz | Not cast<br>Peter Breck, Mike Road<br>Ray Danton, John van Dreelen<br>Andrew Duggan, Peggy McCay |
| WardSon Productions (Hal Hudson, Ralph Edwards) | My Client Is Innocent | Drama | Hal Hudson | Not cast |
| Yankee Productions (Wilbur Stark) | The Further Adventures of the Connecticut Yankee | Comedy-Adventure | Wilbur Stark | Not cast |
| Collier Young Associates | *Crime and Punishment* | Documentary | Collier Young | ——— |
| Ziv-UA | *The King of Diamonds*<br>Ross of the Everglades (for CBS-TV) | Action<br>Action-Adventure | John Robinson<br>Budd Schulberg, Stuart Schulberg | Broderick Crawford<br>Not cast |

## HOLLYWOOD ROUNDUP

**Careful pre-planning** in the production & use of TV commercials is the best way to keep the new SAG-AFTRA contract rates (Vol. 16:51 p3) from hurting too much, Harry Saz, Ted Bates vp, told the Hollywood Ad Club last week. He was also of the opinion that local stations would not lose business under the new rates, except as sponsors cut down on duplicate coverage. Another panelist, Stanley Plesent, legal counsel for Y&R, pointed out that 90% of commercials are filmed and within SAG's jurisdiction; 10% are taped and within AFTRA jurisdiction.

## NEW YORK ROUNDUP

**Add syndication sales:** Screen Gems off-network rerun series *Tightrope* has been sold to WGN-TV Chicago, bringing the market total to 95 . . . Ziv-UA has added 17 more markets in its 4th-season sales for *Sea Hunt*, bringing the total to 121. New sales include WPRO-TV Providence and WISN-TV Milwaukee . . . Seven Arts sold its 40-feature post-1950 Warner package to 10 more stations, 9 of which bought colorcasting rights. Total market figure is now 31, with new sales including KTVU Oakland, WSB-TV Atlanta, WBRZ Baton Rouge.

## Programming

**Debate Effect on Voting Is Spelled Out:** The speculation about TV's strong role in the recent Presidential election takes on the actuality of figures in a survey made for CBS by Elmo Roper and revealed for the first time by Pres. Frank Stanton in Jan. 14 *TV Guide*. The survey finds that:

(1) 57% of all voters polled said the *Debates* had helped them to make their voting decisions.

(2) 6% (or more than 4 million) of all U.S. voters made their decision on the basis of the TV-radio *Great Debates* alone.

(3) 72% of those 4-million-plus votes went to Sen. Kennedy, 26% to Vice President Nixon (2% wouldn't say which way they went).

"In view of this evidence," Stanton noted, "there ought to be no doubt that debates would not only become a permanent feature of all future Presidential campaigns, but would be extended to campaigns for all elective offices.

"That is not the case," he emphasized in his article entitled "An Appeal to the American People," which urges action to repeal Sec. 315. "Unless Congress takes action, such broadcasts will be illegal in 1964, in 1968, and in every future campaign. And only you—all of you who want more than campaign oratory on TV—can force Congress to act. The best way to do this is to tell your Congressmen how you feel . . . We must remember that the crippling Sec. 315 of the Communications Act is still on the statute books. And it will stay there unless we as citizens demand that it be repealed."

* * *

The Nixon-Kennedy debates "stimulated interest" in the election, and "may have been influential in the outcome," said Edward R. Murrow at the Jan. 12 RTES newsmaker luncheon, but he thought "The Great Debates" were "mis-titled," and described them as "a puny contribution . . . putting a premium on glibness & fluency." He proposed a privately-financed national information institute to provide much-needed public education on mass-media methods. It would create, Murrow said, "a more favorable climate" for ideals & purpose, analyze & publicize threats to the public welfare, such as censorship, and expose improper news handling. "The public-information field has been unbelievably neglected by endowers," he said. "This proposal has been in my files since 1947, shelved for lack of funds. If it was urgent then, it is certainly more urgent now." Praising the healthy network competition which produced, between Sept. 1 and Dec. 1, 1960, prime-time public-service programming "in unprecedented amounts," Murrow noted broadcasting's "greater willingness to deal with ideas."

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Broadcast news-coverage of all public proceedings conducted by federal, state and local govts. is a TV-radio "right" which no longer should be denied, NAB TV vp Charles H. Tower told the biennial legislative dinner of the Neb. Bcstrs. Assn. in Lincoln. "Our microphones & our cameras belong in any proceeding where the public belongs," he added. "Long since has it been proved that our presence is not disruptive. Long since has it been proved that the good sense of broadcasters can be counted on to accord fair treatment." Tower also renewed NAB's campaign for repeal of equal-time Sec. 315 of the Communications Act. "Archaic rules" circumscribing broadcasters' handling of politics must go, he asserted.

**'Untouchables' Remain Untouched:** Telegrams ricocheted like tommy-gun blasts last week and a new technique of censorship pressure appeared as James V. Bennett, dir. of the U.S. Bureau of Prisons, carried on a one-man war against ABC-TV & "Eliot Ness." Bennett's beef was the 2-part show, "The Big Train," which dealt with the transfer of Al Capone from Atlanta's federal penitentiary to Alcatraz, scheduled in *The Untouchables* for Thursday evenings Jan. 5 & 12.

Portrayal of U.S. prison officials was "utterly fantastic" in the Jan. 5 show, charged Bennett in a Jan. 10 wire to AB-PT Pres. Leonard H. Goldenson. "To picture honest & courageous officers as venal, and a public institution like the Atlanta penitentiary as toadying to a character like Capone is an unforgivable public disservice," he said. Bennett demanded that ABC yank the 2nd part of "The Big Train" until he could have a chance to discuss the matter with FCC and the Attorney General.

ABC tried to make peace with a soothing Jan. 12 reply from vp & gen. counsel Omar F. Elder, acting for Goldenson (who was in Miami at affiliates meeting—see p. 7). ABC, wired Elder, had "no desire or intention to imply any reflections" on U.S. prison officials. He added that "the portrayal of one or 2 individual guards in an unfavorable light" (i.e., taking a bribe) shouldn't be considered as casting a general stigma on other members of the group. But he drew the line at stalling *The Untouchables*—particularly since Part 2 was due on the air that very night. "This program has been reviewed carefully," Elder told Bennett.

### Threat To Protest License Renewal

Then Bennett tried a new kind of pressure on ABC. Having determined that licenses of several ABC outlets were coming up for renewal, Bennett wired these stations that he considered the 2nd part of the show (which he hadn't seen) as being "defamatory." He would, he said, protest the stations' license renewals before the FCC if they carried the show. The stations: ABC's 5 TV o&o's—WABC-TV N.Y., KGO-TV San Francisco, WBKB Chicago, KABC-TV Los Angeles, WXYZ-TV Detroit—and WFGA-TV Jacksonville, WLOF-TV Orlando, WPST-TV Miami, WEAT-TV West Palm Beach and WTAE Pittsburgh.

Despite this last-ditch effort, ABC ran the episode anyway on Jan. 12 to no one's great surprise. (The Desilu-produced series is a powerhouse in ABC's nighttime lineup. In the 2nd of Nielsen's Dec. 1960 NTI reports, the show was in 9th AA rank nationally, with a 27.5 rating and a 12.4-million-home average.) As a precaution, however, ABC tossed in a disclaimer title at the end of the show to say that "The Big Train" wasn't intended as a slur on U.S. prisons. No stations dropped the showing.

When we talked to Bennett the day after the second show, he told us he planned to write to FCC Chmn.-designate Newton N. Minow (see p. 1), detailing his objections to *The Untouchables* and asking if Minow doesn't think FCC should exercise some controls over such programming. "There's far too much crime & horror on TV programs anyway," he said. "This one tops them all for carnage & gore." He said he was incensed personally by TV portrayals of law enforcement officers as heroes who themselves violate law & order.

Bennett didn't see the Jan. 12 Al Capone story on TV. He was attending a testimonial dinner for outgoing Attorney General William P. Rogers. But one of his Prison Bureau aides taped a sound recording of it, and Bennett asked ABC-TV for a video tape so that he could view the show later.

Bennett said that despite any disclaimers by producers of such crime shows, "there's no question but what the audience thinks it is seeing portrayals of actual incidents —and present-day law-enforcement practices, at that."

* * *

"The Untouchables" would be shot down in N.Y., if the state legislature should pass a bill proposed last week by Michael J. Capenegro (D-Queens). His measure—aimed at the show—would make it unlawful for TV & radio stations to broadcast programs which present any religious group, race or nationality in a degrading & criminal manner. *The Untouchables* has been charged with being less than complimentary in its portrayal of Italian characters.

* * *

Although "The Untouchables" is the best-liked show of viewers in the 18-to-34 age group, *Wagon Train* holds this honor from 35-to-49 and *Lawrence Welk* is No. 1 with the 50-and-older group. These facts were brought out by TvQ's December report. Interesting exclusivities also turned up. For instance, *Rifleman, Hawaiian Eye* and the *Flintstones* which appeared among the top 10 for the 18-to-34s did not achieve that list in the other 2 age groups. *Candid Camera* and *Rawhide* made the 35-to-49 top 10 only. And in the 50-and-over group, the top 10 included 6 titles which did not appear in the other two age groups: *Welk, Ernie Ford, I've Got a Secret, To Tell the Truth, The Price is Right,* and *Fights.*

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**TV Critic Proxmire Relents:** One of broadcasting's harshest critics—Sen. Proxmire (D-Wis.), who filibustered against last year's Harris-Pastore Act on grounds that its TV-radio-FCC reforms weren't tough enough (Vol. 16:35 p3)—now has some kind words for the industry.

"There is still too much trivia on the air," Proxmire said in a Senate speech which he titled "TV's Great Contribution to American Democracy." But he said that "in the past few months" he's found there's "another side to this story" and that he wanted to acknowledge "the tremendous job TV can do when it aims high."

Proxmire told his colleagues that his own awakening started with the "magnificent contribution" to political education & participation made by TV networks in the *Great Debate* Presidential-campaign series. "Thanks to TV, this was the best informed electorate in my judgment in our history," Proxmire said.

And it didn't stop there, Proxmire said: "Other broadcasts have continued this high level of TV programming." He cited "fine programs" which "deserve recognition:"

NBC—"U-2 Affair," "Sit-In," "The Working Mother," "The Cold Woman," "Nigeria," "Minuteman Missile," "Birth Control," "Algeria," "Cuba," "Federal Aid to Education." CBS—"Harvest of Shame," "The Influential Americans," "Money & the Next President," "Turmoil in Tokyo," "Berlin—End of the Line." ABC—"The Man & the Mandate," "The Money Raisers," "Yanki No!," "Down the Road," "The Rag Tent," "Featherbedding?"

"I think it is time that the Congress recognize how this magic medium transforms our democracy," Proxmire said. He began putting transcripts of the shows into the *Congressional Record* to give his colleagues background reading matter on the subject.

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**Taped political shows** featuring joint appearances by Pa. Sens. Clark (D) & Scott (R) are now carried in their home state (Vol. 16:51 p8) by 10 TV & 33 radio stations.

Mid-season replacement of *Witness*, a victim of low ratings, takes place on CBS-TV Feb. 9, despite CBS efforts to save it. Earlier this season the 60-min. show was outrated by NBC-TV's (Thu. 7:30-8:30 p.m.) *The Outlaws*. On Dec. 15 CBS hopefully moved *Witness* to the 9-10 p.m. slot—opposite *The Untouchables*. The rescue attempt proved disastrous. The 2nd Dec. NTI gives *Witness* a 9.2 AA vs. *Untouchables'* sizable 26.3. *Witness* may possibly pick up in the January NTI ratings, but by the time they are available, *Gunslinger*, a new frontier series, will occupy that CBS 9-10 p.m. time period (under the full sponsorship of R. J. Reynolds, *Witness* co-sponsor). Another major mid-season shift is planned by ABC-TV, which is axing *The Islanders* (Sun. 9:30-10:30 p.m.). The show had an 18.7 AA in the first December Nielsen vs. 24.2 for the *Dinah Shore Chevy Show*, 26.3 for the *Jack Benny Show* & 24.2 for *Candid Camera*. It will be replaced April 2 by *Asphalt Jungle*, also an MGM 60-min. package.

Live TV & radio coverage of incoming President Kennedy's news conferences will be initiated 6-6:30 p.m. Jan. 25 at the first White House meeting with reporters following the Inauguration. The starting schedule for the precedent-making White House plan (Vol. 17:1 p2) was announced Jan. 11 in Palm Beach by Kennedy's press secy. Pierre Salinger, following agreement with the networks. Locale of the Kennedy conferences will be auditoriums in the State or Commerce Dept. Bldgs., Salinger said, explaining that a room in the executive offices bldg. adjoining the White House which has been used by President Eisenhower is too small.

TV & legislatures: KPHO-TV Phoenix telecast the complete opening session of the Arizona state legislature on Jan. 9, marking the first time live cameras had been permitted in the chambers • WIBW-TV Topeka made state TV history with a live remote pickup of Gov. John Anderson's address to the Kansas state legislature. Heretofore, TV cameras had been verboten.

## Educational Television

Ford Foundation's ETV investment increased to an 8-year total of $20 million in the 1960 fiscal year (ended Sept. 30). Grants totaled more than $6.5 million: $865,445 to 20 school systems for experiments in in-school TV teaching; $500,000 to a number of college-level institutions to release faculty members for ETV programming; $3.7 million to Midwest Program on Airborne TV Instruction; $400,000 for a 3rd year of NBC-telecast *Continental Classroom*; others.

Federal-aid-to-ETV bill, reintroduced by Sens. Magnuson (D-Wash.) & Schoeppel (R-Kan.) to provide $51 million for equipment purchases (Vol. 17:2 p3), is gaining bi-partisan support. Added co-sponsors of the measure (S-205) include Sens. Metcalf (D-Mont.) & Cooper (R-Ky.).

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## Congress

**Govt. Subsidies For TV:** Election-reform proposals which pile up in Congress after each national campaign have been initiated at this session by Senate Majority Leader Mansfield (D-Mont.), who wants the public to help pay for political time on TV & radio.

He introduced a bill (S-227) last week which would authorize payment of up to $1 million in govt. funds to the Democratic & Republican parties to reimburse them for broadcast expenditures in the campaigns for President & Vice President. Minority parties which got more than 1% of the popular vote in the preceding election would be eligible for $100,000 TV & radio subsidies.

The idea of such political subsidies isn't new. Mansfield himself was a co-sponsor of similar legislation submitted to the last Congress by the late Sen. Neuberger (D-Ore.), who never got to the first legislative base of hearings with it (Vol. 16:3 p14 *et seq*). Mansfield carries new influence in this session as his party's floor leader, however, and his new bill may have more weight. It was backed up in the House by Rep. Monagan (D-Conn.), who introduced a similar bill (HR-2501).

Arguing in a floor speech for the measure, Mansfield pointed out that in party budgets of "tens of millions of dollars" for Presidential campaigns, TV & radio are "a principal cost [and] the most important single devices of public discussion of the issues."

"I do not think it serves the national interests when the expenses for those who campaign to serve all the people must be financed by a relative handful of people & organizations which make large contributions directly or indirectly," Mansfield told the Senate.

He estimated that the $1-million subsidies would pay for less than 10 hours of "full national network coverage on radio & TV" for each major party. Moreover, to qualify for the payments, the party would have to shorten its campaign by holding its nominating convention after Sept. 1 instead of in the summer.

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Much-criticized USIA, target of repeated Congressional assaults for inadequate Voice of America programming overseas, was subjected to more prodding last week. A 9-member committee on Information Activities Abroad appointed by President Eisenhower reported that USIA & other projects must be stepped up—particularly in Africa & Latin America—if the U.S. is to cope with Communist threats. The group, which includes ex-USIA dir. George V. Allen, said "concrete, dramatic and timely" actions in a "progressively expanded" U.S. program are required. But the committee had little to say in criticism of VOA itself, concentrating its fire on what it said were shortcomings in educational & training assistance to other countries. The committee's recommendations followed a release of a USIA report which said that Communist broadcasts, in a stepped-up propaganda war, are heard around the world now in 55 languages. Meanwhile, Sens. Humphrey (D-Minn.) & Yarborough (D-Tex.) called for more VOA broadcasts to Cuba & other Latin American countries. And USIA came in for further criticism in one of a series of task-force reports to President-elect Kennedy on problems his administration will face. A Kennedy advisory group headed by State Dept. appointee George W. Ball said USIA should "improve the quality of existing programs" before it expands its operations. The new USIA dir. may be editor Jonathan Daniels of the *Raleigh News & Observer*.

Senate Commerce Committee headed by Sen. Magnuson (D-Wash.) probably will be unchanged in the 87th Congress. The 11 Democrats & 6 Republicans on the Committee last session were reassigned to it last week. The GOP Committee on Committees agreed to try to win more minority spots on major committees, but last session's Commerce ratio was retained in the initial assignments. Organization of House Committees for the new session wasn't completed, but little change was expected in the makeup of the House Commerce Committee under Rep. Harris (D-Ark.).

## Stations

**Radio Code Tightened:** NAB's 9-man Radio Code Review Board under Cliff Gill (KEZY Anaheim, Cal.) voted last week to adopt Federal Alcohol Control Act definitions of alcoholic beverages to make sure no subscriber is confused about the industry's ban on hard-liquor commercials.

In other actions in 2-day Washington sessions, the Board also: (1) Set up a subcommittee to look over commercials for personal products. (2) Recommended that NAB's Radio Board act at its next meeting Feb. 8 in Palm Springs, Cal. to restrict the number of spots permitted on participating programs. (3) Voiced "concern" over commercials for some motion pictures and urged stations to work with advertisers to eliminate objectionable features.

Without referring to commercials for Kahlua coffee liqueur carried by non-subscribing KDAY Santa Monica (Vol. 17:2 p6), the Code Board reaffirmed its hard-liquor ban. It said that hereafter the distinctions between commercials for malt beverages & wines (permitted by the Code) and distilled spirits (banned) would be spelled out by the language of the Federal Alcohol Control Act. And the law makes it plain that liqueurs are distilled spirits.

Appointed to the special subcommittee on product & copy acceptability—to study the touchy question of advertising for personal products (such as hemorrhoid remedies which the TV Code frowns on)—were Cecil Woodland, WEJL Scranton; Elmo Ellis, WSB Atlanta; Robert B. Jones Jr., WFBR Baltimore.

New NAB Pres. Leroy Collins, marking his first week in office (see p. 3), sat in for part of the Code Board sessions. He also spoke briefly at a meeting earlier in Washington of NAB's AM committee, headed by C. L. (Chet) Thomas, KXOK St. Louis.

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FAA tower hearings to determine whether new broadcast structures are a hazard to air safety would be "a tremendous waster of manpower, time & money," NAB TV vp Charles H. Tower testified last week. Appearing at a preliminary FAA hearing on its rule-making proposal for evaluation of towers (Vol. 17:2 p6), Tower pointed out that FCC is the final licensing authority anyway. He argued that "elaborate & extremely formal" hearings by FAA would be duplicative and would "only serve to make even longer an already time-consuming procedure." Tower was among 21 witnesses—many of them representing aviation interests supporting FAA's proposals—who turned up for the hearing. Generally backing NAB's position were Eugene F. Mullin, Assn. of Maximum Service Telecasters; Robert M. Booth Jr., Federal Communications Bar Assn.; A. H. Church, Storer Bcstg. Co.

Move to new studio-office building by KHQ-TV (Ch. 6) Spokane was marked by a Dec. 9-11 open house at 4202 S. Regal. The station has also moved its transmitter from 4102 S. Regal to Tower Mt., where a 904-ft. tower is up.

**NEW & UPCOMING STATIONS:** CJCH-TV (Ch. 5) Halifax, N.S. began operation Jan. 1 as an independent outlet to raise that country's operating total to 79 stations. It's city's 2nd outlet; CBC's CBHT (Ch. 3) began in '54.

CJCH-TV has a 5-kw Canadian GE transmitter and is using a GE antenna on a temporary 124-ft. tower on Geizers Hill. It expects to have its 600-ft. Wind Turbine tower ready for use in February. Studios at 741 Robie St. are scheduled for completion by mid-March. The licensee also operates radio CJCH. Finlay McDonald is pres., gen. mgr. & principal owner. Don G. Hildebrand, ex-CKNX-TV Wingham, Ont., is asst. gen. mgr. & film buyer. Don Blois, ex-CBHT, is supervisor of TV; Dennis Benwell, operations mgr.; John Jay, dir. of engineering. Base hour is $300. Reps are Young, Paul Mulvihill, A. J. Messner and Scharf Broadcast Sales.

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**In our continuing survey of upcoming stations, here are the latest reports received from principals:**

**KIFI-TV (Ch. 8) Idaho Falls, Ida.**, planning Jan. 16 test patterns, is keeping to its Jan. 23 target to start with NBC-TV, reports James M. Brady, pres.-gen. mgr. It has a 28-kw GE transmitter and the antenna is installed on a 100-ft. tower from Tower Construction Co. Base hour will be $275. Rep will be Meeker.

**KCDA (Ch. 3) Douglas, Ariz.** has a 500-watt Electron transmitter scheduled for shipment Jan. 6 and expects to begin programming Jan. 27, according to Mort Zimmerman, pres. of owner Electron Corp. A Jampro antenna has been installed on a 100-ft. Rohn tower on the roof of the Gadsden Hotel in Douglas. Base hour will be $150. Rep not chosen.

**KAET (Ch. 8, Educational) Phoenix, Ariz.** has begun construction and hopes to begin programming in January, according to production mgr. Sheldon P. Siegel, reporting for owner Arizona State U. The station has a Du Mont transmitter which was acquired from KVAR (Ch. 12) Phoenix and a 61-ft. tower with a 36-ft. antenna on South Mt. Richard H. Bell, dir. of Bureau of Broadcasting at the U., will be gen. mgr. Lynn E. Dryer will be chief engineer.

**KFOY-TV (Ch. 9) Hot Springs, Ark.** has a Feb. 1 target, reports gen. mgr. Harold E. King, ex-radio KOKL Okmulgee, Okla. It will be part of Donrey Media Group (Donald W. Reynolds) which operates KLRJ-TV Las Vegas, KOLO-TV Reno, KFSA-TV Fort Smith, Ark., 5 radio stations and a newspaper chain. KFOY-TV is conducting proof-of-performance tests with a 500-watt Gates transmitter and a 310-ft. Truscon tower with a 6-bay RCA antenna. Base hour will be $150. Rep will be Headley-Reed (whose business is to be taken over by Bolling).

**CFCF-TV (Ch. 12) Montreal, Que.** plans to begin as an English-language outlet Jan. 20, writes business mgr. Vin Dittmer. Owner is Canadian Marconi Co. The station will get on the air by using temporary studios and a single 18-kw transmitter and a temporary tower with 3-bay Alford slotted ring antenna. Partial occupancy of the permanent Ogilvy Ave. studios is scheduled for Jan. 31. S. B. Hayward, ex-CKPT Peterborough, will be program mgr. Base hour will be $1,000. Reps: Weed and All-Canada.

**CHCB-TV (Ch. 10) Banff, Alta.**—call letters pending approval—is expected to get on the air as a satellite by the end of January, reports G. A. Bartley, pres. of parent CHCA-TV (Ch. 6) Red Deer, Alta.

**CHBC-TV (Ch. 5) Keremeos, B.C.** will begin operation early this year as a satellite of CHBC-TV (Ch. 2) Kelowna, B.C., according to R. L. Sharp, sales mgr. It will begin as an automatic unattended repeater of CHBC-TV.

## Advertising

**FTC 'CAUGHT FIRE,' SAYS KINTNER:** Anti-deception-&-monopoly policemen in FTC's force had their biggest & liveliest year in 1960, reaching peak activity in campaigns against payola & misleading TV commercials, Chmn. Earl W. Kintner boasted in a valedictory report.

"I like to believe that the Commission's staff has caught fire with enthusiasm for the purposes this agency serves," Republican Kintner said in a windup accounting, as he prepared to leave FTC for private law practice.

As FTC's "most conspicuous action," Kintner cited last year's anti-payola drive which produced 83 complaints & 90 cease-&-desist orders against record manufacturers & distributors accused of making under-the-turntable promotion payments to TV & radio disc jockeys.

Kintner also pointed with pride to the ad-policing agency's attacks on demonstrations in TV commercials which he said exaggerated the merits of one product over another. Camera trickery or distortions of facts were exposed by FTC in commercials for at least 7 widely-advertised products, he said. Another advance marked up by Kintner: FTC actions against sellers of reconditioned TV tubes represented as new.

All told, 560 FTC complaints & 410 orders last year—topping any performance figures in FTC's 46-year history—were totted up by Kintner. The number of 1960 complaints was 52% higher than in 1959, the previous record year. The number of orders went up 36% last year.

Meanwhile, President Eisenhower, in a courtesy gesture, renominated Kintner for a 7-year term on FTC from Sept. 26, 1960. The nomination was among several hundred dumped on the Senate Jan. 10 by the President in an end-of-the-administration move. Kintner was given no more chance of confirmation by the Democratic Senate than he had last year, when his name was passed up pending outcome of the Presidential election (Vol. 16:34 p5).

President-elect Kennedy's selection of a Democratic successor to Kintner was reported imminent last week. Speculation on his probable choice centered on 4 men: Ex-FTC attorney Paul Rand Dixon, staff dir. of the Senate Judiciary Anti-Trust & Monopoly Subcommittee (Vol. 16:47 p8). Ex-FTC member Albert A. Carretta, who left Commission in 1954 after a 2-year hitch. Ex-FTC staffer Everette MacIntyre, gen. counsel of the House Small Business Committee. Albert G. Siedman, FTC attorney in charge of the agency's N.Y. office.

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Lanolin Plus Inc. has denied FTC charges that its advertising made false therapeutic claims for its vitamin-&-mineral preparation Rybutol. Asking dismissal of the complaint, Lanolin said FTC had taken Rybutol promotional statements out of advertising context to make a case. Among alleged misrepresentations cited by FTC were purported claims that the preparation provided "pep, strength and energy overnight."

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Local TV & radio commercials—but not nationally-broadcast advertising—are covered by last year's excise-tax-law amendments that permit manufacturers to make deductions for co-op ads (Vol. 16:38 p17), according to proposed Internal Revenue Service regulations. If deductions are claimed for national advertising, they should be allowed only for portions of commercials which identify local retailers in co-op promotion plans, IRS said.

**FTC's Kern Assails Landis:** One of the 2 Democrats on the 5-man Federal Trade Commission came out swinging last week against President-elect Kennedy's regulatory agency advisor James M. Landis, accusing him of trying "to sell out the public interest" in his recommendations for FTC reforms (Vol. 17:1 p1).

In one of the few public statements made by any member of any govt. agency since Landis filed his highly-critical report with Kennedy, FTC member William C. Kern chose the forum of a Jan. 14 meeting of the Mechanical Contractors Assn. of Texas Inc. in Houston to blast away at it.

"I will not stand idly by & preside over the dismemberment of the Federal Trade Commission," Kern paraphrased Winston Churchill in a speech prepared for the Houston meeting. He said a Landis proposal to transfer FTC's anti-trust jurisdiction (except for Robinson-Patman Act cases) to the Justice Dept. would result in "emasculation [of FTC] in the important & vital area" of regulation.

"Any efforts to remove our jurisdiction in this vital area I regard as inimical to the public interest," Kern went on, pointing to "shackles" which he said the Justice Dept. already had placed on FTC's handling of anti-trust cases. Instead of recommending that Justice take them over, Landis should have urged that FTC's prosecution powers be strengthened, Kern said.

Describing himself as a "very partisan" Democrat, Kern said: "I assure you that for me to be compelled to oppose even a single proposal made in a report released by the Democratic National Committee gives me no satisfaction."

But Kern protested that the Landis recommendation would weaken enforcement of FTC & Clayton Acts. He said he couldn't "understand how the present leadership within my party can tolerate any tinkering with these 2 great statutes which were basic keystones of 'the new freedom' under Woodrow Wilson." He added: "I don't believe that on mature reflection the architects of 'the new frontier' will tolerate the emasculation of those great statutory monuments."

Kern joined FTC in 1941 as a trial attorney. He was promoted to Commission membership in 1955 by President Eisenhower for a 7-year term.

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New "sales talk" concepts may have to be learned by some ebullient TV advertisers if they want to keep out of FTC trouble, broadcast-monitoring chief Charles A. Sweeny told the Chicago Advertising Executives Club. He said it's one thing for an old-fashioned pitchman to peddle his products on the street with absurd claims—and something else again when the technique is used on TV. Or as Sweeny put it: "We may reach the point where we recognize a distinction between the oral representation 'mine is the greatest product in the world,' and a demonstration on TV which is interpreted factually when it visually depicts mine with somewhat exaggerated values, and competitive products in a less fortunate light. We have all learned to recognize a sales talk when we hear it. But that which we actually see demonstrated on a TV screen somehow becomes a factual & authoritative presentation which we are not adjusted to so discount, and therefore believe literally." Sweeny also stressed a warning given previously to TV advertisers by FTC Chmn. Earl W. Kintner: The quality of a product may be unquestioned, but commercials for it will be challenged if they employ TV trickery (Vol. 17:2).


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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
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DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Michael P. Boland, ABC asst. treas., elected vp. Other ABC vps elected: Robert L. Coe, vp in charge of TV station relations; Bert Briller, vp in charge of TV network sales development; Elton Rule, Ben Hoberman & David M. Sacks, vp-gen. mgrs. of o&o's KABC-TV L.A., radio KABC & KGO-TV San Francisco respectively.

Francis P. Barron, ex-gen. sales mgr., WJW-TV Cleveland, named gen. sales mgr. of Storer's new national TV sales rep organization . . . Louis J. Hummel Jr., formerly in charge of Peters, Griffin, Woodward Detroit office, moves to Chicago office, succeeded in Detroit by James R. Sefert, ex-Crosley Bcstg. Co.

Ann Corrick of WBC's Washington news bureau becomes first woman president of Radio-TV Correspondents Assn., governing body of Senate & House TV & radio galleries . . . Walter Cronkite named "outstanding TV & radio personality of 1960" by Ad Club of Baltimore.

William T. Klumb resigns as national sales mgr. of WTMJ-TV Milwaukee to enter a new business . . . Hill W. Hastings, ex-Remington Rand, named RAB promotion mgr.

George Wilson promoted to promotion-publicity dir. of WSTV-TV Steubenville-Wheeling . . . Harold J. Algus, ex-NTA, named trade & business news dir., Metropolitan Bcstg. Corp. Mary Garcia, ex-McCann-Erickson, named MBC international media research mgr.

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Creutz, Steel & Snowberger is the new name of the former Page, Creutz, Steel & Waldschmitt organization, Washington engineering firm. Esterly C. Page and Joseph A. Waldschmitt have withdrawn. The partners are John Creutz, David L. Steel Sr. & Arthur Snowberger; Willis C. Beecher is an associate.

FCC Chmn. and Mrs. Frederick W. Ford are expecting their first child in July. He has a daughter, Mary Carter Ford, 14, by his first wife, who died in Feb. 1958. Mrs. Ford is the former Mary Margaret Mahony of Blackstone, Mass. They were married in Oct. 1959.

Meetings this week: RTES timebuying & selling seminar (January 17). Robert (Bucky) Buchanan, J. Walter Thompson TV-radio group head, will speak on Ford Motor's use of broadcasting, Hotel Lexington, N.Y. • Advertising Assn. of the West mid-winter conference (21-22), Pioneer Hotel, Tucson.

# Consumer Electronics ....

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 TV PRODUCTION—5,716,268:** EIA closed the book on 1960 TV-radio production last week. Its tally showed 5,716,268 TVs produced last year, and 17,135,114 radios. The latter figure included 6,438,658 auto radios.

Thus TV winds up the year with production, distributor sales & retail sales almost perfectly in line—after several hectic months when production far outstripped the sharply curtailed sales which began to show up in the latter half of last year. Last year's TV production was the 3rd lowest yearly figure since 1949, exceeding only the 4,920,428 of 1958 and the 5,384,798 of 1951—both considered "recession" years. Here's lineup of annual TV production since 1947:

| | | | | | |
|---|---|---|---|---|---|
| 1947 | 178,571 | 1952 | 6,096,280 | 1957 | 6,399,345 |
| 1948 | 975,000 | 1953 | 7,215,827 | 1958 | 4,920,428 |
| 1949 | 3,000,000 | 1954 | 7,346,715 | 1959 | 6,349,380 |
| 1950 | 7,463,000 | 1955 | 7,756,521 | 1960 | 5,716,268 |
| 1951 | 5,384,798 | 1956 | 7,387,029 | | |

Radio production presented a completely different picture, the 17,135,114 sets made in 1960 being 2nd highest amount ever produced in a single year. That sum is exceeded only by post-war 1947's estimated 20 million. In only one other year—1948—has radio output even come within million units of last year's figure.

Last year also saw the 2nd highest annual production of auto radios. Almost a million units higher than 1959, apace with last year's high new-car sales, 1960's car radio output of 6,438,658 units was surpassed only in the peak year of 1955 (6,864,000 units).

To complete the 1960 weekly production count reported in these pages, here is the picture from EIA of the final statistical week of 1960 (ended Dec. 30) with comparative figures (year's totals subject to slight changes after final EIA audit):

| | Dec. 24-30 | Preceding wk. | 1959 wk. | 1960 | 1959 |
|---|---|---|---|---|---|
| TV | 31,511 | 81,762 | 76,643 | 5,716,268 | 6,349,380 |
| Total radio | 127,045 | 271,255 | 218,846 | 17,135,114 | 15,622,357 |
| auto radio | 94,579 | 91,631 | 94,868 | 6,438,658 | 5,555,155 |

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TV layoffs & plant shutdowns were reflected in EIA's production figures for 1961's first week (actually a 4-working-day week because of New Year's Day holiday). TV output was less than half that of 1960's first week (5 working days). Here is EIA's production report for Dec. 31-Jan. 6, 1961 (corresponding first-1960-week figures in parentheses): TV production, 50,853 sets (104,953); total radios, 194,904 (306,636); auto radios, 89,389 (175,138).

**QUALITY STRESSED AT QUIET MART:** TV-stereo quality, reliability & furniture value received greatest attention yet at last week's International Home Furnishings Market and at various sideshows of non-participating manufacturers. Despite the presence of some dumps & winter-market specials, at week's end there was no sign of a price collapse—and some set makers were predicting increases. Fewer midwinter drop-in models were introduced than usual.

The market's new format—10 consecutive days starting on Friday—brought near-unanimous complaints from TV-radio manufacturers and provided added ammunition for a revival of "let's-get-out-of-the-Mart" drive by several consumer-electronics makers. At Saturday & Sunday sessions, TV sets on Chicago Merchandise Mart's 11th floor far outnumbered people—but this year's format is due for another try next year

before there can be thought of returning to the old schedule of 2 weeks beginning Monday & excluding Saturday & Sunday.

Here are highlights of this year's winter International Home Furnishings Market, and the Chicago fringe showings, as we observed them:

**New Sets & Features:** Most manufacturers were pulling out all the stops in touting the "quality" of their sets. Drop-ins were relatively few, most lines being left pretty much intact. Magnavox, with no annual model change, threw in a brand new feature—new to U.S. TV at any rate: a "TV light meter," which automatically adjusts contrast & brightness to room light. It is initially on four 27-in. models, but eventually will "be incorporated throughout the line," adding about $10-to-$15 to the retail price.

Stress on TV-stereo furniture gained momentum, and, in what is probably the ultimate in "furniturizing," Westinghouse unveiled its long-in-preparation offer to provide individualized mail-order home-decoration service to all customers who buy console TVs or stereo during February & March. That manufacturers are giving increased attention to the public's furniture desires was evidenced by the increase in stress on walnut & hand-rubbed oil finishes, Danish modern cabinets. (Details of new sets & innovations on p. 22.)

**Warranties:** Emphasis on quality also was reflected by liberalized warranty programs, announced & in the wind. Philco's 90-day inboard labor & parts warranty for all its TVs (Vol. 17:1 p17) unquestionably is the forerunner of an industry trend. Others, of course, already have some form of increased warranty protection: Westinghouse, with labor & parts coverage on all 19-in. portables and on low-end stereo; Magnavox, whose "Gold Seal Warranty" on all above-$279 TVs & stereos guarantees labor for 90 days, parts for one year. GE, RCA, Admiral are typical of manufacturers which have made liberal warranties available, at the discretion of distributors.

Outlook now is for industrywide labor & parts guarantees, in the opinion of manufacturers we spoke with in Chicago. Consensus: Set quality today is so good that service needed in first 90 days has dwindled to an easily absorbed rate. Ergo, offer of labor & parts protection, either inboard or out, is essentially "a merchandising gimmick," as one maker put it. "Gimmick" or no, liberalized warranties hypo the set maker's quality story, and all manufacturers we talked to are checking into stretchability of their current policies.

**Prices:** While leader models in TV, radio & stereo lines are trending downwards in most cases, there's real determination to hold the price line generally, and to jockey into position for spring & summer rises. Some manufacturers already have sneaked through some middle-of-the-line boosts, while Zenith has widespread rises in its revamped line (Vol. 17:1 p15). Others silently nod assent to the view of Admiral Sales Corp. electronics vp Ross D. Siragusa Jr., who told us: "Costs keep going up. We hope to pass this on, and we're going to try by March 1."

Opinion was pretty evenly divided on GE's neat-looking 19-in. portable at $159.95. Some thought it a good traffic-building move and step-up bait, pointing out that several competitive open-list 19-in. leaders could be sold profitably at the same price or lower. There were some complaints that such prices will remove profits at all levels, but no new announcements of competitive list prices by major manufacturers. Several manufacturers, however, did show 19-in. sets at $169.95.

There were the usual midwinter specials, giveaways, premiums, etc. And one new line—Symphonic Electronic's private-label "Philharmonic" TV for large-scale key accounts. Symphonic officials were touting the success of the Philharmonic debut in a recent promotional sale at Boston's Jordan Marsh dept. store, which featured lowest-yet price leaders—19-in. portable at $116.90 and 23-in. console at $139.90 (see p. 22). New clock radios shown at Mart generally began at $19.95 (4-tube), U.S.-made 6-transistor sets at $24.95.

**Color:** Same old story. Those with color like it, those without it are bearish. With no fanfare (in order not to hurt sales of holdover sets), RCA showed pictures on its new "high-fidelity color tube," now in all but 2 models. Pictures were sharper, brighter (up to 50%, claims RCA), with no trailing or smearing in action scenes. Admiral called color "fantastic," with sales running 30% ahead of last year. Olympic said its color combos were selling as well as its comparably priced b&w sets.

**Picture Tubes:** Battle over picture-tube shielding continued hot & heavy. More non-bonded models were seen at this year's mart than last. Striking hard at Corning bonded-tube claims of eye ease & freedom from reflection, Magnavox demonstrated its own external safety-glass feature alongside 2 sets with

Corning shields in a back room behind its exhibit. Magnavox tilts the entire picture tube, frame and tinted filter glass 3 degrees downward to avoid reflections, claims this is a simpler, more effective approach. Several large manufacturers expressed enthusiasm about the new simplified Pittsburgh Plate Glass bonded-tube process, but nobody's using it yet. (RCA had considered it for its new color tube, but dropped the idea, at least temporarily.)

Corning's "Operation Snowball" TV-industry promotion drive seemed to be marking time, and suffered because its exhibit was 3 floors above the TV showcases. Sylvania was the sole manufacturer displaying "Snowball" placards, but several others with whom we talked indicated they would probably go along if they could be convinced it wasn't a drive to promote bonded tubes. Corning officials hope to make a revised pitch to TV makers after the mart, eliminating bonded-tube pitch (Vol. 16:52 p17).

**Imports:** There was more talk among TV manufacturers about competition from imports this year. Reason: This competition is an established fact, thanks to aggressive Delmonico International, importing Japanese TVs & TV-stereo combinations at the rate of 4,000 a month. In addition to its 19-in. portable (list $159.95), Delmonico showed a 19-in. TV-stereo-FM-AM combo at $299.95 and 23-in. combo at $449.95, both to enter distribution early in February. It also plans soon to have a lower-priced 19-in. portable, which will be Underwriter's Labs approved.

Only other mass importer of TV sets—Majestic International—indicated it's going to peddle TV sets more in earnest this year, albeit still only in high-end models. Replacing its former fancy $2,995 TV-stereo combo is a 23-in. Grundig-made German combo (with U.S. tube) listing at $795 (which could be sold profitably at about $595) and a 23-in. consolette at $475 (to be discounted at $399?)—both with some unique features. Majestic brought more than 500 TV sets in from Germany last month. (For details on Delmonico & Grundig-Majestic TV sets & plans, see p. 23.)

**New Consumer-Electronics Show?** "This market is a ridiculous habit of the trade. After this show, we're going to get out & invite dealers to our conventions instead. Even our competitors can come if they want." So said one long-time Merchandise Mart exhibitor in the latest round of ditch-the-Mart talk. Requesting that his identity be withheld, this marketing topkick said: "We used to sell 8-to-10,000 pieces at this show. Now the dealers just come in & say, 'What's to dump?' "

At least 3 manufacturer officials were discussing the possibility of a completely separate consumer-electronics trade show—including TV, phonos, radios, hi-fi components and possibly even parts. There was some talk of approaching EIA (co-sponsor of the May Parts Show) to assume sponsorship.

Equal & opposite reactions were easy to find, too. Several manufacturers said the value of the Mart —particularly the summer market—was that it provides contact with furniture dealers, just as the NAMM Music Trade Show brings in music dealers. There was near unanimity, however, that the NAMM show is now becoming bigger in consumer electronics than the Chicago Mart. There was some sentiment for combining the summer Mart with the NAMM show.

**Business Trends:** The bubbling optimism of last year's Mart was completely missing. In its place was a silent prayer of thanks—by both manufacturers & dealers—that inventories are in good shape and things could be far worse. Gloom-&-doom talk was absent, and the magnitude of announced promotion campaigns gave evidence that just about everybody plans to scratch hard for business. Westinghouse TV-radio mktg. mgr. C. J. Urban summed up the general view when he said: "People are willing to spend money if you give them value."

Motorola consumer-products exec. vp Edward R. Taylor, who is also chmn. of EIA's consumer-products div., was mildly optimistic for 1961 in a Mart news conference. He didn't rule out the possibility of a business boom this year—due to possible international developments or Kennedy administration anti-recession moves. And he had this advice:

"Whichever way the economy goes, the best bet is to play it close to the vest. Keep a tight rein on costs & overhead . . . play inventories safely . . . don't go in for any unnecessary expenses. This is no time for anticipating—but it's a good time to be alert & ready to move & move fast when the indicators show up."

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**Harman-Kardon's new address** is Plainview, L.I., N.Y. (OVerbrook 1-4000). The company has completed its move from Westbury, N.Y. to its new 52,000-sq.-ft. plant.

**List of govt. publications** on electronics, electricity, radar & radio, revised & enlarged, is now available from U.S. Govt. Printing Office, Washington 25.

***More about***

**NEW SETS & FEATURES:** The International Home Furnishings Market last week at Chicago's Merchandise Mart brought little really new in sets or features (see p. 19). Most of the relatively few new TV models introduced this winter had already been shown to dealers by distributors. These have been reported in recent issues (Vol. 17:1 p15, 2 p17).

The still-mushrooming trend to better furniture—to put TV & stereo into the "home furnishings" class—was the most obvious feature evident at the manufacturers' displays. Among minor trends: (1) Increasing interest in 27-in. sets, as exemplified by Magnavox's heavy promotion of its recently introduced 27-in. price leader at $339.50; Du Mont's introduction of a 27-in. model at $450; and reports that Warwick is preparing to resume 27-in. production for Sears Roebuck. (2) Continuing emphasis on TV-stereo combinations as a step-up product that can be sold to both TV & stereo prospects. (3) Broadening of lines of FM radios, U.S.-made transistor sets and addition of low-priced clock radios.

In stereo, reverb has settled down to the status of a "feature"—it's apparently not the "revolutionary new type of sound reproduction" some thought it would be. Just about every phono maker (exception: Columbia) is making it available for customers who want it, at the very least. Many include it in all high-end sets as an extra feature. Almost completely missing from this winter's show were claims of "3-channel stereo." Although some manufacturers still have 3 speaker systems or 3 amplifiers, they have stopped muddying the stereo waters with "3-channel" claims.

The only really & obviously new feature observed at the Mart is Magnavox's "TV light meter." This highly demonstrable gadget consists of a light-dependent sodium resistor mounted in a small circular window near the picture tube. It varies the potential on the screen grid of the video amplifier tube on the basis of the amount of room light, automatically changing the brightness & contrast. Magnavox says it has filed for a patent on the system, which it claims is simpler than the photocell method used by several European manufacturers (including Grundig, whose imported photocell set is described on p. 23). The light meter, of course, will result in a price increase in the four 27-in. sets which now use it, and eventually in other sets when it is incorporated in them.

Here's a rundown on new sets & features not previously reported:

Magnavox—"Golden Spectacular" 27-in. at $339.50, lowboy color set (Magnavox's 2nd) at $699.50, three 23-in. combos at $349.90 to $545, a 24-in. combo at $650, two 27-in. combos at $799.50 to $850, two 27-in. sets with FM radio tuners. The latter 4 sets have automatic light meter. In stereo, Magnavox added phonos at $169.50 & $199.50, six radio-phonos from $199.50 to $495. Also added was an FM-AM table radio at $49.95. Magnavox claims that combinations now comprise 30% of its TV sales, as opposed to less than 4% for the industry as a whole.

Westinghouse—Now in the 2nd year of its fine-furniture promotion, Westinghouse has launched a Feb.-March interior-decorating plan, under which leading decorators will suggest, by mail, arrangement of furniture, color schemes, etc. based on personal specifications of Westinghouse console purchasers. Westinghouse's "Curio Chest Collection" of really elaborate cabinets available separately to house its 19-in. TV sets is also getting a big play.

Westinghouse added no TVs. New phonos: Portable 3-sound-system stereo, $79.95 with 90-day parts & labor warranty; monaural portable, $24.95. New radios: 4-tube clock radio, $19.95; 5-tube clock radio, open list; 6-transistor radio, $24.95.

Motorola—In addition to the 4 sets reported last week, Motorola added four 19-in. table models at $169.95-$199.95.

**Philharmonic label has returned to TV**—the pioneer brand having been restored by Symphonic Electronic Corp. as a special private label for direct selling to dept. stores and other key accounts. An early private-label TV manufacturer, the old Philharmonic Radio & TV Corp. has since been merged with Symphonic. At its showrooms in Chicago's Conrad Hilton Hotel during market week, Symphonic was telling dealers the story of its huge Philharmonic promotion at Jordan Marsh dept. store in Boston—the same store where the Philharmonic label made its debut 10 years earlier.

Prices of the Philharmonic TVs sold at the special sale which began Jan. 3 started at $116.90 for 19-in. portable, $139.90 for 23-in. console, $299.90 for 23-in. TV-stereo-FM-AM combo. Although many of the Philharmonic sets displayed last week were identical to the Symphonic line, company officials said the lines will become separate & distinct next summer.

* * *

DC-restoration circuit, an engineering rarity in TV sets, is now standard in all RCA color & 23-in. black-&-white sets. This technique, long known but little used, provides blacker blacks & whiter whites, prevents washout of picture details in contrasty scenes. Use of this circuit in RCA & Zenith sets (Vol. 17:1 p18) may be the forerunner of its more extensive employment in high-end receivers.

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**Trade Personals:** L. S. Thees promoted from gen. commercial mgr. to new post of div. vp, gen. sales, RCA Electron Tube div. . . . Walter S. Holmes Jr., C.I.T. Financial Corp. controller, elected a vp. He was formerly RCA controller.

Samuel Schwartzstein, former gen. mgr. of Admiral N.Y.-N.J. branch distributing operation, appointed vp in charge of Admiral distributing branches . . . Frank R. Demmerly, ex-RCA, named Philco controller, John Bewley appointed general auditor . . . George R. Loux, ex-mfg. vp, named operations vp, National Co. . . . William H. Rous appointed Amphenol-Borg vp, international operations.

Jerome B. Wiesner of MIT, noted electronic scientist, appointed President-elect Kennedy's special asst. for science . . . Donald M. Krauss, formerly with GE's projection & industrial TV projects, named to new post of mgr. of scanner projects, Gulton Industries . . . Edwin O. Cole, ex-Bendix, promoted to new position of dir. of industrial relations, Fairchild Camera & Instrument.

William Grady named to new post of mfg. vp, Columbia Records . . . Glenn R. Lord named govt. mktg. vp, Raytheon; George Ingram Jr. appointed Raytheon finance vp.

***Obituary***

T. J. Newcomb, 63, mgr. of Westinghouse TV-radio div. from 1952 until his retirement in 1955, died Jan. 11 at his home in Margate City, N.J., after a brief illness. He joined Westinghouse in 1929 as supervisor of domestic refrigeration. His wife survives.

***More about***

**TV IMPORTS RISE:** The only 2 active importers of TV sets—Delmonico & Majestic—displayed their wares last week in Chicago coincident with the International Home Furnishings Market (see p. 19).

Gratified with the initial response to its 19-in. portable made by Victor of Japan, Delmonico introduced 2 new TV-phono-AM-FM models—19-in. listing at $299.95 and 23-in. at $449.95—both due early next month. Delmonico also is anticipating introduction of a new 19-in.—with less deluxe circuitry—in April or May.

The new set will have series-string filaments instead of a power transformer, 2 IF stages instead of 3 in the current $159.95-list model. It will use some U.S.-made components (present Delmonico portable uses U.S.-made picture-tube only) in order to get UL safety seal. This model will be salable in U.S. communities which now ban non-UL-approved electrical goods. And, significantly, it can be sold by mail-order houses—such as Sears Roebuck—which don't list non-UL goods in their catalogs. Sears recently sold 4,000 Delmonico sets in a special promotion at $128 (Vol. 16:50 p18), and there are hints that the new Delmonico portable will become a regular Sears catalog item—either under Delmonico or some other trade name.

Delmonico's goal, as reiterated to us last week by exec. vp Herbert Kabat, is 1% of the TV market—or 50-to-60,000 sets a year. "We look upon ourselves as another source of TV for the industry," he said. Does he expect to see other Japanese makes of TV in this country? "It's very possible," says Kabat, but he doesn't foresee a flood comparable to the transistor radio deluge. He points out there are only 10 TV manufacturers in Japan, and therefore only 10 sources of TV sets—not hundreds as in the transistor radio business.

As to battery portable TVs and color sets from Japan —"not ready," says Kabat.

Majestic International, which previously had some top-of-the-line TV combos, showed a 23-in. German Grundig-made consolette and a TV-stereo-AM-FM-SW combination at the lowest prices of any German TV sets it has offered so far—but they're still high-end items at $475 & $595 lists.

The sets have some unique features: Photocell control which automatically adjusts picture brightness to room lighting, similar to the new Magnavox feature (see p. 22); a signal-seeking push-bar channel selector, which automatically stops only at channels with pictures, while a traveling light indicates which channel is tuned in; all controls concealed under hinged panel. Like the Delmonico sets, the Grundig TVs use U.S.-installed picture tubes. Sonic remote control (volume, channel, brightness) is available to the dealer at $40 extra, adds $75 to the list.

The German-American Metz TV-stereo hybrid, which made its debut about a year ago (Vol. 16:2 p20), was again represented in Chicago last week, after a highly successful year. This time, two 23-in. combos were shown—incorporating German-made stereo-radio combinations & U.S.-made TV chassis. It's understood Philco chassis are now used.

In radio imports, Delmonico appeared to be assuming a far stronger position, having taken over the Japan Victor radio line (it previously had the TV franchise only) from Petely Enterprises. Japan Victor, incidentally, is wholly owned by Matsushita, whose imports are handled by Matsushita of America.

On the surface, it would appear that the tide has turned away from Japanese-made transistor radios as a result of: (1) Lowered prices & improved quality of U.S. products. (2) Japanese govt. quotas on radio exports to U.S. & Canada. (3) Near-record demand for & sales of radios in U.S. Nevertheless, most American set makers were still gloomy about the whole situation, pointing to the huge transistor surplus in Japan and predicting widespread cut-price dumps of Japanese goods.

Certainly the Japanese competition has made American radio manufacturers explore new markets and stretch their ingenuity to the fullest. Admiral, for example, has expanded its distribution to jewelry & specialty chains, distributing directly to them. Admiral's Ross Siragusa Jr. estimates that such direct sales now account for 10-to-12% of his company's radio business. Such markets as jewelry stores were originally opened up to radio business by Japanese radios.

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**Japanese competition is cutting** into British electronics exports to the U.S., Commerce Dept. figures for first-half 1960 indicate. The Dept.'s Business & Defense Services Administration reported that last year's first-half U.K. electronic product exports to the U.S. totaled $9.1 million, down from $9.4 million in the same 1959 period. The declines were in consumer products & tubes, partially offset by increases in communications, navigation & radar equipment. Six-month shipments of record-playing mechanisms were down 20% to $3.6 million from $4.5 million in the 1959 period (423,900 units vs. 492,700 units); phono parts & accessories, down 58% to $345,000 from $830,000; radio receivers, down 18% to $119,000 from $146,000 (5,100 vs. 4,800 units); speakers & microphones, down 11% to $275,000 from $310,000 (49,000 vs. 60,800 units); tubes & transistors, down 15% to $966,000 from $1,260,000 (1,667,800 vs. 2,553,200).

**Remote control is "best single sales feature"** in TV, according to *Mart* magazine's annual dealer survey, reported in the January issue. Digesting responses of 176 appliance & TV dealers, *Mart* found that remote control jumped to first place as "best sales feature," 17 dealers selecting it. "No printed circuits," dropped from first place in last year's survey to 2nd this year, with 15 votes. Others, in order: Service free or reliable, 12 votes; quality construction, 11; furniture styling, 9. Other TV-stereo highlights of the survey: (1) Stereo was listed as 2nd most profitable item in 1960, with 20% of dealers selecting it as No. 1 (automatic washers were first, chosen by 26%). TV was 3rd, selected by 15%. (2) The majority of dealers (126) don't plan to change the number of TV brands they handle in 1961. Of the remainder, 27 will decrease, 10 will increase brands, and the rest either didn't answer or replied that they don't handle TV.

## Finance

**Electronics Capital Corp.**, the small-business investment company, expects its earnings to total between $160,000 & $170,000 (9¢ a share) for the year ending next June 30, Pres. Charles Salik told the Los Angeles Society of Security Analysts last week. He predicted gross income of about $1 million. For the last fiscal year, gross was $892,580, earnings $145,334 (8¢ on each of its 1.8 million shares). Said Salik: "Earnings are the least of our objectives. Capital gains are our primary objective—we want to see these companies we've invested in grow so our investors' money will grow with them." To date, Electronics Capital has invested $7 million and committed $3 million more to 15 electronics companies.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| AT&T | 1960—year to Nov. 30 | $7,880,384,000 | —— | 1,205,954,000 | $5.52 | 218,491,000 |
| | 1959—year to Nov. 30 | 7,351,310,000 | —— | 1,100,781,000 | 5.16 | 213,144,000 |
| | 1960—qtr. to Nov. 30 | 2,009,775,000 | —— | 312,155,000 | 1.40 | 223,454,000 |
| | 1959—qtr. to Nov. 30 | 1,876,587,000 | —— | 284,575,000 | 1.33 | 214,393,000 |
| General Instrument[1] | 1960—9 mo. to Nov. 30 | 53,213,971[2] | $ 4,826,158 | 2,431,558 | 1.01 | 2,415,523 |
| | 1959—9 mo. to Nov. 30 | 49,115,212 | 4,017,315 | 1,888,755 | .88 | 2,147,980 |
| | 1960—qtr. to Nov. 30 | 19,851,137[2] | 2,248,457 | 1,123,023 | .47 | 2,415,523 |
| | 1959—qtr. to Nov. 30 | 18,800,500 | 1,985,870 | 926,645 | .43 | 2,147,980 |
| Itek[3] | 1960—year to Sept. 30 | 35,053,837 | —— | 886,337 | .81 | —— |
| | 1959—year to Sept. 30 | 28,886,836 | —— | 679,174 | .65 | —— |
| Magnavox Story below. | 1960—year to Dec. 31 | 124,500,000[2] | —— | 6,500,000[2] | 2.75 | 2,360,000 |
| | 1959—year to Dec. 31 | 107,758,000 | —— | 4,679,458 | 1.99 | 2,360,000 |
| | 1960—qtr. to Dec. 31 | 44,600,000[2] | —— | 2,966,000[2] | 1.25 | 2,360,000 |
| | 1959—qtr. to Dec. 31 | 35,000,000 | —— | 2,295,000 | .98 | 2,360,000 |
| MGM | 1960—12 wks. to Nov. 26 | 30,902,000 | 4,902,000 | 2,177,000 | .87 | 2,506,129 |
| | 1959—12 wks. to Nov. 26 | 27,633,000 | 4,352,000 | 1,852,000 | .71 | 2,608,888 |
| Muntz TV Story below. | 1960—qtr. to Nov. 30 | 2,688,500 | —— | 298,261 | .25[4] | 1,175,876 |
| | 1959—qtr. to Nov. 30 | 3,088,864 | —— | 378,668 | .32[4] | 1,165,376 |
| Pacific Industries | 1960—qtr. to Nov. 30 | 4,374,023 | —— | 431,663 | .30 | 1,415,354 |
| | 1959—qtr. to Nov. 30 | 4,490,718 | —— | 93,221 | .08 | 1,145,354 |
| Stanley Warner[9] | 1960—13 wks. to Nov. 26 | 33,351,153 | 2,670,615 | 1,470,615 | .73 | 2,025,374 |
| | 1959—13 wks. to Nov. 26 | 32,366,397 | 2,540,448 | 1,210,448 | .60 | 2,025,374 |
| Storer Bcstg. | 1960—10 mo. to Oct. 31[5] | 24,874,884 | 8,294,814 | 4,104,879 | 1.66 | 2,474,750 |
| | 1959—10 mo. to Oct. 31 | 22,723,228 | —— | 4,156,453 | 1.68 | 2,474,750 |
| Walt Disney Productions[6] | 1960—year to Oct. 1 | 46,409,572 | (2,642,037)[7] | (1,342,037)[8] | —— | 1,626,023 |
| | 1959—year to Oct. 3 | 58,432,399 | 7,300,228 | 3,400,228 | 2.15 | 1,581,011 |
| Webcor | 1960—qtr. to Sept. 30 | 6,888,000 | —— | 137,000 | —— | —— |
| | 1959—qtr. to Sept. 30 | 8,783,000 | —— | 135,000 | —— | —— |

Notes: [1]Including merged General Transistor on a pro-forma, pooling-of-interest basis. [2]Record. [3]Including merged Hermes Electronics. [4]After preferred dividends. [5]From SEC report. [6]Including Disneyland Park. [7]After $6-million write-down of inventory (Vol. 16:49 p24). [8]After $1.3-million tax credit. [9]Including WAST Albany.

Magnavox sales & earnings rose to record levels in both the final quarter & the full year 1960 (see financial table). For the year, profits rose 40% on a 15.5% sales gain. In the December quarter, sales climbed 28% & earnings increased to $3 million from the $2.3 million of the year before. "The sizable sales increase," explained Pres. Frank Freimann, "is largely attributable to the company's military & industrial products div., where sales for the last quarter were approximately double those of last year." TV & stereo sales produced a "modest" gain over 1959.

Collins Radio anticipates a 20% profit decline in its 1961 fiscal year ending July 31. The company had previously forecast gains of up to 10%. Exec. vp R. S. Gates attributed the downbeat estimate to increases in R&D outlays, and the failure of an anticipated 20% increase in non-military business to materialize.

Muntz TV, which experienced a 17% sales drop in the first quarter of its 1961 fiscal (see financial table), expects the total year (ending Aug. 31) to about equal the $860,451 (74¢ a share) profit on $9.8-million sales produced in fiscal 1960. Secy.-treas. Daniel J. Domin looks for a 2nd-half recovery to wipe out the first-half lag. Pres. Wallace Keil reports that Muntz hopes to introduce a 27-in. TV this year.

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Allied Radio | Q | $0.08 | Feb. 28 | Feb. 14 |
| Howard W. Sams | Q | .15 | Jan. 25 | Jan. 10 |
| Wurlitzer | Q | .20 | Mar. 1 | Feb. 10 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 12, 1961

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 18¾ | 20⅞ |
| Aerovox | 8½ | 9½ |
| Allied Radio | 22¼ | 24⅛ |
| Astron Corp. | 1¾ | 2⅜ |
| Baird Atomic | 23 | 24⅞ |
| CGS Labs | 8¼ | 9¾ |
| Cetron Electric | 5½ | 6¾ |
| Control Data Corp. | 63½ | 66¾ |
| Cook Elec. | 12½ | 13⅝ |
| Craig Systems | 14½ | 16 |
| Dictaphone | 34 | 36⅜ |
| Digitronics | 22½ | 24⅝ |
| Eastern Ind. | 14⅞ | 16⅛ |
| Eitel-McCullough | 17½ | 18⅛ |
| Elco Corp. | 13¾ | 15⅛ |
| Electro Instruments | 24½ | 27¼ |
| Electro Voice | 8⅛ | 8⅞ |
| Electronic Associates | 28¼ | 30⅝ |
| Erie Resistor | 10½ | 11½ |
| Executone | 20 | 22 |
| Farrington Mfg. | 27 | 29⅜ |
| FXR | 36 | 39⅜ |
| General Devices | 11 | 12 |
| G-L Electronics | 10 | 11¼ |
| Granco Products | 3 | 3⅝ |
| Gross Telecasting | 20½ | 22⅛ |
| Hallicrafters | 34¼ | 36⅝ |
| Haydu | 1/16 | ¼ |
| Hewlett-Packard | 27¾ | 29⅜ |
| High Voltage Eng. | 168 | 180 |
| Infrared Industries | 15¼ | 17 |
| Interstate Engineering | 22½ | 24⅛ |
| Itek | 51½ | 56 |
| Jerrold | 7⅜ | 8⅞ |
| Lab for Electronics | 46⅛ | 49⅞ |
| Lel Inc. | 5⅛ | 6 |

| Stock | Bid | Asked |
|---|---|---|
| Magna Theater | 3 | 3½ |
| Magnetics Inc. | 7½ | 8⅝ |
| Maxson (W.L.) | 10½ | 11½ |
| Meredith Pub. | 42¼ | 45⅜ |
| Metropolitan Bcstg. | 20⅜ | 22½ |
| Milgo Electronics | 20 | 21¾ |
| Narda Microwave | 5¼ | 6 |
| Nuclear of Chicago | 37½ | 40⅜ |
| Official Films | 2¾ | 3-1/16 |
| Pacific Automation | 4¾ | 5½ |
| Pacific Mercury | 7 | 7¾ |
| Philips Lamp | 149½ | 155¼ |
| Pyramid Electric | 2⅝ | 3⅛ |
| Radiation Inc. | 27 | 29⅜ |
| Howard W. Sams | 40¾ | 43⅝ |
| Sanders Associates | 38 | 41⅜ |
| Silicon Transistor | 4¾ | 5⅜ |
| Soroban Engineering | 45 | 48½ |
| Soundscriber | 15¼ | 16¾ |
| Speer Carbon | 18½ | 20⅜ |
| Sprague Electric | 54 | 57½ |
| Sterling TV | 1⅜ | 2 |
| Taft Bcstg. | 12¼ | 13⅝ |
| Taylor Instrument | 37 | 40⅜ |
| Technology Inst. | 7⅝ | 8⅝ |
| Telechrome | 12¼ | 13⅜ |
| Telecomputing | 7⅜ | 8⅛ |
| Time Inc. | 83 | 87¾ |
| Tracerlab | 9½ | 10½ |
| United Artists | 5¾ | 6½ |
| United Control | 16⅛ | 18 |
| Universal Trans. | ⅞ | 1⅜ |
| Vitro | 11¾ | 12⅝ |
| Vocaline | 2¾ | 3-3/16 |
| Wells-Gardner | 23 | 24⅞ |
| Wometco Ent. | 13 | 14⅛ |

JAN 23 1961

WEEKLY **Television Digest**

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## SUMMARY-INDEX OF WEEK'S NEWS

***WITH THIS ISSUE:*** Index to 1960 Television Digest Newsletters & Special Reports, key to year's TV news, superseding quarterly Indexes.


### *FCC*

**STATIONS BLAST PROPOSED TRANSFER RULES.** They call the 3-year-minimum unfair, unnecessary, time-wasting, etc. (p. 1).

### *Auxiliary Services*

**FCC, NEAR FINAL GREEN LIGHT** for pay-TV test, instructs staff to draft decision. But no start in Hartford until next year (p. 2).

**CATV AT RTES** provides lively luncheon workshop session, with divergent views presented on CATV's industry role (p. 4).

### *Stations*

**FM NEW STARTERS STILL OUTNUMBER** AMs rising 80 in 6 months while AM increased 63. On-air totals Jan. 1: FM, 821, AM, 3,547 (p. 2).

**U. S. & CANADIAN OUTLETS START:** KIFI-TV (Ch. 8) Idaho Falls, Ida. began Jan. 23 with NBC-TV and CFCF-TV (Ch. 12) Montreal, Que. began Jan. 20 as an English-language independent (p. 6).

**CANADA'S SET PENETRATION** rose to 85% of homes last fall, and total TV households to 3,793,400, reports BBM (p. 6).

### *Advertising*

**JWT PITCH TO FORD** for the 1957-58 season—hitherto a close secret—is unveiled to N.Y. RTES audience by the Thompson agency—with Ford's permission (p. 2).

### *Programming*

**PRODUCT BOYCOTT AGAINST SPONSORS** of "The Untouchables" is threatened by N.Y. Congressman Alfred E. Santangelo unless ABC calls off its "stereotyping" of Italians (p. 7).

### *Consumer Electronics*

**MARKETING "THE WORLD OVER"** is Philco specialty under Philco International Pres. Harvey Williams. Philosophy behind its $100-million overseas appliance-TV busness (pp. 14 & 17).

**6-FT. WALL TV** proposed for each of 900 Chicago apartment units by TelePrompTer. It would employ rear-screen projection & new Dalto projectors (p. 16).

**NARDA—'SNOWBALL' & NIPPON:** Corning's TV promotion is endorsed at the dealers' Chicago convention. Keynoter, Admiral Pres. Ross Siragusa, raps competition from "cheap-labor" countries (p. 16).

**MORE EMPHASIS ON MONO** shown in November retail phono figures, as stereo dips to 60% of unit sales. Total phono sales for month are down 18% from year before (p. 18).

### *Film & Tape*

**"RED" MOVE ON MOVIES** & TV seen by House Un-American Activities Committee Chmn. Walter (D-Pa.), who protests rehiring of studios of once-blacklisted employes (p. 8).

### *Technology*

**PORTABLE TV PROJECTOR**, to retail at $1,950, is demonstrated by N.J. flight-simulator firm. TPT buys first 10 units (p. 12).

**IRE CONVENTION** to be highlighted by panel on new energy sources. Session to hear paper on new video recorder (p. 13).

### *Other Departments*

**FOREIGN** (p. 5). **FCC** (p. 10). **ETV** (p. 10). **CONGRESS** (p. 11). **NETWORKS** (p. 11). **PERSONALS** (p. 12). **FINANCE** (p. 19).


**STATIONS BLAST PROPOSED TRANSFER RULES:** FCC's proposed rules to tighten station sales (Vol. 16:50 p1), which would require hearings on sales of properties that are held less than 3 years (with certain exceptions), were roundly lambasted in several dozen comments filed last week. Opponents marshalled long list of arguments, including:

(1) Congress never intended to make licensees hold stations any minimum period.

(2) FCC has plenty of power now to curb abuses.

(3) Prospective investors will be driven away.

(4) Station employe morale would suffer during long periods of uncertainty pending decisions after hearings.

(5) Hearings will swamp FCC—with 3-year periods passing while transfer applicants are waiting for hearings & decisions—making whole process both moot & ludicrous.

(6) It's unfair to make 3-year periods applicable after grants of "major changes" of facilities—penalizing veteran broadcasters just because they've improved their properties.

(7) No other industries using public facilities have such restrictions.

Westinghouse Bcstg. Co. was a partial dissenter. It approved the proposed changes except for 3-year restriction on sales following grants of major facilities changes.

**FCC NEAR FINAL PAY-TV TEST GREEN LIGHT:** To no one's surprise, FCC has taken the penultimate step toward approving the RKO-Zenith Hartford pay-TV test. Following usual practice in such matters, it announced that it had instructed its staff to draft a decision giving the project its go-ahead.

It will take the staff a month or so to work up the necessary words for a final vote affirming last week's preliminary vote. FCC said it planned to approve the test "under specified conditions"—and it's understood that these will follow those recommended by the Broadcast Bureau (Vol. 16:49 p2). They're designed to enable the Commission to keep close tabs on the experiment.

After final approval, it's assumed that exhibitor opponents will exhaust all further procedures at FCC, then go to court. This should take 6 months or so. Then, RKO-Zenith has said, it will need 6 months to get started. So, don't look for actual operations in Hartford for about a year.

Meanwhile, other pay-TV hopefuls may be encouraged to apply to test other systems in other cities —and RKO-Zenith might ask FCC to change the ground rules to permit it to test in additional cities. It is now limited to one.

**FM NEW STARTERS STILL OUTNUMBER AMs:** Trend in AM & FM station growth continues as it has for the last year or two. Both AM & FM are in strong demand, but clogged AM pipelines at FCC permit FM to outstrip the older service in terms of new starts. Our figures as of Jan. 1, as reflected in our new Radio Directory, now in hands of printer, show that operating FMs total 821, up 80 in 6 months, while AMs total 3,547, up 63 in same period.

Applications for new FMs stand at 105, for AMs at 794. Applications for improved AM facilities total 807. Herewith are AM & FM totals at close of each year since end of World War II:

| | AM | | | FM | |
|---|---|---|---|---|---|
| Year | Licenses & CPs | On Air | Year | Licenses & CPs | On Air |
| 1945 | 1056 | 913 | 1945 | 288 | 48 |
| 1946 | 1579 | 1027 | 1946 | 684 | 140 |
| 1947 | 1961 | 1586 | 1947 | 1010 | 374 |
| 1948 | 2131 | 1877 | 1948 | 976 | 687 |
| 1949 | 2246 | 2045 | 1949 | 791 | 728 |
| 1950 | 2351 | 2199 | 1950 | 706 | 672 |
| 1951 | 2410 | 2306 | 1951 | 654 | 640 |
| 1952 | 2516 | 2377 | 1952 | 648 | 612 |
| 1953 | 2644 | 2451 | 1953 | 602 | 550 |
| 1954 | 2782 | 2662 | 1954 | 583 | 549 |
| 1955 | 2941 | 2814 | 1955 | 557 | 536 |
| 1956 | 3140 | 3024 | 1956 | 559 | 528 |
| 1957 | 3289 | 3180 | 1957 | 588 | 537 |
| 1958 | 3423 | 3318 | 1958 | 686 | 571 |
| 1959 | 3527 | 3456 | 1959 | 839 | 677 |
| 1960 | 3667 | 3547 | 1960 | 1018 | 821 |

## Advertising

**JWT'S PITCH TO FORD:** When an ad agency makes a presentation of a multi-million, multi-program TV campaign to a client, the "pitch" is usually a closely held secret and remains so. But just such a presentation became public industry knowledge last week in N.Y. when J. Walter Thompson TV-radio program vp Robert E. ("Bucky") Buchanan took the wraps off a JWT presentation covering Ford Motor Co. broadcast activity for the 1957-58 season. "Ford," Buchanan told a Jan. 17 RTES luncheon meeting, "has given JWT permission to share with you our actual presentation," since it was recent enough to have industry interest but not recent enough to tip Ford's hand to competitors.

"Broadcast media can be properly used only if you know ahead of time exactly what you want to accomplish, whom you want to reach, how often and—the heart of the

matter—what you want to do with your specific commercial message," Buchanan said. As presented originally by JWT (80 pages of text, 43 visual exhibits), the gist of the presentation was this:

In general, the TV-radio lineup had to (1) be "compatible with the Ford div. image," (2) have evening time periods "between 8 & 11 o'clock," (3) be in a good network slot in terms of competition & discount, (4) have a coverage factor of 95%, (5) provide "9 minutes (of commercials) per week, reaching 85% of TV homes in a 4-week period," (6) attract a "40% per program" share of audience, (7) offer a cost efficiency "better than the average," (8) and be flexible enough in format to be improved.

Specifically, JWT recommended 4 shows—*Tennessee Ernie Ford, Zane Grey Theater, Suspicion* and a series of Desi-Lucy 60-min. specials.

1. *Tennessee Ernie*, JWT felt, was a good buy because of his "strength in rural, older age groups," a "favorable cpm," the flexible opportunities for personal salesmanship by Ernie, his "popularity with dealers," the obvious Ford sponsor identification, and because "by pure coincidence he would obviously never work for Plymouth or Chevrolet."

2. Four Star's *Zane Grey Theater*, as JWT saw it, had "appeal to younger families," provided a good contrast to Ernie, had a "greater unduplicated audience" measured against the first recommendation, offered the "personal salesmanship of host Dick Powell," and was liked by dealers and the public.

3. *Suspicion* was, again, a strong contrast to the other 2 shows, had a later time period & an attractive price. Further: "Drama, particularly suspense drama, has a high appeal for upper-income brackets."

4. A final contrast to the above 3 shows was offered, JWT proposed, by the Desi-Lucy specials, and gave Ford something with which "to combat the effect of 52 Chevrolet hours" each year via *Dinah Shore*. The specials also offered various merchandising opportunities & the services of the show's stars as "personal salesmen."

### Car Radio Listening Complements TV Viewing

The TV efforts should be backstopped, JWT said to Ford, with some choice radio buys: A capsule (5-min.) series with Bing Crosby and Rosemary Clooney, a morning news show, an afternoon *Arthur Godfrey Show*, and an evening newscast with Edward R. Murrow. The "2 media will complement each other," said JWT, enabling Ford to reach "the man in his car across the nation."

Did the Ford recipe bake up into a successful TV-radio cake? "Yes," JWT's Buchanan told the RTES group. "It was highly successful. Estimates on our TV shares came out so close I was surprised."

Ford, as a TV client in action, is "no better and no worse than any other," Buchanan said. "We have told Ford that mother-in-law surveys are strictly out.' We hold no brief for a client who suddenly becomes an artistic genius, but within limits we will go along with changes."

One notable change made in the JWT-recommended shows in the 1957-58 season: Tennessee Ernie Ford had developed as a folksy, cornpone type in daytime TV. However, when the show shifted to a nighttime spot for Ford, the producer chose to have Ernie appear on the opening show in white tie & tails, backed by a choral group in formal black robes and low-key, arty lighting. It was near-disaster. The sponsor complained loudly to the agency, which agreed heartily, and had a series of production conferences with the show's producer. Result: Back to corn went the show, up went ratings.

**Beer & ale rules** for Canadian TV & radio stations would be liberalized under a proposal announced last week by the Board of Broadcast Governors—but they still would not permit the TV display of brew, bottle or carton. The TV regulations would permit the naming of the brewery & its products and visual display of the label. Radio rules would allow mention of brewery & products. Current regulations permit mention of names of products only. BBG has scheduled public hearings Feb. 22 for the new rules, which would apply only in the 3 provinces where advertising of alcoholic beverages is permitted—Ontario, Quebec & Newfoundland.

**TV quaffed major portion** of the brewing industry's 1960 ad budget of $169,650,000, reports Jan. 20 *Printers' Ink*. Runner-up media: outdoor, radio, newspapers, magazines. Spot accounted for the lion's share of the TV.

James M. Landis, President-elect Kennedy's advisor on regulatory agencies (Vol. 17:2 p2), will be the main-session lead-off speaker at the 3rd annual mid-winter Washington conference of the Advertising Federation of America Feb. 1 in the Statler-Hilton Hotel. Other speakers will include Rep. Boggs (D-La.), discussing "Censorship by Taxation," and Rep. Wilson (R-Cal.), giving his views on the ad industry. A special luncheon guest will be Commerce Secy.-designate Luther H. Hodges. A reception for members of Congress & officials of the Kennedy administration will close the conference.

**Agency entry into film production** for the 1961-62 season is via a McCann-Erickson-Desilu Productions series-to-be, *Counter-Intelligence Corps* (Vol. 17:3 p10). The co-production venture is the "first between a major producer & an agency" and includes a 2-part pilot (shooting of which begins Feb. 1) and 12 additional 60-min. episodes. The agreement covers foreign distribution rights to the 2-parter as a future theatrical film release.

—■—

**Ad People:** Edward L. Bond named exec. vp-gen. mgr., Young & Rubicam . . **Alfred** S. Moss, ex-Don Kemper & Co., joins Kastor Hilton Chesley Clifford & Atherton as a senior vp . . . **Robert Keith Gray**, secy. of President Eisenhower's cabinet, elected a vp of Hill & Knowlton & dir. of the Washington office . . . **Carleton L. Spier**, vp, dir. & copy supervisor, retires after 43 years with BBDO & its predecessor agency.

**Jerome R. Feniger** promoted from TV-radio programming vp, Cunningham & Walsh, to TV vp for TV dept. programming operations, account service & business affairs . . . **Dr. Carl H. Rush** named vp-research dir., Ted Bates . . . **Greene Fenley III** named a Dancer-Fitzgerald-Sample vp . . . **Ralph W. Nicholson**, vp & mgr., Fuller & Smith & Ross, appointed U.S. Asst. Postmaster General . . . Nat Kameny, Kameny Associates, elected pres., League of Advertising Agencies, succeeding Alfred Siesel, H. J. Siesel Co.

### U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| KABC-TV Los Angeles | $3500 (no change) | $900 to $1000 | Jan. 1 |
| WTAE Pittsburgh | 1800 (no change) | 500 to 550 | Jan. 1 |
| WTCN-TV Minneapolis | 1200 to $1500 | 340 (no change) | Jan. 1 |
| WLWC Columbus, O. | 1100 to 1150 | 250 (no change) | Jan. 1 |
| KMJ-TV Fresno | 700 (no change) | 190 to 200 | Dec. 1 |
| KDAL-TV Duluth | 550 to 660 | 125 to 150 | Jan. 1 |
| WSTV-TV Steubenville, O. | 550 to 600 | 140 (no change) | Jan. 1 |
| KPHO-TV Phoenix | 450 to 500 | 100 (no change) | [1] |
| KVIP-TV Redding, Cal. | 250 to 275 | 55 to 70 | Jan. 1 |

[1]Not reported.

## Auxiliary Services

**CATV SESSION AT RTES:** The "co-existence problem" between CATV operators & licensed-station broadcasters is still a problem—and likely to remain so until there's a clear-cut set of industry or govt. (or both) rules covering community antennas. That was the impression, if not the immediate intent, of an RTES workshop luncheon meeting in N.Y. Jan 18 which bravely tackled the question of CATV's relationship to the broadcast industry.

On hand to state their viewpoints, and to answer floor questions, was a guest panel including: William Dalton, new pres. of National CATV Associates Inc.; Mrs. Dorothy Mugford, promotion mgr. & CATV liaison for WNEP-TV Scranton-Wilkes-Barre, Pa.; NAB TV vp Charles Tower; and Milton J. Shapp, pres. of Jerrold Electronics Corp. Moderator for the session was Sol Cornberg, pres. of Sol Cornberg Associates and chmn. of the RTES workshop.

Reflecting opinions held by many broadcasters, Tower stated that "CATV is a limited type of pay TV supported by people who subscribe . . . and by the advertisers & broadcasters of the TV industry who provide a no-cost source of raw material. CATV systems perform a useful service. They have to because the American public is sensitive to a gyp operation."

### "Free TV Is Primary Service"

Problems between CATV operators & broadcasters, Tower said, have come "from relatively few situations where CATV people have refused to make relatively few concessions to reconcile interests involved. Were they more farsighted, we wouldn't have the problems we have today . . . CATV interests must recognize that free TV is the primary service, not only because it serves the overwhelming majority of Americans, but also because it provides the free product which makes CATV possible."

It is "essential," said Tower, to have legislation recognizing "that CATV systems, if not a part of the nationwide allocations program, have at least a substantial impact upon it." FCC, Tower added, should be given authority "to control, where necessary, the relationship between free TV & existing CATV and also to control the possible future development of CATV."

In his first public appearance as a CATV spokesman, Dalton had, prior to Tower, stuck closely to the everything's just-dandy point of view. "CATV," he said, "is not a competitor . . . not the broadcaster's boogie man . . . not the advertiser's, or the ad agency's, enigma . . . not the forerunner of pay TV. CATV is nothing more than a master antenna service."

Not a single one of the common criticisms of CATV—ranging from claims that CATV blocks new TV stations to its role as "a young monster"—are factual, Dalton said. He noted that the TV industry itself is frequently under attack from outside. Without mentioning Kennedy aide James M. Landis by name, Dalton made a fairly obvious reference to Landis' recently-stated (Vol. 17:3 p3) views, saying, "There are some who believe that government should step in & produce TV shows, thereby improving facilities, providing more employment, introducing more competition."

A middle-of-the-road stance was taken by the panel's lady guest, Mrs Mugford. A CATV operation can become "an integral part" of a station's community service, she indicated, and can even contribute to the station's public-affairs activities. "CATV must never . . . restrict the growth of local stations. This is not only unfair to the broadcaster, but to CATV subscribers," she warned.

With this opinion spectrum from which to choose, it was only natural that audience questions would reflect even sharper divergence—and so they did. Samples: Q: "Who makes the choice of what stations will be fed to a CATV system if you have a multiple choice?" A: (from Mrs. Mugford) "Where there's a choice, it's usually the stations with the strongest signals, although generally a system tries to cover all 3 networks." Q: "CATV services put the stress on network shows. Why don't they carry full schedules of local shows?" A: (from NCTA's Dalton) "I believe CATV operators are more conscious of their responsibilities than ever before." Q: "Boosters seem to be the answer, not CATVs. Would you agree to non-duplication (of programming from different sources) to prevent an economic bind for new local stations?" A: (from Jerrold's Shapp) "Only 3 out of the 100 stations that have gone on & off the air since 1952 have claimed that CATV was a direct cause. CATV works on the law of economics." Q: "What about CATV's originating pay-TV programming, such as the Patterson-Johansson fight?" A: (from Chmn. Cornberg) "Ladies & gentlemen, I believe our time today is about up . . ."

■

**Newhart Draws 30% for Telemeter:** Bob Newhart's live pay-TV show in Toronto earlier this month (Vol. 17:2 p9) attracted just under 30% of the 6,000 Telemeter homes in the area for the original & repeat showings. So estimated Telemeter in N.Y. last week on the basis of tapes from pay-TV units processed so far (11%). By all evidence, there's no profit at all for Telemeter in the deal, which the Paramount subsidiary considers experimental. Program charge for the Newhart show was $1.25, which would mean a gross (before operational and collection charges) of about $2,000. Newhart's usual nightclub fee is about $10,000.

Toronto viewers, and nearly all U.S. TV homes, had a chance, following Newhart's pay-TV venture, to watch him do his "submarine" monologue on the *Ed Sullivan Show* for free. And on Jan. 20, N.Y. viewers could catch his "Abe Lincoln" monologue in a guest shot on *Playboy's Penthouse*. He was also planning other TV appearances, it was reported.

We discussed the Newhart pay-TV show last week with a spokesman for comedian Dick Shawn, who has a nightclub act (and a nightclub price) not unlike Newhart's. Shawn believes that night club comics should never perform their bistro act—their real stock in trade—on TV, and has turned down everything from standing offers from Perry Como and Ed Sullivan to pay-TV nibbles. He isn't averse to TV—but only in a straight dramatic role.

■

Formerly-illegal vhf booster operators have been given 2 months' grace by the FCC, which extended from Feb. 1 to April 1 the deadline by which they must file applications for translators complying with new Commission rules. The reason, FCC said, was "the present limited availability of type-accepted vhf translator equipment." It announced that only one had FCC approval: Type No. HRV, made by Electronics Missiles & Communications Inc. However, before the week was out, 2 more had been accepted: RX-17B by Mid-American Relay System, and T-1 by Benco TV Associates Ltd. No more applications are pending although several manufacturers, including Adler, have announced plans to make them.

**No Pay TV Now for Soo:** That proposed "Charge-A-Vision" wired pay-TV system for Sault Ste. Marie, Ont. (Vol. 16:41 p9) is definitely not in the cards—at least for the time being. A merger of 2 firms planning to wire up that Canadian city (one of them including the Charge-A-Vision principals) will result in a deluxe CATV system with programs from the 3 U.S. networks piped across international border, in addition to signals from local CJIC-TV.

The system, however, will have a total capacity of 9 channels—meaning 5 to spare—and the officials of the firm announced that it "will be capable of carrying local originations & movies as & when required." Added T. A. Cross, Pres. of Rediffusion Inc., in answer to our specific question: "The system is flexible so pay TV can be added later."

The new firm will be controlled by Rediffusion Inc., Canadian affiliate of big British-operated Rediffusion Ltd., which runs a 16,000-subscriber CATV system in Montreal. A large minority interest will be held by Superior Community TV Ltd., which also had been planning a Sault Ste. Marie CATV system and includes principals of the proposed Charge-A-Vision project.

Believed to be the first CATV system to pipe programs across the Canadian-U.S. border by cable, Rediffusion-Superior TV Ltd. (as the firm probably will be called) will pick up network programs from "a common carrier system already existing in Sault Ste. Marie, Mich.," just across the border—presumably the carrier which supplies signals to the CATV in the Michigan city (Soo Cable TV Inc.).

Cross said installation of 150 miles of cables in Sault Ste. Marie and the townships of Korah & Tarentorous will begin by March 15, with service due to start June 1. He estimated a potential of 5,000 subscribers. The firm's office will be at 169 East St., Sault Ste. Marie, Ont.

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**Jerrold has petitioned U.S. Supreme Court** to reverse last July's District Court anti-trust ruling which bars it from acquiring CATV systems without Court permission before April 2, 1962 and forbids it from tying in exclusive servicing or purchasing contracts with its sales of equipment (Vol. 16:31 p8). Jerrold argued in its appeal that it is a small company competing with giants and asked whether it can legally be barred from buying CATV systems, since these systems "consume, rather than re-sell" Jerrold's products.

**Jerrold sales of CATV equipment** will climb to a record of more than $3.3 million in the 1961 fiscal year ending Feb. 28, reports community-sales div. mgr. Lee Zemnick. Sales & installations are running at a rate 50% higher than a year ago. He says Jerrold-built systems installed this year have brought multi-channel TV to more than 250,000 viewers in 12 states.

**Systems Management Inc.**, Daniels Bldg., 2930 E. 3rd Ave., Denver, has been established by CATV broker Bill Daniels to aid newcomers in the management of CATV systems. Pres. of the new organization is Carl Williams, who is a partner with Daniels in the brokerage. The firm provides overall management, engineering, accounting, public relations, promotion, etc.

**Closed-circuit color-TV system** will be installed in the Air Force's Pentagon hq by Foto-Video Electronics Inc., Cedar Grove, N.J., supplementing a system now in operation in the Joint Chiefs of Staff war board room. The Air Force installation will include a studio & control room and 12 rooms outside the main area with color monitors.

**Fayetteville, Ark. CATV system** plus radio KHOG and a Muzak franchise, in which Sen. Fulbright (D-Ark.) & his family held an interest, have been sold to Southwestern Trans-Video Corp., headed by C. A. Sammons of Dallas—price not disclosed, negotiated by Daniels & Associates. The CATV system has 3,800 subscribers. Fred J. Stevenson, who continues as mgr., at the same time purchased the Rogers, Ark. system which has approximately 1,000 subscribers. Sammons now controls 14 systems serving 16 communities with a total of 40,000 connections, and said to be the largest holdings in the industry.

**Uhf translator grants:** Ch. 72, Mason Tex., to Fort Mason Translator System. Ch. 71, Fish Lake Valley, Nev., to Esmeralda County TV district. Ch. 80, The Dalles, Ore. & Goldendale, Wash., to Mid-Columbia Community TV Corp. Ch. 73, 75 & 83, Wellington & Dodson, Tex., to Greenbelt TV Translator System Inc. Ch. 70 & 74, Grand Marais, Minn., to Grand Marais Lions Club.

**On-channel uhf boosters** whose power is limited to one watt could be operated by uhf translator licensees under an amended rule proposed by FCC. The Commission invited rule-making comments by Feb. 17 on the change, which was requested by Blue Mt. TV Assn., North Powder, Ore., to permit filling in small shadow areas.

**Vhf repeater applications** by Carbon County, Utah, for authority to operate 3 stations serving Helper have been dismissed by FCC on grounds that they weren't constructed before its July 7, 1960 legalizing deadline. Carbon County was advised to file applications for translator CPs.

**Yuma station-CATV conflict** was washed out by FCC last week when it dismissed KIVA's protest, at the station's request, against microwave grants to Antennavision Service Co., which has bought the station.

**Add pay-TV protests:** Citizens' petitions against subscription TV continue to flow into the House (Vol. 17:2 p9). Among the latest is one from Norwich, Conn., introduced by Rep. Seely-Brown (R-Conn.).

**RCA translator equipment** (TRA-1A series) has been announced as available for delivery within 60 days of orders. Single conversion (cross band) translators are priced at $1,995, dual conversion (low or high band) units at $2,450.

**Translator starts:** K75AU & K78AU Maupin, Ore. began Dec. 18 repeating KGW-TV & KPTV Portland.

**Vhf translator grant:** Ch. 6, Tex., to KFDA-TV (Ch. 10) Amarillo.

## Foreign

**Uhf comes to Japan:** The first uhf outlet programming in Japan—and the first U.S. Armed Forces station in that country—is Ch. 73, now telecasting to troops at Misawa Air Base on Northern Honshu. Japan, however, will get its own uhf stations soon. The Postal Ministry reportedly has decided to set up 100 booster or translator stations this year to eliminate blackout areas. Uhf outlets will serve areas surrounding large cities, while boosters along the Inland Sea & Northern Kyushu will be vhf.

**New drama chair** has been established at England's University of Manchester by commercial programmer Granada TV, to provide specialized instruction in TV, theater, and films.

**Licensed TV sets in Sweden** now number more than one million, compared with only 15,000 at the start of telecasting in 1957. There were 600,000 a year ago.

## Stations

**NEW & UPCOMING STATIONS:** KIFI-TV (Ch. 8) Idaho Falls, Ida. received program test authorization Jan. 18 for start Jan. 23 as the area NBC-TV affiliate. It takes over from KTLE (Ch. 6) Pocatello, whose mgr. Gloria Dillard says the station will quit unless it gets a network affiliation. The new starter raises the U.S. operating total to 580 (91 uhf) outlets. In Canada CFCF-TV (Ch. 12) Montreal, Que. started programming Jan. 20 as an independent English-language outlet, raising the Canadian on-air total to 80 TV stations.

KIFI-TV has a 28-kw GE transmitter & a 100-ft. tower from Tower Construction Co. on Little Butte Mt. where CBS-ABC affiliate KID-TV (Ch. 3) Idaho Falls also has its transmitter. It has news & advertising offices in both Idaho Falls & Pocatello. Control of KIFI-TV & KIFI is held by the J. Robb Brady Trust. James M. Brady is pres., gen. mgr. and sales mgr.; Arthur S. Wiener, ex-KOLD-TV Tucson, operations mgr.; Blair G. Nelson, from radio KIFI, chief engineer. Base hour is $250. Rep is Meeker.

CFCF-TV is using an 18-kw Marconi transmitter & a temporary tower with a 3-bay Alford slotted ring antenna to put out 80-kw visual ERP. It will go to a full 325-kw picture next summer after a second 18-kw Marconi transmitter is delivered in May and the 330-ft. tower it will share with CBC's two Montreal outlets is completed. Owner is Canadian Marconi which has operated Montreal radio CFCF for 40 years. S. M. Finlayson is pres. of both Marconi & CFCF-TV; R. E. Misener, from CFCF, is gen. mgr.; Vin Dittmer, CFCF, business mgr.; R. J. Johnston, ex-CKLW-TV Windsor-Detroit sales mgr.; S. B. Hayward, ex-CKPT Peterborough, program mgr.; James Boyd, ex-CKSO-TV Sudbury, operations mgr.; P. A. Tweedie, CFCF, promotion mgr.; J. C. Douglas, CFCF, chief engineer. Base hour is $1000. Reps are Weed and All-Canada.

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In our continuing survey of upcoming stations, here are the latest reports received from principals:

**WBNB (Ch. 10) Charlotte Amalie, V.I.,** with delivery of its 200-ft. Utility tower delayed until Dec. 31, has changed target for programming with CBS-TV & NBC-TV to Feb. 15. The information comes from Robert Moss, pres. & gen. mgr. A Gates 500-watt transmitter is being installed in the studio-transmitter building on Mountain Top Estate, St. Thomas. Base hour will be $60. Rep will be Caribbean Networks.

**WIPM-TV (Ch. 3) Mayaguez, P.R.** has again changed target—now Feb. 15—for operation as a non-commercial outlet of the P.R. Dept. of Education, reports R. Delgado Marquez, gen. mgr. of the Dept.'s other station, WIPR-TV (Ch. 6, educational) San Juan. A 6-kw RCA transmitter is ready, but antenna won't be installed on the 202-ft. Ideco tower until the end of January.

**CJOH-TV (Ch. 13) Ottawa, Ont.** has advanced its programming target to March 1, reports W. O. Morrison for Pres. E. L. Bushnell. The transmitter house was scheduled for completion by Jan. 15 and an 18-kw Marconi transmitter is scheduled to arrive this month. Construction of a 600-ft. Microtower is scheduled for completion by Feb. 15, as is the work on the temporary studio building. Base hour will be $475. Reps will be Young and Stovin-Byles.

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**WUSN-TV Charleston, S.C.,** an NBC-TV affiliate for 6 years, has signed as an ABC-TV primary outlet.

**Canadian Set Census:** Canada's TV set penetration rose last fall to 3,793,400, or 85% of the country's 4,459,100 households, according to the latest sampling survey of the Bureau of Broadcast Measurement. This is an increase of about 300,000 TV homes in the year since BBM's fall 1959 survey (Vol. 16:4 p13), when penetration was 81%.

The full survey results, by counties & census districts, will be included in the forthcoming Spring-Summer TELEVISION FACTBOOK. Here are BBM's estimates of TV households in Canada (excluding Yukon & Northwest territories) as of Nov. 1960:

| Province | Population | Households | % TV | TV Households |
|---|---|---|---|---|
| Newfoundland | 463,000 | 89,100 | 58 | 51,300 |
| Prince Edward Island | 104,000 | 24,000 | 71 | 17,000 |
| Nova Scotia | 728,000 | 170,100 | 86 | 146,700 |
| New Brunswick | 605,000 | 132,000 | 81 | 107,000 |
| Quebec | 5,166,500 | 1,143,900 | 92 | 1,054,400 |
| Ontario | 6,173,400 | 1,593,100 | 90 | 1,432,700 |
| Manitoba | 905,000 | 232,000 | 78 | 180,200 |
| Saskatchewan | 914,000 | 249,900 | 72 | 179,100 |
| Alberta | 1,307,000 | 350,000 | 75 | 262,000 |
| British Columbia | 1,628,000 | 475,000 | 76 | 362,900 |
| TOTAL | 17,993,900 | 4,459,100 | 85 | 3,793,400 |

"Do-not-patronize" circulars constitute illegal secondary boycotts when they are aimed at broadcast sponsors who themselves aren't involved in labor disputes, according to NAB broadcast personnel & economics mgr. James H. Hulbert. He obtained NLRB permission to file a formal brief arguing NAB's position in a case involving IBEW Local 662 & radio WOGA Chattanooga. Hulbert said it's NAB's conviction that the 1959 Landrum-Griffin Act specifically banned all secondary boycotts against "service" organizations such as broadcasting. IBEW distribution of lists of WOGA sponsors, asking listeners not to do business with them, could give the union a "stranglehold" on the station, Hulbert maintained. He said the IBEW-WOGA case has raised "a vital issue" not only for the Chattanooga station but for all TV & radio stations.

**NAFI Corp.'s broadcast division** is negotiating for an additional TV station, we're informed by Alvin Flanagan, pres. of the div. Flanagan, who declined to identify the station at this time, spiked as completely "untrue" a published report that NAFI is "disenchanted" with its broadcast operations and is considering liquidation of those interests. "Those who have approached us for purchase [of our properties] have been so informed," he said. NAFI stations are KCOP Los Angeles; KPTV Portland, Ore., KTVT Fort Worth and radio KXYZ Houston.

**Report that Hearst Corp.** is negotiating for KFSD-TV San Diego was denied last week by that station's vp-gen. sales mgr. Jay Grill. He told us the station had been taken off the market, and there are no negotiations for it now. He added that the news that *Newsweek*, which owns 45.2% of the stock, wanted to get out of TV started a "parade of potential buyers." United Artists TV was the last to negotiate but decided not to buy. "All these brokers made things very upsetting, so we took it off the market," explained Grill.

**Record spending for promotion** by TV-radio stations in 1961 was forecast last week by Bestrs. Promotion Assn. Pres. John F. Hurlbut. His survey of BPA membership found that 63% of the more than 350 stations have increased their promotion budgets—by an average 18.3%. Radio's average increase was 1.3 percentage points higher than TV's. Audience promotion & image building were listed as the prime reasons for the increased spending, getting mentions on 62% in the survey. Runners-up: more sales promotion (18%) and trade-paper advertising (15%).

## Programming

**More Headaches for 'Untouchables':** On the heels of the hassle stirred up by U.S. Bureau of Prisons Dir. James V. Bennett (Vol. 17:3 p14), a new problem faced ABC-TV and *The Untouchables* last week: An organized boycott by Italian-American viewers of products made by the show's sponsors (Liggett & Myer Tobacco, Beech-Nut Life Savers Inc., Armour & Co., American Home Products).

Announcement of the boycott plan (always a potent weapon in TV pressure plays) came last week from N.Y. Congressman Alfred E. Santangelo, who's also state pres. in N.Y. of the Federation of the Italian-American Democratic Organizations. Santangelo (whose nephew, Michael R. Santangelo, is the steam-heated publicity dir. of Westinghouse Bcstg. Co.) also announced another anti-*Untouchables* move. On March 9—"Amerigo Vespucci Day"—the ABC hq at 7 West 66th St., N.Y. will be picketed by FIADO to protest "dramatizations which continually depict Italians as gangsters, racketeers & violators of the law."

The picketing & the boycott would be called off, Congressman Santangelo stated, "only if Mr. Goldenson meets personally with a committee of U.S. Congressmen serving on the board of governors of the Federation" to halt what the Federation believes is "stereotyping." The committee consists of representatives Joseph P. Addabbo (Queens, N.Y.), Victor L. Anfuso (Brooklyn) and Santangelo.

In Washington, Rep. Santangelo told us that all House members of Italian descent are with him all the way, but that he hasn't approached Senators about it. "We haven't gone to the FCC yet," he said, "because we want to see what Goldenson does first." He said that our roundup of next-season pilots (Vol. 17:3 p3) had been called to his attention and that he's "very disturbed" by the apparent increase in "crime shows like *The Untouchables*."

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**TV violence "is hurting"** the nation's young viewers, writes columnist-TV host Ed Sullivan in February *Good Housekeeping*. "I wouldn't allow any youngster under 14 to watch any TV Western at any time. Youngsters, imaginative and impressionable, don't find it so easy to distinguish between real life and make-believe. An 8-year-old may see a lynching and have nightmares for a week. I get a bang out of roaring back to the terrible twenties, but I hate to think of any youngster sopping up the weekly doses of whippings, chokings and wholesale slaughter that *The Untouchables* dishes out," Sullivan writes. But he is "dead set against censorship, either by govt. or by organized pressure groups," wants "more control by parents."

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**Filmed misrepresentations** of "our nation or its people" which might damage U.S. prestige abroad are deplored in a House resolution (H. J. Res. 115) introduced by Rep. Smith (R-Cal.). It calls on the movie industry "to take appropriate action to make certain" that false pictures of American life aren't distributed.

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**CBS-TV's "Harvest of Shame,"** documentary on migrant farm workers narrated by Edward R. Murrow, has come under attack in Congress. Rep. Weis (R-N.Y.) said she didn't see the show herself but that she'd been told it "did not represent a balanced picture of the true situation." She used the *Congressional Record* to reprint a statement by Wayne County (N.Y.) Farm Bureau Pres. Donald Holdridge, who complained that the program "depicted the worst possible conditions."

## Index of U.S. Home TV Usage

There's been a steady gain in TV viewing, both day & night, during the 1960-61 season as compared with the previous season. October 1960 audience was larger than that of the previous October (see chart below, prepared for us by A. C. Nielsen Co.). The same is true of November viewing, thanks in part to heavy TV viewing sparked by the Presidential election early in the month.

| | Average Audience Per Average Minute | | | | Daily Avg. Hrs. per home per day |
|---|---|---|---|---|---|
| | Day (10 a.m.-5 p.m.) | | Night (7-11 p.m.) | | |
| | % | Number | % | Numebr | |
| Oct. 1959 ..... | 19.2 | (8,544,000) | 57.8 | (25,721,000) | 5 hrs. 3 mins. |
| Oct. 1960 ..... | 21.0 | (9,492,000) | 56.3 | (25,447,600) | 5 hrs. 13 mins. |
| Nov. 1959 ..... | 19.4 | (8,633,000) | 59.8 | (26,611,000) | 5 hrs. 25 mins. |
| Nov. 1960 ..... | 21.7 | (9,808,400) | 60.5 | (27,346,000) | 5 hrs. 47 mins. |

**Streamlined for TV, Inauguration** was carried by all 3 networks Jan. 20, from 11 a.m. to about 4 p.m. The parade itself, which traditionally runs well over 4 hours, was "cut" to less than 3 to permit extensive TV coverage. No Inauguration sponsorship was in effect on any of the networks Jan. 20. However, there was a lot of "marginal" sponsor activity on CBS & NBC when Sen. John F. Kennedy took the Presidential oath. On CBS-TV, the motorcade to the Inauguration and the parade away from it were sponsored by Savings & Loan Foundation. Later that night on CBS-TV, Firestone sponsored *Eyewitness to History* show (10:30-11 p.m.), containing a taped re-play of the Inauguration and a live cut-away to the Inaugural Ball. Still later, Hanes Hosiery Mills sponsored an 11:15 p.m. to midnight pickup from the ball with Walter Cronkite & Nancy Hanschman as commentators. On NBC-TV, the Jan. 20 *Dave Garroway-Today* show (participation sponsors) originated in Washington and was devoted in its entirety to the Inauguration ceremonies. Purex sponsored NBC's coverage of the motorcade & parade, and an Inaugural Ball remote hosted by Arthur Van Horn & Phyllis Batelle.

**Fire at the Inaugural** was stymied by WSB-TV Atlanta exec. dir. J. Leonard Reinsch. Spotting smoke curling up from beneath the lectern during the invocation by Richard Cardinal Cushing, Reinsch went into action, drawing this on-camera comment from CBS-TV's Walter Cronkite: "Len Reinsch has dumped a cup of coffee down there, and I think the trouble is all over." The trouble: a faulty electric heater.

**CBS will stretch** *Gunsmoke* to 60-min. this fall, scheduling it for 10-11 p.m. Sat. The expansion will "give the series added scope in terms of greater character & plot development," says CBS-TV program vp Oscar Katz. (Although a failure when tried with *The Lineup* in the 1959-60 season, the trick of taking an air-tested 30-min. format and elongating it to an hour has worked nicely this season for Screen Gems' *Naked City* series on ABC-TV.) Also in line to double to 60-min. is CBS's 1959-60 *Tightrope* series. The Clarence Greene-Russell Rouse production team has a version for the 1961-62 season. The backlog of 30-min. *Gunsmoke* episodes, meanwhile, has become part of another CBS plan. Instead of launching it on the syndication market as a rerun package, CBS intends to sell backlogged episodes as station reruns—but using network lines to carry them. Under a title yet to be selected, the 30-min. reruns will be fed to affiliates, starting this fall, at Tue. 7:30-8 p.m. in station-option time. Stations will pay syndication-type program fees to the network for the series, and will then sell spot announcements in the show.

## Film & Tape

**'Red' Move on Movies & TV:** The motion picture industry & related TV film producers are making "a complete mockery" of the so-called "Waldorf Declaration of 1947" against employment of Communists & suspected Communists, according to House Un-American Activities Committee Chmn. Walter (D-Pa.).

Re-employment of once-blacklisted writers, producers and others is a "dismal & discouraging aspect of current developments in the film & TV industries," Walter told the House. "Now the Communists are openly moving back" into Hollywood jobs from which 300-400 "since-identified Communist Party members" were once ousted, said Walter.

Citing FBI dir. J. Edgar Hoover as the authority for his indictment, Walter also said: (1) "Adultery, abnormality and adulation of criminals are the theme of a substantial number of today's film offerings." (2) "There are some unscrupulous leaders in the film & TV industries who value money above morals and whose lust for bigger & bigger profits leads them to turn out so-called entertainment of this type."

But Walter also found at least one "recent incident in the entertainment industry that is encouraging, heartwarming and inspiring." He had praise for the performance of Barbara Stanwyck in "Dragon by the Tail," scheduled for *The Barbara Stanwyck Show* on NBC-TV Jan. 30.

At one point in this "drama which highlights the threat Communism poses to the United States," Miss Stanwyck "was so carried away she forgot her lines," Walter said, and "there were tears in her eyes when it ended." He reported she had ad-libbed a line to a Chinese Communist agent in the show: "Now you & your pals in Peiping, you keep your cottonpicking Red hands off my country."

Urging his colleagues to watch the NBC-TV show, Walter said that "this, too, is Hollywood—the Hollywood of the real America."

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KTTV Los Angeles showed the Stanwyck scene on a news show. Our attempts to determine whether Miss Stanwyck had actually ad libbed, drew no pertinent answers from her network, her press agent, her agent or her home.

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CBS-TV program vp Oscar Katz, in Hollywood last week for discussions on programming for next season, had an explanation for why the mid-season casualty list in TV film hasn't been as large as was expected. Said he: "There are a number of shows with moderate ratings which are sufficient to warrant a 26-week renewal for the remainder of the season, but not good enough for next season." TV has gotten more competitive than ever, he pointed out, acknowledging that Thursday has been CBS-TV's weak night this season. Of the 7 new shows in the last Nielsen top 40, 5 are CBS-TV, Katz said—*Candid Camera, The Andy Griffith Show, Route 66, Pete & Gladys* and *Checkmate*. He couldn't see, on the basis of what's happened this season, any forseeable trends for next.

BBDO clients have canceled 2 film series & renewed one for next season. Du Pont Textile Fibers division, cutting back on its budget, axed *The Du Pont Show with June Allyson*, produced by Four Star Television, and Westclox has axed *The Tab Hunter Show*, produced by Shunto Productions. At the same time, Rexall Drug, an alternate sponsor of *National Velvet*, produced by MGM-TV, has renewed that series for next season. General Mills, the other alternate, hasn't reached a decision.

**Intercontinental's 3 Packages:** Walter Reade, Jr. announced last week the formation of Intercontinental Television Inc., a TV production-packaging-distributing company owned by Continental Distributing Inc. and affiliated with the Walter Reade Group. Continental Distributing Pres. Irving Wormser (also pres. of the new company) said his firm hoped to attract "a tremendous home audience through selective programming," starting with 3 TV packages: *International Playhouse, Continental Feature Films* and *Golden Time.*

*International Playhouse* is a 13-film series of 90-min. features produced by John Woolf for British commercial TV. It is aimed at the "lost" TV audience—"those people who have refused to recognize TV because of what they consider to be excessive commercialism," according to Wormser. Laurence Harvey, Hildegarde Neff and Louis Jourdan are among personalities featured in the films.

*Continental Feature Films* is a package of features from Continental Distributing's post-1954 library, including a pre-war film classic, "Grand Illusion."

*Golden Time* is a 39-episode, 30-min. animated show adapted from the Simon & Schuster children's series of Golden Books and records in a co-production deal with Fremantle International. The original S&S writers, artists and musicians will contribute to the series, which will be sold internationally by Fremantle. All 3 packages will be offered first to networks and, barring acceptance, will be syndicated by Intercontinental.

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Wolper-Sterling Productions has sold its tentatively-titled film special, "The Legend of Valentino," to Peter Pan Foundations which plans to place it in 27 major markets for early-May airing. The 60-min. biography of the silent-screen star is constructed around old clips & private film collections. It will include many Valentino shots "never seen before," according to Sterling TV Pres. Saul J. Turell. Sterling announced 2 other major contracts recently: An additional cycle of *Silents Please* for ABC-TV, and a distribution deal on Theodore Granik's current events series, *Youth Wants to Know.* Sterling expects to gross over $2 million on the 3 deals in the next 3 years.

IATSE negotiations with Alliance of Television Film Producers and Assn. of Motion Picture Producers are progressing "satisfactorily," insiders report (Vol. 17:3 p8). IATSE's contract with the TV-film & movie studios expires Jan. 31. IATSE International Pres. Richard M. Walsh is participating for the unions; Richard Jencks, Alliance pres. represents his group, and AMP vp Charles Boren is negotiator for the majors.

Official Films has acquired exclusive world TV rights to Paramount Pictures' newsreel library. The 7½ year agreement is a "first," according to Official Films Pres. Seymour Reed who plans to use the film—10 million feet covering events from 1928 to 1958—for 30- & 60-min. documentaries & TV specials.

Screen Actors Guild members have voted by 99.3% to approve the TV-commercials contract recently negotiated with the networks, advertising agencies and producers (Vol. 16:51 p3). The contract had been negotiated jointly by SAG and AFTRA.

"Tarzan" tackled the N.Y. rating race—and won Jan. 9 when WCBS-TV N.Y. aired the first of its Banner Films 26-feature "Tarzan" library. The picture drew an 18.9 Arbitron in the early show, highest in the showcase's history.

## NEW YORK ROUNDUP

Music on the air has done much to stimulate the public's interest in everything from concert-going to record-collecting, points out Broadcast Music Inc. (the broadcast-industry-created firm which licenses the music of many U.S. composers & publishers) in a brochure recently published to celebrate BMI's 20th anniversary. There were, said BMI, 250 symphony orchestras, large & small, in the U.S. in 1939 and 15 million people played musical instruments. In 1960, the orchestra figure had jumped to 1,200 and 31 million Americans were making their own music. Last year, 1,262 of the country's AM & FM stations programmed an average total of 13,300 total hours of concert music each week, or 10.5 hours per station per week.

Screen Gems' Fred Flintstone, cartoon star on the Hanna-Barbera animated show on ABC-TV, begins a personal appearance tour next month. A life-size animated statue of Fred, electronically rigged to speak in the voice (actor Alan Reed's) of the TV character, has been made available to the ABC-TV affiliates. Over 35 stations have signed for the promotion stunt. "Live" appearances by Huckleberry Hound and other Hanna-Barbera characters are also being promoted by SG (Vol. 17:2 p12).

Ziv-UA 1960 sales were up 26% over 1959, a substantial rise considering the generally poor syndication season. Sponsor deals—both national & regional—led station buys, and sales were made to all 3 networks, the film company announced. Ziv-UA programs were seen in 92% of the 321 U.S. markets and on 89.1% of the 531 commercial stations. In nearly 40 top markets including N.Y. & Chicago, Ziv-UA had shows on every station.

Screen Gems' Yogi Bear has a busy season ahead. A new 30-min. TV series based on the Hanna-Barbera character debuts on 130 stations at the end of this month. On Feb. 5 Yogi Bear goes into 80 McNaught Syndicate Sunday newspapers. Some of the papers which will carry the TV-born color comic strip are the *N.Y. Herald-Tribune*, *Chicago Tribune*, *Washington Star* and the *Los Angeles Times*.

Add syndication sales: UAA's *Popeye* cartoon series, has been bought by WIIC Pittsburgh for the 5th consecutive year . . . 7 Arts has sold its 40-feature post-1950 Warner Bros. package to 3 more stations, upping total markets to 34. New sales: WTOP-TV Washington, D.C., WJXT Jacksonville, KARK-TV Little Rock.

Movietone News-UPI's first production venture into the N.Y. TV documentary field is "De Gaulle and the 6-Year War." The filmed program spans the rise & fall of 4 French republics and includes films of the recent referendum on Algerian self-determination. It will be telecast on WPIX N.Y. Jan. 24 (10-10:30 p.m.).

BBC-TV visitors Frank Muir & Denis Norden are here to "study American TV." The British comedy-writing-performing team, known for their 12-year-run BBC Radio series *Take It from Here*, will be in the U.S. until the end of the month to confer with U.S. writers & producers.

**People:** Norman Katz has resigned as UAA dir. of foreign operations to become Television Industries foreign operations vp . . . Abert S. Goustin, formerly Ziv-UA Eastern div. sales mgr., has been named gen. mgr. of the company's new special plans div.

## HOLLYWOOD ROUNDUP

WNTA-TV N.Y. will show a film presentation to ad agencies & potential clients this week in Los Angeles (Jan. 23) & San Francisco (Jan. 24). Attending the West Coast meetings will be the station's Henry S. White, vp-gen.-mgr.; spot sales vp Donald J. Quinn; Mike Wallace, narrator of the film, and David Susskind. Next month the film will be shown to agencies in N.Y. & other cities.

Desilu Productions' *Harrigan & Son*, which stars Pat O'Brien and is on ABC-TV, has been renewed by Reynolds Metals for 24 more segments this season. . . . Desilu's *Guestward Ho!* (Joanne Dru, J. Carrol Naish, Mark Miller and Flip Mark) has also been renewed for the rest of the season—by Ralston-Purina & Seven-Up.

Four Star Television's pilot, *The Freshman*, starring Gertrude Berg & Sir Cedric Hardwicke, has been sold to General Foods for next season—39 first-run segments; no network yet selected. It's the second Four Star sale for next season. First: NBC-TV's 60-min. Dick Powell-hosted anthology series.

CMW Productions producer Charles Marquis Warren has finished this season's production of *Rawhide* for CBS-TV, and is filming 26 segments of *The Gunslinger*, 60-min. series starting on CBS-TV in February. Tony Young and Midge Ware star in the new show. Warren will resume production on *Rawhide* for next season April 30.

Gomalco Productions' comedy-anthology series (Vol. 17:3 p11) is based on Ogden Nash works, will be hosted by a comedian. Gomalco, owned by George Gobel & David O'Malley, is also planning a musical version of *Rip Van Winkle*, a 90-min. film special starring Gobel.

MGM-TV has shelved plans for co-production of 2 pilots, *Cafe Bravo* and *Two for the Money*, with Arena Productions (owned by Norman Felton). MGM-TV has also dropped *Zero One*, which it had planned as a co-production with BBC-TV.

Television Film Assn. has re-elected John P. Ballinger of Screen Gems as pres.; Jack M. Goetz of Consolidated Film Industries, vp, and Nicholas C. Muskey of Bekins Film Service Center, secy.-treas.

Hugh O'Brian Productions, owned by the cowboy star, is packaging a situation comedy and an anthology series, *Fright*, in association with ABC-TV.

Bill Burrud Productions and the Jerry Ross organization are packaging & producing *U.S.A.*, a half-hour series to be filmed in color.

Curtleigh Productions, independent company owned by Tony Curtis, will produce TV film series as well as movies.

Format Films will pilot an animated TV film series, *Keemar, the Invisible Boy*.

**People:** Harold Goldman, former NTA vp and more recently with Famous Artists agency, has left Famous to develop TV & movie properties for his Television Enterprises Corp. . . . John Erman is named casting director at 20th Century-Fox TV . . . Walter Pidgeon has been appointed to Screen Actors Guild board . . . Earl Booth is named story editor on MGM-TV's *The Asphalt Jungle* . . . Warner Bros. has signed John Monks Jr. to write *The Force*, a 90-min. movie which will serve as the pilot for a series about the Royal Canadian Mounted Police.

## The FCC

**Agencies Get Modest Budget Hikes:** FCC's 1962 fiscal budget, as proposed by the Eisenhower Administration, but subject to revision by the Kennedy Administration, provides for an over-all appropriations increase to $12,525,000 from $11,789,000 in funds obligated for fiscal 1961. No sharp step-ups in any FCC programs were outlined in the figuring by the out-going Administration for the year ending June 30, 1962.

Among the items: $2,935,000 vs. $2,616,000 for broadcast activities; $1 million (same as in the current year) for the special N.Y. uhf project; $10,439,000 vs. $9,936,000 for salaries of an average of 1,366 employes instead of the present 1,297. In submitting the budget to Congress, President Eisenhower also recommended legislation to "strengthen the position" of the FCC chmn. by assigning executive & administrative duties specifically to him.

Relatively modest increases for FTC also were proposed in the Eisenhower budget. It would get a total appropriation of $9,640,000 vs. $8,010,000 for the current fiscal year and its payroll would be raised from an average of 850 employes to 1,020. "In 1962, field investigation & trial of deceptive practice cases will be expedited," the budget said.

Recommended for USIA was a 1962 budget of $110,600,000 vs. $103,485,000. Its budget included $18,814,000 (up from $18,052,000) for radio (Voice of America) service, $1,871,000 (up from $1,370,000) for TV service.

———■———

Prospective new FCC Chmn. Newton N. Minow spent a busy 2 days in Washington Jan. 18-19 before the Inaugural. The first day, he lunched with Senate Commerce Committee Chmn. Magnuson (D-Wash.), and conferred with Sen. Pastore (D-R.I.), Commerce Communications Subcommittee chmn. He spent the entire next day at FCC, discussing activities with bureau chiefs & Chmn. Ford, lunching with the other Commissioners (Hyde & King absent). Commission sources say they're very favorably impressed with Minow, note that he & Ford "seem to hit it off very well." Said one observer: "He's modest, unassuming, makes no bones of the fact that the field is new to him. His questions were intelligent & he listened well. He's certainly personable—has a sense of humor." Magnuson has set no date for his confirmation hearing but it's expected in early February, and he'll probably report for full-time duty in Washington about March 1.

Spectrum allocation study by a 5-man federal commission has again been proposed by Sen. Hartke (D-Ind.). In a resolution (S. J. Res. 32) he revived his plan—first advanced last year (Vol. 16:27 p6)—for a "study & report on the organization of the FCC and the manner in which the radio spectrum is allocated in the agencies & instrumentalities of the federal govt." Commission members would be appointed by the White House, Senate, House and FCC. Asking for action on his resolution, Hartke said: "There is no over-all telecommunications policy. This is deplorable." In the House, Rep. Harris (D-Ark.) has reintroduced a bill (HR-1162) to establish a Presidentially-appointed 3-member Frequency Allocation Board with authority to set policy for FCC and make allocations on its own initiative (Vol. 17:2 p3).

New TV CPs granted by FCC: Alpine, Tex. Ch. 12, to Big Bend Bcstrs. (Electron Corp., P.O. Box 5570, Dallas). Flagstaff, Ariz. Ch. 9, to Coconino Telecasters Inc., 15 Broad St., N.Y.

Ex-FCC Chmn. John C. Doerfer, now practicing law in Washington, has been designated secy.-treas. & dir. of Nemir Industries Inc., Bethesda, Md. plastics-processing company in which the Storer Bcstg. Co. has interests. An exhibit (No. 13-m) attached to a Storer stock-offering statement filed with SEC (Vol. 17:1 p20) disclosed that Nemir agreed to make Doerfer an officer as one condition of a contract, dated Sept. 20, 1960, under which Storer loaned Nemir $190,000. The agreement also gave Storer an option to buy 50% of the Bethesda company's stock for $400,000. Storer dirs. George B. Storer Jr. & Stanley F. Willis were placed on the Nemir board along with Doerfer, whose salary as secy.-treas. wasn't reported in the SEC statement. The contract specified that not more than $25,000 per year would be paid to Pres. Clarence T. Nemir of the plastics firm, whose subsidiaries include American Fibre Co. and American Bowl 'N' Cup. Other diversified Storer interests include the *Miami Beach Sun* and Standard Tube Co. Doerfer resigned from FCC last March after acknowledging at a House Commerce Legislative Oversight Subcommittee hearing that he had accepted plane-&-yacht hospitality from Storer Pres. George B. Storer (Vol. 16:11 p3).

Another short-term renewal of a broadcasting license has been ordered by FCC. Radio WSTS Massena, N.Y. was given an extension only to April 1, 1962. It was called on meanwhile "to rectify certain past technical violations involving transmitter operation & equipment readings & measurements by unlicensed personnel, and failure to maintain operating logs as required by the rules." The first such short-term renewals were handed out to Richard Eaton for his WMUR-TV Manchester, N.H. & 4 radios (Vol. 17:2 p13). In the Massena case, FCC also ordered a 2-month suspension of the first-class operator license of WSTS staffer Jack F. Kessler.

Ed Craney's sale of his KXLF-TV & KXLF Butte, Montana and KXLJ-TV & KXLJ Helena to Joseph S. Sample, operator of KOOK-TV Billings (Vol. 16:42 p11), has been approved by FCC. The price was $1,575,000, and Craney agreed not to compete in TV or radio for 7 years within a radius of 35 miles of Butte or Helena. At the same time, FCC approved the subsequent sale of the Helena stations by Sample for $400,000 to Helena T. V. Inc., local CATV operator with which Craney had feuded.

Allocations actions by FCC: Finalized: (1) Adding educational Ch. 36 to Milwaukee, substituting Ch. 52 for Ch. 51 in Beaver Dam. (2) Adding Ch. 19 to Bay City, Mich., substituting Ch. 25 for Ch. 19 in Midland and Ch. 21 for Ch. 25 in East Tawas. Denied: Petition by WCTV (Ch. 6) Tallahassee-Thomasville (Ga.) to reallocate Ch. 6 to Tallahassee, Commission holding there was "no compelling public interest" reason for the change.

## Educational Television

Federal aid to ETV got another boost in Congress with introduction by Rep. McIntyre (R-Me.) of a bill (HR-2910) providing $1-million govt. grants to each state & D.C. for station equipment purchases. The McIntyre measure is identical with one (HR-965) sponsored by Chmn. Harris of the House Commerce Committee (Vol. 17:2 p3).

ETV equipment manual, prepared by an EIA task force headed by Motorola's Philip A. Jacobson, has been published at $4.95 by McGraw-Hill Book Co., 330 W. 42nd St., N.Y. The illustrated book covers technical applications of such facilities as translators, video tape, closed-circuit library-reference systems.

## Congress

Congressional investigation of press & TV handling of Richard M. Nixon's campaign for President has been demanded by the *Davenport Daily Times* in an editorial endorsed by Rep. Schwengel (R-Ia.). Complaints by Nixon that some coverage of his campaign was unfair "have more substance than the pucker of sour grapes," Schwengel told the House. Inserted in the *Congressional Record* by Schwengel, the newspaper's editorial called for an official probe of such incidents as "the ruined TV presentation" of President Eisenhower & Vice President Nixon in end-of-the-campaign appearances on Ia. & Ill. stations. "While failure of a mechanical device was blamed, the fact remains programs preceding & following the campaign broadcast were not affected," the *Daily Times* said darkly.

Senate "watchdog" hearings on TV & radio compliance with the Communications Act's equal-time Sec. 315 in the 1960 election campaign (Vol. 17:2 p4) may be scheduled this week by the Commerce Freedom of Communications Subcommittee. Chmn. Yarborough (D-Tex.) had hoped to set dates & witnesses for equal-time hearings last week, following the full Committee's confirmation hearing for new Commerce Secy. Luther H. Hodges, but was unable to get his 3-man unit together for a planning session. Meanwhile, Sen. Pastore (D-R.I.) announced that his Commerce Communications Subcommittee will conduct hearings Jan. 31 to learn from FCC, networks & NAB how the suspension of Sec. 315 for Presidential candidates worked during the campaign.

Kudos to NBC-TV have been awarded by Senate Majority Leader Mansfield (D-Mont.) for the network's *White Paper* documentaries on "The U-2 Affair" and anti-segregation sit-in demonstrations in the South. He told the Senate NBC-TV "is to be highly commended for its successful efforts to originate & present programs of such unique national importance." Sen. Proxmire (D-Wis.) also singled out "The U-2 Affair" for praise. Inserting the script of the program in the *Congressional Record* as another example of good TV (Vol. 17:3 p15), Proxmire said it showed how the medium "can change history."

Rep. John Bell Williams (D-Miss.), ranking majority member of the House Commerce Committee who had been slated for a purge because he bolted his party in the Presidential election (Vol. 16:47 p6), apparently is set for another Congressional session. The seniority of Bell & other Miss. Democrats who opposed John F. Kennedy's election seemed assured when the Democratic Committee on Committees abandoned a plan to remove Rep. Colmer from the powerful rules committee.

Smaller-market stations would be exempted from overtime pay provisions of the Fair Labor Standards Act under terms of a bill (HR-2746) reintroduced by Rep. Abernethy (D-Miss.). Similar exemptions for broadcasters were contained in wage-hour law amendments which died in a Senate-House conference in last Congress (Vol. 16:36 p5).

Hardy perennial of Congressional proposals—legislation to extend radio daytimers' operating hours to 6 a.m.-6 p.m. from sunrise-to-sunset—has appeared again. Rep. Abernethy (D-Miss.), author of a daytimer bill last year (Vol. 16:3 p6), was first in line with another one (HR-2745).

"National AGVA Week" would be observed officially June 4-10 under terms of a resolution (H.J. Res. 149) sponsored by House Judiciary Chmn. Celler (D-N.Y.).

## Networks

CBS has closed its Production Sales unit in N.Y. Its functions—custom production of video-taped commercials & programs—will be absorbed within the network. Reasons: (1) The tape-producing corporate offspring was operating semi-autonomously, building up a large gross income but making little or no profit because of extended overhead & administrative personnel (some of whom will now be pink-slipped). (2) CBS is closing down 3 more of its N.Y. live TV studios, thereby relieving the pressure to keep studios occupied. NBC is continuing the semi-autonomous identity of its NBC Telesales unit (tape commercials, pilots, etc.) under Dir. Jerry Madden.

Another foreign network sale was scored by ABC-TV last week. Parker Pen Co. (through local market agencies) and Vick Chemical (through Morse International) signed a 26-week contract to start in March with the Central American TV Network, which ABC represents and in which it has an interest. Similar deals were recently made by Nestle (Vol. 16:45 p9) and Goodyear (Vol. 16:50 p4). Parker & Vick will co-sponsor a Spanish-dubbed, weekly half-hour series, the *Ida Lupino Show* (actually, retitled episodes of *Four Star Playhouse*). ABC also announced that its 4-market foreign affiliate in Venezuela—CVT—"Telecumbre" (Vol. 16:33 p9) will begin operations Feb. 1.

Directors Guild of America has granted an extension of its contract with the TV & radio networks, which expired Dec. 31. The networks asked for the extension because they have been so involved in negotiations with SAG and AFTRA. Negotiations begin in N.Y. March 15, and April 10 is the deadline under the extension.

NBC and Japan's Fuji Telecasting Co. have signed a contract for cooperation in TV broadcasting technology. The pact, first of its kind in the telecasting field, has been authorized by the Japan Foreign Investment Council.

"Slight loss" for ABC Radio continues, although 1960 gains have "cut that loss impressively and present a very favorable picture for the current year." ABC radio vp Robert Pauley so summarized 1960 activities last week.

### NETWORK SALES ACTIVITY

ABC-TV

Championship bridge, Sun. 4-4:30 p.m., part. eff. Feb.
*Amana* (Maury, Lee & Marshall)

Hawaiian Eye, Wed. 9-10 p.m.,, part. eff. April.
*American Chicle* (Ted Bates)

Stagecoach West, Tue. 9-10 p.m., part. eff. April.
*Simoniz* (Dancer-Fitzgerald-Sample)

The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. Jan.
*Peter Paul* (Dancer-Fitzgerald-Sample)

Daytime programming, renewed part. eff. this month.
*Minute Maid* (Dancer-Fitzgerald-Sample)
*Lever Brothers* (Foote, Cone & Belding)
*Chesebrough-Ponds* (Compton)

NBC-TV

The Shirley Temple Show, Sun. 7-8 p.m.; Michael Shayne, Fri. 10-11 p.m., part. eff. April.
*Fedders* (Hicks & Greist)

Americans, Mon. 7:30-8:30 p.m.; Laramie, Tue. 7:30-8:30 Michael Shayne, Fri. 10-11 p.m.; Outlaws, Thu. 7:30-8:30 p.m., part. eff. Jan.
*Gillette* (Maxon)

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
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Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** William C. MacPhail appointed vp, CBS-TV Sports, a new dept.; James M. Dolan named to similar post, CBS Radio . . . Richard McCutcheon, ex-CBS-TV public affairs producer, named to head new *Time & Life* N.Y. bcst. news bureau. Wallace J. Jorgenson named managing dir., WBTV Charlotte, N.C., succeeding Kenneth I. Tredwill Jr., resigned.

Orville J. Sapher appointed engineering dir., WOR div. of RKO General . . . Howard D. Duncan Jr. promoted from gen. sales mgr. to gen. mgr., WEHT Evansville, Ind., succeeding Edwin G. Richter, formerly named mgr., KGUN-TV Tucson, Ariz. James H. Manion promoted to gen. sales mgr., WEHT . . . Mike Schaffer, ad & promotion dir., WFIL-TV & WFIL Philadelphia, named publicity dir., BPA. . . . Sylvia Kessler, ex-private law practice, rejoins FCC in Office of Opinions & Review . . . Evelyn Eppley, ex-legal asst. to FCC Comr. King, shifts to Rules & Standards Div.

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Richard Eaton was honored by the Washington Ad Club Jan. 10, receiving its "achievement award," for his "contributions to broadcasting" (Vol. 17:2 p13) at a luncheon featuring speeches by Sen. Jackson (D-Wash.) and Randolph (D-W.Va.). Jackson lauded Eaton for operating his stations "to meet the daily needs of his communities," stating that they had achieved several "firsts"—in 24-hour operations, educational programs, and hiring of a Negro disc jockey. Randolph called attention to Eaton's non-broadcast activities, including the adoption of 5 refugee children and establishment of a fellowship which brings a French physician to the U.S. annually for a year's study. Head-table guests included Sen. Williams (D-N.J.) and FCC members Bartley & Lee. Eaton owns WMUR-TV Manchester, N.H. and radios WJMO Cleveland, WANT Richmond, WOOK Washington, WINX Rockville, Md., WSID Baltimore, WBNX N.Y., WFAB Miami.

Meetings next week: American Institute of Electrical Engineers winter general meeting (Jan. 29-Feb. 3), Statler-Hilton, N.Y. • Advertising Federation of America annual mid-winter conference (31-Feb. 1) and Congressional reception (1). James M. Landis, asst. on regulatory agencies to President John Kennedy, will speak. Statler-Hilton, Washington • Military Electronics winter convention (Feb. 1-3), sponsored by National Professional Group on Military Electronics and IRE Los Angeles section, Biltmore, L.A.

Meetings this week: Okla. Bcstrs. Assn. (Jan. 23-24). FCC Comr. John S. Cross will speak. Biltmore Hotel, Oklahoma City • Academy of TV Arts & Sciences (24). Subject: foreign films. Beverly Hilton, Beverly Hills • RTES timebuying & selling seminar (24). Harry Renfro, head of TV-radio at D'Arcy Advertising, will speak on use of spot announcements, local programs or syndication. Hotel Lexington, N.Y. • Ga. Radio & TV Institute (24-26), sponsored by Ga. Assn. of Bcstrs. and Henry W. Grady School of Journalism, U. of Ga. Speakers include: Maurice B. Mitchell, Encyclopedia Britannica Films pres.; Arthur Hull Hayes, CBS Radio pres.; Harold R. Krelstein, Plough Bcstg. Co. pres.; Robert F. Hurleigh, MBS pres.; Norman E. (Pete) Cash, pres., TvB. U. of Ga., Athens • S.C. Bcstrs. Assn. annual winter convention (24-26). Charles H. Tower, NAB vp, will speak. Hotel Columbia, Columbia.

TV-radio welfare foundation to aid needy industry veterans has been established by the N.Y. chapter of Broadcast Pioneers. Eligible for health & financial aid are persons engaged in radio for 20 years or more or in TV for over 10. The organization also announced an annual mike award to be presented to outstanding stations. The first will go to Crosley Bcstg. Corp.'s pioneering radio outlet, WLW Cincinnati.

New FAA administrator is Najeeb E. Halaby, secy.-treas. of the Aerospace Corp., Los Angeles, who replaces Elwood P. Quesada. His private research firm has been the main technical advisor for Air Force ballistic missiles & space programs. Halaby was 1948-54 deputy asst. defense secy. for international security.

## Technology

**PORTABLE TV PROJECTOR:** A simple, low-cost TV projector, weighing only 67 lb., has been put into production by Dalto Electronics Corp., Norwood, N.J., manufacturer of aircraft flight simulators. It's designed for school, club, hotel, business-meeting—and possibly home—use. TelePrompTer, which has been looking in on the development for several months, has snapped up the first 10 units.

TelePrompTer is now putting a prototype unit through its paces—but its officials are already enthusiastic enough to make the new Dalto projector the nucleus of a proposed home "communication wall" with 4½ x 6-ft. rear-screen "picture-on-the-wall" TV. TelePrompTer is currently negotiating with builders of a 900-unit Chicago apartment development for installation of the wall set in all units. (For details, see p. 16.)

For more immediate use, TelePrompTer is interested in the projector for installation in military briefing rooms, small hotel & restaurant business-meeting set-ups and in schoolrooms. "Its reliability, flexibility, ease of operation are superior to anything on the market," we were told by TelePrompTer communications vp Nat C. Myers Jr.

Observing a demonstration of the Dalto projector—designated, for some obscure reason, the "Amphicon 108"—we saw a sharp, clear picture projected on a 9 x 12-ft. beaded movie screen in a semi-darkened room. The brightness was somewhat below that of more elaborate TV projectors. Dalto officials said that with a 9 x 12-ft. image on a beaded screen, highlight brightness is about 4 foot-lamberts, as opposed to about 5 for existing systems. With a 4½ x 6-ft. screen, brightness is said to be about 10 foot-lamberts.

The Amphicon 108 will list at $1,950, covering TV

tuner, power supply and projection unit, and will be distributed through manufacturers' reps, closed-circuit specialists and/or audio-visual equipment dealers. The list price is said to include "good markups" all along the line.

Secret of the Amphicon is a new cathode-ray tube and direct refraction optics—it's the first major TV projector which doesn't require an imported Schmidt optical system. The refraction optic principle is the same as that used in conventional slide projectors—and the projection lens focuses in the same way.

Dalto has also developed a 3-tube color version of the Amphicon, hopes to market it within 6 months at about $4,500. Among other projection-TV projects in the works at Dalto, according to engineering vp Arthur R. Tucker: A higher-priced version with Schmidt optical system and same high-brightness tube which should give "theater quality brightness" of 15-foot lamberts; an *f*1 lens (current model has *f*1 .5) which should double the brightness of the present refractive system.

Dalto is already advertising the projector in magazines aimed at club executives and audio-visual dealers. One big selling point is simplicity—only 2 operator controls on the black-&-white model, 4 on color set (vs. as many as 57 on some color projectors). Says Tucker: "It's the first TV projector simple enough for a school teacher to operate."

The projector is an outgrowth of Dalto's development of TV readout systems for airline flight simulators. It uses a flat-faced 5-in. CR tube (replacement cost $90). The complete equipment—power supply, TV tuner, projection head, audio system—is housed in 2 cases, 9 x 18 x 22 and 6 x 9 x 17 inches. Dalto is manufacturing the tube, tuner and projection system.

The company has produced 12 prototypes, is now at work on a 2nd group and will have production units in 60 days, according to Tucker.

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"First thermoelectric power generator for industrial application" has been built by Westinghouse for the Northern Ill. Gas Co. The 100-watt unit will be used to supply DC current to prevent self-corrosion of the utility's pipelines and to charge batteries of a microwave relay communications system. The generator's heat source is propane gas. It weighs 75 pounds, stands about 24-in. high. Westinghouse semiconductor dept. gen. mgr. D. W. Gunther says that thermoelectric units with ratings of 5-to-500 watts are also available.

**Experimental space-test authorization** granted by FCC to ITT Federal Labs will permit the use of 2120 mc or 2299.5 mc to bounce signals off the moon & passive satellites. The Commission asked ITT to conduct measurements to help determine whether such transmissions would interfere with ground-based microwave fixed stations. After July 1, only 2299.5 mc may be used.

**Navy experiments with ducts**—the region between dry & wet air layers—recently produced 2,600-mile transmissions on 220 & 445 mc. Using aircraft, Navy engineers achieved California-Hawaii transmissions through ducts which ranged from 1,000 to 7,000 ft. above ground. They said too little is known about duct transmission to tell if reliable or year-round use of the technique is possible.

**Report on Russian video-tape recorder**, 9 pages, has been translated and is available for 50¢ from Commerce Dept.'s Office of Technical Services. Among other reports available: *Television: Radio-Relay Television Lines with R-600 Equipment and the Country's First Color Stereoscopic Television Installation*—24 pages, 75¢.

**IRE Convention Highlights:** Top spot on the program at the 1961 IRE Convention March 20-23 in N.Y. will be occupied by a panel session on new energy sources—such as thermoelectricity, magnetohydrodynamics, thermionic converters, fuel cells & solar energy. And, as usual, there'll be something for each of the expected 70,000 attendees among the 275 papers & 850 exhibits at the Waldorf-Astoria Hotel & N.Y. Coliseum.

A paper on an "improved video recording system" by Frank Gillette, General Precision Inc., may highlight the broadcasting sessions. In the advance program released recently, here are some highlight sessions of interest to engineers in broadcasting & consumer electronics:

BROADCASTING (2 sessions)—Adolph B. Chamberlain, CBS-TV, & Clure Owen, ABC, chairmen.

ABC Scan Converter—A. W. Malang, ABC.

Minimizing the Effects of Vidicon Lag with a Broad-Band Delay Line—W. L. Hughes, Iowa State U.

Improved Video Recording System—Frank Gillette, GPI.

Recent Advances in Vidicons—Martin Rome, Machlett Labs.

Improved Loudness Indicator—J. L. Hathaway, NBC.

VOA International Broadcasting System—E. T. Martin & George Jacobs, USIA.

FCC Lab Observations of Precision Frequency Control of TV Stations—E. W. Chapin, FCC.

CBS NetAlert System for Network Signaling—A. A. Goldberg, A. Kaiser, G. D. Pollack, CBS Labs, & D. M. Vorhes, CBS Radio.

BROADCAST & TV RECEIVERS—John F. Bell, Zenith, chairman.

Midwest Program of Airborne TV Instruction—T. F. Jones, Purdue.

TV for Regular Graduate Courses—Wayne B. Swift, U. of Wis.

Subminiature Tubes for TV Tuners—T. E. Gausman, Sylvania.

Horizontal Scan Non-Linearity in TV Receivers & the Saturable Reactor—H. W. Claypool, Westinghouse.

ELECTROACOUSTICS—Philip B .Williams, Jensen Mfg. Co., chairman.

Low-Noise Microphone Preamp—A. B. Bereskin, U. of Cincinnati.

Transient Distortion in Loudspeakers—R. J. Larson & A. J. Adducci, Jensen.

Artificial Reverberation Facilities for Auditoriums & Audio Systems—G. A. Brooks & R. L. Fisher, Westrex.

MISCELLANEOUS PAPERS:

Picture-Tube Improvement through Controlled Environment & Ultrasonic Techniques—J. C. Halbrook, RCA (Product Engineering & Production session).

Transistorizing the Industrial Image-Orthicon Camera—Richard W. Cook, Dage (Industrial Electronics Applications session).

Analog Recording on Thermoplastic Film—W. C. Hughes, GE (Data Recording & Storage session).

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

**Thursday, January 19, 1961**

**Electronics TV-Radios-Appliances Amusements**

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 19 | 20⅝ |
| Aerovox | 8 | 8⅞ |
| Allied Radio | 22 | 23⅞ |
| Astron Corp. | 1⅞ | 2⅜ |
| Baird Atomic | 22¼ | 24⅛ |
| CGS Labs | 8½ | 10 |
| Cetron | 5½ | 6¼ |
| Control Data Corp. | 67½ | 71 |
| Cook Elec. | 14 | 15⅛ |
| Craig Systems | 14 | 15⅜ |
| Dictaphone | 34½ | 37½ |
| Digitronics | 21½ | 24¼ |
| Eastern Ind. | 15¼ | 16½ |
| Eitel-McCullough | 16¾ | 18⅛ |
| Elco Corp. | 16 | 17¾ |
| Electro Instruments | 26½ | 29⅜ |
| Electro Voice | 9 | 10 |
| Erie Resistor | 11⅛ | 12⅛ |
| Executone | 20 | 22 |
| Farrington Mfg. | 26½ | 28½ |
| Foto-Video | 3⅛ | 3-11/16 |
| FXR | 36 | 39¾ |
| General Devices | 9 | 10¼ |
| G-L Electronics | 7¾ | 8⅞ |
| Gross Telecasting | 20½ | 22½ |
| Hallicrafters | 34½ | 36⅞ |
| Haydu | 1/16 | ¼ |
| Hewlett-Packard | 27½ | 29⅜ |
| High Voltage Eng. | 166 | 178 |
| Infrared Industries | 14 | 15¾ |
| Interstate Engineering | 20¼ | 22 |
| Itek | 51 | 55½ |
| Jerrold | 7¼ | 8 |
| Lab for Electronics | 46⅛ | 49½ |
| Lel Inc. | 4⅜ | 5⅛ |
| Magna Theater | 2¾ | 3-5/16 |
| Magnetics Inc. | 7¼ | 8⅜ |
| Maxson (W.L.) | 10⅜ | 11⅝ |
| Meredith Pub. | 41¾ | 44⅞ |
| Metropolitan Bcstg. | 20⅞ | 22¾ |
| Narda Microwave | 5⅝ | 6⅜ |
| Nuclear of Chicago | 38½ | 42 |
| Official Films | 2⅞ | 3-5/16 |
| Pacific Automation | 4⅞ | 5½ |
| Pacific Mercury | 6¾ | 7⅝ |
| Philips Lamp | 149½ | 155 |
| Pyramid Electric | 3 | 3-7/16 |
| Radiation Inc. | 25½ | 27¾ |
| Howard W. Sams | 43 | 47 |
| Sanders Associates | 38¾ | 41⅝ |
| Silicon Transistor | 4¾ | 5¼ |
| Soroban Engineering | 44 | 47½ |
| Soundscriber | 15¼ | 16¾ |
| Speer Carbon | 19¼ | 20⅝ |
| Sprague Electric | 55 | 58½ |
| Sterling TV | 1⅝ | 1⅞ |
| Taft Bcstg. | 12¼ | 13⅝ |
| Taylor Instrument | 39½ | 42½ |
| Technology Inst. | 8¼ | 9½ |
| Telechrome | 12⅜ | 13½ |
| Telecomputing | 7 | 7¾ |
| Telemeter | 10½ | — |
| Time Inc. | 83½ | 87¾ |
| Tracerlab | 9⅛ | 10⅛ |
| United Artists | 5⅜ | 6½ |
| United Control | 17¾ | 19⅝ |
| Universal Trans. | ¾ | 1-5/16 |
| Vitro | 13¼ | 14¼ |
| Vocaline | 2⅝ | 3-3/16 |
| Wells-Gardner | 23 | 24¾ |
| Wometco Ent. | 13⅝ | 14⅝ |

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**PHILCO AND MARKETING '. . . THE WORLD OVER':** Revival of its old slogan, "Famous for Quality the World Over," seems particularly appropriate these days for Philco, whose widespread network of 18 foreign manufacturing subsidiaries, affiliates & licensees is doing a $100-million-plus business and selling more than 600,000 Philco & Bendix products a year overseas.

The $100-million sales figure, reached in 1959 by Philco's overseas operations, is (for comparison purposes) a sum equal to more than a quarter of the total 1959 sales reported by parent Philco Corp. (but because Philco doesn't own all of its licensees, overseas operations don't contribute anywhere near this amount to Philco's gross). With 11 manufacturing subsidiaries—only 3 of them wholly owned—and 7 non-owned licensees, plus distribution in most of the world's market areas, Philco & Bendix are trade names to be reckoned with almost anywhere in the free world.

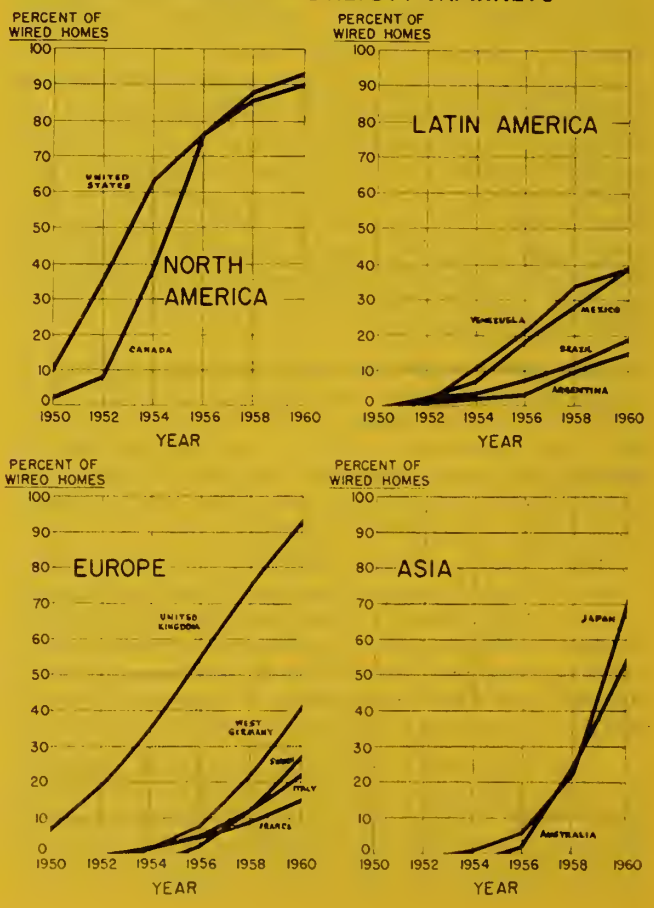
Behind Philco's worldwide expansion is Philco International's globe-circling president, Harvey Williams, who has turned his attention from world marketing of food products (as head of international operations of H. J. Heinz Co.) to washing machines & refrigerators (Crosley-Bendix) and more lately to the most phonomenal consumer product of all—TV.

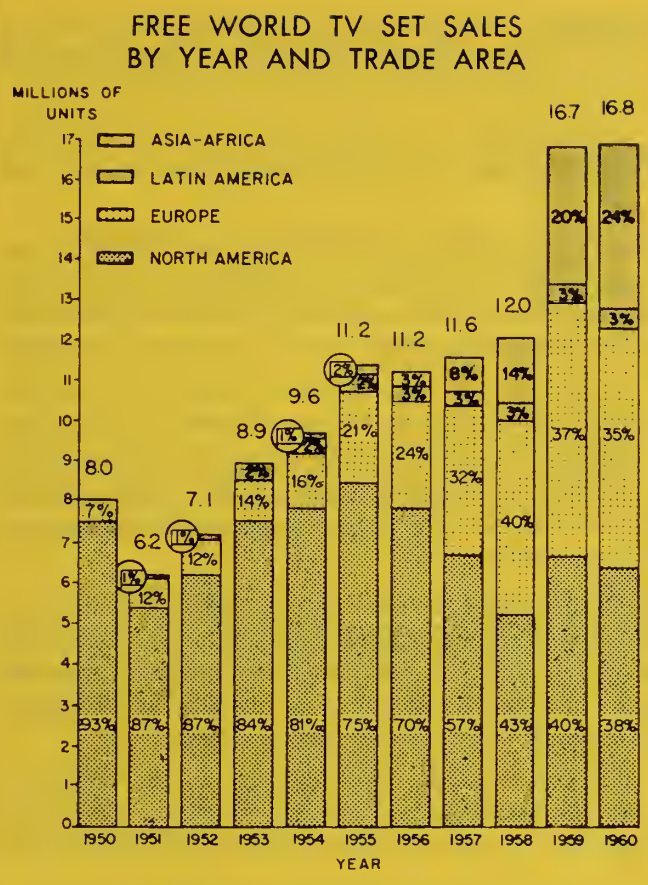
Particularly intriguing to Williams is "the tremendous suck of TV." Pointing to charts prepared by Philco researchers, he explains: "Where people have a choice between reasonably-priced TV sets and refrigerators or washers, they buy TV. The desire to own a TV set is phenomenal, compared with all other consumer hard goods—and wherever TV is introduced it goes up in saturation faster than any other major consumer durable product."

Studying saturation curves in various countries (right), Williams points out, astute marketers can find the same kind of opportunities overseas in non-saturated countries that existed in the early days of TV, refrigerators & washers in the U.S. He notes that TV sales curves seem to follow a definite pattern: While they ascend far more steeply than those of other consumer hard goods, they reach a peak, then drop and level off—as did U.S. TV sales after 1955. Great Britain, for example, is currently at the "hump" where the U.S. was during that all-time record sales year.

Why foreign-market operations are necessary for the growth of large TV manufacturers is graphically shown in Philco chart on opposite page. As TV expands worldwide, U.S. market becomes less significant in the over-all picture. Of an estimated 16.8 million TV sets sold in the free world last year, only 38% were sold in North America—down from 98% of the total 10 years ago.

ESTIMATED TV SATURATION IN 12 KEY FOREIGN MARKETS






Philco International's Harvey Williams, a leading expert on international trade and—perhaps equally important—on international public relations, makes his philosophy strongly felt throughout the company's world organization. Among the keystones of Philco's world: (1) Local management & relative local autonomy in affiliate & licensee organizations. (2) Technical, product design, engineering & management assistance from parent company to all affiliates—including licensees as well as subsidiaries. (3) Strong distributor organizations, gained by making Philco-Bendix franchise as valuable as possible through providing broadest selection of goods from a variety of sources. (4) "An international point of view" toward marketing.

This international viewpoint is best exemplified by Philco's recent announcement that it will test-market in the U.S. a line of radios & phonos made by its British licensee, Thorn Electrical Industries (Vol. 16:49 p19). These sets differ radically from Philco's U.S. line—most of the radios have shortwave bands—and Williams considers this non-competitive line a "specialty" in U.S. marketing. It wouldn't be economical for Philco to tool up its U.S. production lines for the few thousand shortwave radios that might be sold here—but a few thousand extra can easily & profitably be turned out on British lines already set up for them.

"An American industry that's intelligent is going to play this thing both ways," says Williams—imports as well as exports. "And remember," he adds, "any item must be profitable on the domestic market before it can be exported."

"Business can't be run as an island," comments Williams. "You must always be looking around to see what you can take from one place and use elsewhere. If we make radios in England which can be specialty items here, we're foolish not to salt them into our line." Basically, however, each area has its own particular needs, and products must be tailored locally to fit those needs. "They don't need clock radios in Brazil—but they do need a heavy-duty battery-operated 7-band 'coffee-grower' set for the isolated back country, and that kind of radio is one of our best sellers there. It's not chrome-plated, and it wouldn't be selective enough to play in the U.S., where we have so many stations—but it fills the bill perfectly in keeping rural Brazilians in touch with the world."

In TV as in its other major products—radios, washers, refrigerators—Philco knows that local preference & custom are all-important. While American engineering advances are incorporated into foreign sets, the final say in this area—as well as in design, merchandising, advertising, etc.—is local. For example, a stunning advance-design set made by Philco Italiana—even more modern in appearance than the ill-fated Predicta—is a hit in Italy, but nothing like it has ever been introduced here. Another example: Britain's Thorn makes Philco TVs for export to Sweden—but they're put in Swedish-designed & built cabinets on arrival.

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Will imported TV ever be substantial factor on U.S. market? Williams thinks not, citing these barriers: Shipping costs, space, breakage, import duty per unit, American preference for American design. And perhaps biggest barrier of all is the increasing mechanization & automation of U.S. industry—made possible by huge production runs—which is putting this country in position to compete price-wise with imports.

"We can compete with the Japanese now" on the transistor radio market, Williams believes—again citing large runs and automation as counterbalancing price advantages of cheaper foreign labor. Philco, incidentally, has no Japanese subsidiary or licensee, has never imported Japanese transistor radios.

For more about Williams of Philco and his philosophy & practice of international trade, see p. 17.

**6-FT. WALL TV PLANNED FOR APARTMENTS:** Built-in "communication wall," proposed for each of 900 deluxe Chicago apartment units in late 1962, would contain stereo phono, AM-FM radio—and a 4½x6-ft. picture-on-the-wall TV.

This is no Buck Rogers dream—all equipment is available, and negotiations are now under way among equipment supplier, architect & builder for installation of the wall with its huge TV in new section of a cooperative apartment development.

Developer of the communication-wall idea is TelePrompTer Corp. The TV unit used would be the new projection system now in production by Dalto Electronics, Norwood, N.J., described on p. 12. TelePrompTer's communication-wall system envisions modification of the Dalto units for rear-screen projection, planting them inside the wall, with only the translucent screen showing on the wall. The same screen also could be used for home movies & slides.

Dalto's unit makes possible practical home projection TV for the first time, we were told by TelePrompTer communications systems vp Nat C. Myers Jr., because of its simplified & inexpensive refractive optical system (which replaces complicated Schmidt systems used in other TV projectors). With a 4½x6-ft. rear-projection picture, Myers says, the highlight brightness of Dalto's TV picture is about 10 foot-lamberts —not as bright as direct-view TV, but adequate for daylight viewing.

TelePrompTer hopes to lease the communication walls rather than sell them. Although price of the Dalto system is high for home use (list price $1,950), volume production presumably could bring costs down substantially. Myers, who requested that the name of the apartment development be withheld, estimates that the building will be ready for occupancy in 18 months to 2 years. Negotiations are now in the serious stage, he says, and TelePrompTer hopes to install communication walls in all 900 apartments.

Even if the proposed deal falls through, the Dalto-TelePrompTer development seems certain to revive serious talk about projection TV for the home—for the first time in more than 10 years. And at the very least, Dalto's development of low-cost portable projection TV seems to have strong implications in the school, institutional, military & hotel fields.

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Note: EIA's weekly TV-radio production statistics, usually carried in this space, were not available as we went to press, because of the Inauguration Day holiday in Washington (where EIA headquarters are located). A summary of 2 weeks' production figures will be carried in next week's issue.

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**NARDA—'SNOWBALL' & NIPPON:** Japan's competition & Corning's "Operation Snowball" represented most of the excitement at the National Appliance & Radio-TV Dealers Assn. convention in Chicago Jan. 13-15. Corning's industry-wide program for spurring TV sales won the endorsement of NARDA's executive committee. And Nippon manufacturers received the latest in a series of blasts from Admiral Pres. Ross Siragusa, who doubled as the convention keynoter.

In his address, titled "A Look Ahead for the Electronic-Appliance Industry," Siragusa made these forecasts for 1961: "In TV, I believe we will reach a plateau in the first half, with a gradual rise in the second. The industry should come very close to hitting 1960's total of 5¾ million sets. The bright spots in TV are the increasing interest in combinations & a higher unit-dollar sale.

"Color is another very bright spot, increasing 35% in sales this year. We expect to do even better in 1961. And remember, one color sale is equal to 2½ b&w sales.

"In stereo, we look for the same leveling in the first half & a climb in the 2nd, to repeat 1960's 4½ million units.

"It is expected that the radio sales boom will continue at its present levels. This year we should set an all-time record in FM sales. Total home radio sales are expected to exceed the 11-million figure."

The appliance picture, Siragusa said, has brightened, and the outlook is for an industry sales rise this year. "We at Admiral have backed this outlook with our new appliance line that represents $8 million in tooling costs alone," he noted, adding: "This sales rise will occur in a more stable climate, with newer, fresher products & firmer pricing across the board."

Having done with forecasting sales, Siragusa sailed into "cheap-labor foreign competition." Stressing Admiral's 2-year fight to blunt foreign-product invasions, he declared: "Admiral's campaign to promote our products as 'Made in America, by American craftsmen, with American quality components,' has finally won the support of official industry associations. Both EIA & NEMA recently announced they will wholeheartedly support our program . . . I propose that NARDA join EIA & NEMA in supporting these measures & actively promoting the 'Buy American, Sell American' program."

U.S. imports of Japanese radios with 3 or more transistors increased 10% in 1960 from 1959 to some 4.5 million units, he pointed out, adding: "Our exports to Japan are primarily in coal, cotton, wheat, soybeans and the like. These are basic raw materials that help sustain only 100,000 American jobs. On the other hand, Japanese exports to this country are finished products & components that eliminated half a million American jobs . . . Latest figures show an estimated loss of 60,000 jobs in the electronics industry alone."

The "Operation Snowball' program was outlined by Corning ad & sales promotion mgr. Joseph S. DeMaio. With NARDA's endorsement will come a special committee, to be named by newly elected Pres. Victor P. Joerndt, charged with working with Corning on means for implementing "Snowball" at the point-of-sale level.

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**Japan's threat to U.S. electronics** is spelled out by EIA exec. vp James D. Secrest in the January (& premiere) issue of the new *NARDA News*, which has changed from a weekly to a monthly. "The time has come when Congress & the executive branch of the federal govt. must give serious consideration to the development of reasonable & effective import controls," warns Secrest, adding: "Failure to act now, we believe, cannot fail to bring the U.S. electronics industry down the road of drastically shrinking sales & massive employment cutbacks that has already been followed by the watch, plywood, fabricated steel, and other industries hard hit by imports."

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**Boycott of Japanese TV-radio parts** has been voted by IBEW Local 1031, whose 23,000 members are employed in 137 TV-radio-electronics plants in the Chicago area. The local has notified employers that its membership will not handle foreign-made parts after May 1. A spokesman says that the local's membership has declined from 47,000 in the past 2 years, that in the last 6 months alone 5,700 members have lost their jobs because of imports. The local's action won the immediate support of the Electronic Parts & Equipment Mfrs. Assn.

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**Japan imports electronic brain:** Tokyo Electric Power has ordered a $2-million Univac from Remington Rand.

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**Japanese TV-Radio Output:** Production of TV sets in Japan in 1960 is estimated at more than 3,360,000 units—up from 2,873,000 in 1959—while radio output totaled about 11 million, compared with 10 million sets in 1959.

Last year's output brings total TV sets produced in Japan since the start of telecasting there in 1953 to about 8,530,000. The average retail price per set has declined to $118 now from $340 in 1953.

Japan's Economic Planning Agency predicts domestic sale of nearly 2 million sets a year for the next 10 years, with a total of 22.5 million sets in use by 1970.

Japanese TV manufacturers are having problems with newly introduced & high-priced TV sets. Both color & transistor portable sets have failed to gain volume sales. Nevertheless, several manufacturers have announced plans for larger-scale output in an attempt to cut prices. Toshiba says it plans to produce 1,000 color sets (17-in.) a month in its new color-TV plant; Hitachi, Matsushita & Mitsubishi each has announced that its monthly color-set output will be stepped up to 500 sets. Prices of 17-in. sets currently run $1,115-to-$1,254. Sony, meanwhile, has dropped its 8-in. transistor portable TV and is producing a 14-in. model.

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**Export check prices** of Japanese transistor radios may be discontinued in March, pending the outcome of an investigation by the Ministry of International Trade & Industry (MITI). The present check price (floor price) for a 6-transistor pocket radio is $11, but actual going prices are $8-9. "Current price movements," according to reports from Tokyo, "indicate that the quota system is operating efficiently enough to hold market prices at their present level."

***More about***

**PHILCO & THE WORLD:** At 60, spry, athletic Harvey Williams, president of Philco International Corp., is conducting a world-wide sales campaign among Philco affiliates & foreign distributors themed (coincidentally or not) to the slogan, "Success in the Sixites."

Elaborating for us on his own formula for success in world-trading of consumer heavy goods (see p. 14), he outlined these basic facts of life in international commerce:

The world is made up of 100 to 120 basic markets, depending on the definition of a market. Less than 20 markets can afford their own manufacturing facilities for such heavy items as refrigerators or TV—which means 80 must be supplied by imports.

"If you need your own factories in 20 markets, you need darn good distributors in the other 80 or so." But all 80 don't buy from the same source. "Madagascar may have more French francs than pounds or dollars, Portugal more pounds than francs, and so forth. The manufacturer in the foreign market must be able to supply from more than one source to meet the needs & capabilities of its distributors."

Exports come basically from 9 countries—5 major manufacturing countries (U.S., U.K., Germany, France, Japan) and 4 lesser manufacturing countries (Belgium, Italy, Netherlands & Switzerland). Production in all 9 exceeds pre-World War II levels, and each has an exportable surplus. Countries in the rest of the world don't have exportable surpluses of consumer goods. Brazil, for example, makes consumer durables for the domestic market, but not in quantities to export at competitive prices.

"We must analyze the needs of our distributors in the 80 non-manufacturing countries to give them the opportunity to penetrate their own markets to the greatest possible extent. To do this, we must offer them the broadest selection of goods, and give them the chance to buy in 2 or 3 different currencies. In this way we are making the distributor's franchise really valuable."

**Wholly Owned Subsidiaries vs. Licensees**

Then, adds Williams, "is the time to start out to get manufacturing sources." In some cases, wholly owned subsidiaries are organized—but this puts complete responsibility for management & finance on the parent company ("How would you like to have to appoint 20 general managers, 20 sales managers and so forth?").

Alternative methods are licensing of non-owned companies (as in the case of Thorn of England) or setting up partially-owned firms (as Philco Italiana, established in 1959 with Philco as biggest shareholder, but also with Italian & French ownership). A big advantage is local management, with intimate knowledge of the market, local govt. & national mores.

Parent Philco Corp. provides many of the same services to its non-owned and partially-owned licensees as it does to its wholly owned subsidiaries: Technical & product-design information, engineering & management assistance. "We believe in strong team play. We give our affiliates the benefits of our experience in the U.S. We want to get thinking started . . . This worked in the U.S. Will it work here? How can it be modified for this market? . . . and so on."

Williams has been identified at the top echelons of business since 1928. One of the original organizers of Avco (then Aviation Co.) that year, he was on the board & exec. committee until 1933. He then moved to H. J. Heinz Co., where he headed the giant food firm's international operations. In 1953, he returned to Avco and organized its

international div., going to Philco in 1956 when that firm took over Avco's Bendix line.

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Philco's world domain, which Williams oversees, is complex. Here is a breakdown of its subsidiaries & licensees: Wholly owned subsidiaries of parent Philco Corp. (Philadelphia): Philco Corp. of Canada; Philco Radio e Televisao, Brazil; Philco Corp. S.A., Switzerland (non-manufacturing). Partially owned subsidiary of Philco Corp.: Philco S.A., Mexico. Wholly owned subsidiary of Philco Corp. of Switzerland (in turn wholly owned by Philco): Philco International Ltd., London. Licensees of Philco of Switzerland in which Philco has minority interests: Philco Argentina; Bendix Home Appliances do Brazil; Industrias Nacionales de Enseres Electricos, Colombia; Bendix Home Appliances France; Philco Italiana; Cia. Mercantil Internacional, Mexico; Semiconductors Ltd., U.K. Licensees of Philco of Switzerland in which Philco has no financial interest: Kenig, Cazzaniga & Co., Argentina; Philco Chile; Sociedad de Industrias Electricas Nacionales, Chile; Charles Begg & Co., New Zealand; Fisher & Paykel Ltd., New Zealand; Bendix Home Appliances, U.K.; Thorn Electrical Industries, U.K.

Speaking at a recent N.Y. Chamber of Commerce meeting, Philco's Harvey Williams summed up his policies of public relations for U.S. firms doing business in foreign lands in these sentences:

"We do not parade the United States before the nationals of other countries. We avoid being patronizing to the people of other nations. We try to practice Christian humility. True, we exert management influences internally, but externally we build up local programs, local companies and local personnel. We try to be constructive in terms of the local economy and sympathetic with & sensitive to its traditions, customs and way of life."

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**Transistor radios plus civil defense tie-in** rewarded Purolator Products Inc. with plenty of free publicity mileage and Sylvania with extra radio sales which may exceed 100,000 units. With OCDM Dir. Leo A. Hoegh acting as a sort of public-spirited super-salesman, Purolator ("in conjunction with the OCDM") is offering the 150,000 service stations of the U.S. a promotional package of 27 Purolator oil filters plus a Sylvania radio & battery for $49.95. By throwing in some civil defense posters and pointing out that the radios are marked with the Conelrad frequencies, Purolator was rewarded with: (1) A letter from Hoegh to all service-station operators urging them to buy the package to help do their part "in safeguarding American homes in the event of enemy nuclear attack." (2) Pledge of cooperation from "nearly every major oil company."

**Transistor agreement** signed by Texas Instruments and ITT provides for an exchange of non-exclusive patent licenses & technical information on semiconductor components. A joint announcement stated that "Texas Instruments will also supply a portion of ITT's needs for semiconductor devices & components." TI Pres. P. E. Haggerty stated that the pact "provides us with important business, especially for our plant in England and our new plant in France as well as access to the latest technical requirements of systems development." ITT Pres. H. S. Geneen hailed the agreement as providing "an assured source of high-quality semiconductor components & technical know-how" for his firm's worldwide telecommunications & consumer electronics business.

**MONO SELLS, STEREO DULL:** EIA's retail phono-sales report for November shows business down in more ways than one: (1) Total unit sales of phonographs were nearly 18% below the Nov.-1959 level. (2) A large percentage of these sales appeared to be concentrated in the extremely low-end price bracket represented by monophonic phonos.

The figures show that monophonic sales accounted for a full 40% of the unit total in Nov. 1960, as opposed to 28% in Nov. 1959. While Nov. 1960 showed the year's highest monthly sales of mono units, the figure was still lower than Nov. 1959's mono sales. Stereo sales in Nov. 1960 were nearly 44% below Nov. 1960.

The stereo-to-mono ratio for 1960's first 11 months contrasts sharply with Nov.'s percentage. Stereo sales constituted more than 72% of the retail sales units vs. 60% for the first 11 months of 1959. Total phono sales declines, particularly in October (down 19% from year-before) & November, practically wiped out 1960's lead over 1959. Eleven-month retail sales were just 2% ahead of '59.

Factory phono sales for November (the highest in any 1960 month) indicated a pre-Christmas buildup, but they were lower than the corresponding 1959 month for only the 2nd time in 1959 (first time was October). Nevertheless, total 11-month factory phono sales outpaced retail sales by a little more than 12%. EIA phono sales statistics:

**PHONO FACTORY SALES**

| | 1960 | | | 1959 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 118,400 | 341,329 | 459,729 | 184,147 | 177,336 | 361,483 |
| February | 92,649 | 324,666 | 417,315 | 164,873 | 188,750 | 353,623 |
| March | 63,264 | 242,523 | 305,787 | 119,075 | 168,117 | 287,192 |
| April | 30,962 | 142,409 | 173,371 | 47,153 | 125,111 | 172,264 |
| May | 36,793 | 146,176 | 182,962 | 33,356 | 89,827 | 123,183 |
| June | 69,293 | 198,407 | 267,700 | 44,976 | 152,900 | 197,876 |
| July | 70,992 | 222,559 | 293,551 | 44,591 | 168,668 | 203,259 |
| August | 109,321 | 307,517 | 410,838 | 65,179 | 277,545 | 342,724 |
| September | 146,997 | 384,289 | 531,286 | 102,399 | 377,785 | 480,184 |
| October | 143,160 | 391,821 | 514,980 | 139,579 | 456,471 | 596,050 |
| November | 177,786 | 343,006 | 520,792 | 167,879 | 455,582 | 623,461 |
| TOTAL | 1,059,617 | 3,044,702 | 4,104,319 | 1,113,207 | 2,628,092 | 3,741,299 |

**PHONO RETAIL SALES**

| | 1960 | | | 1959 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 150,688 | 368,964 | 449,923 | 231,429 | 159,214 | 390,643 |
| February | 102,063 | 347,860 | 448,128 | 171,127 | 156,477 | 327,604 |
| March | 61,249 | 249,497 | 310,746 | 139,577 | 140,075 | 279,652 |
| April | 41,503 | 152,141 | 193,644 | 94,226 | 118,197 | 212,423 |
| May | 39,734 | 141,080 | 180,814 | 70,228 | 82,765 | 152,993 |
| June | 44,925 | 165,339 | 210,264 | 66,979 | 100,982 | 167,961 |
| July | 68,787 | 180,949 | 239,736 | 82,742 | 124,979 | 207,721 |
| August | 79,364 | 257,581 | 336,945 | 98,132 | 198,926 | 297,058 |
| September | 115,863 | 264,636 | 380,499 | 132,686 | 257,857 | 390,543 |
| October | 126,807 | 272,101 | 398,908 | 152,248 | 343,428 | 495,676 |
| November | 174,801 | 263,182 | 437,983 | 183,774 | 469,048 | 652,822 |
| TOTAL | 995,784 | 2,663,330 | 3,659,124 | 1,423,148 | 2,151,948 | 3,575,096 |

Anti-trust indictment has been filed by a federal grand jury in Dayton, O., against International Resistance Co., 3 other manufacturers and 2 individuals, alleging that they conspired to fix prices of composition electrical resistors used in TV, radio and other communications equipment. Named with International Resistance in the charges—which could result in one-year prison sentences and/or $50,000 fines—were Allen-Bradley Co., Stackpole Carbon Co., Speer Carbon Co., Allen-Bradley sales mgr. George W. Vater and Speer Carbon marketing vp Edward W. Butler. The indictment alleged that the defendants started in 1955 to maintain uniform prices for resistors packaged for commercial & military customers. Their sales in 1959 alone totaled $43 million, the grand jury said. Filed at same time by Justice Dept. was a civil suit seeking a federal court injunction against any collusive practices.

**Trade Personals:** Victor J. Joerndt elected NARDA pres., succeeding **Carroll D. McMullin**; McMullin replaces Joerndt as treas.; **Gail K. Pinkstaff** resigns April 15 as NARDA exec. vp . . . **Harold W. Schaefer** promoted from vp-gen. mgr., appliance planning & product development, to vp-engineering dir., Philco consumer products div. . . . **Pat A. Calobrisi** appointed product planning mgr., Motorola consumer products div., succeeding **K. Warren Snider**, reassigned to a special assignment on the West Coast.

**John A. Mayberry**, ex-Sylvania, named merchandising mgr., CBS Electronics distributor sales . . . **William H. Rous** named international operations vp, Amphenol-Borg . . . **Walter H. Powell**, industrial relations vp, International Resistance Co., named also operations vp . . . **Robert F. Stewart** appointed mktg. vp, Gabriel Electronics; **David Fales III**, ex-Martin Co., named chief engineer.

**Herman R. Henken**, ex ad mgr., RCA industrial electronic products, named ad & sales promotion mgr., RCA electronic data processing div. . . . **Douglas C. Lynch**, RCA International pres. & managing dir., named also a dir. of RCA Victor Co., Canada . . . **David J. Gardam** appointed plant personnel mgr., RCA electron tube div., Marion, Ind., succeeding **Paul Thompson**, now plant personnel mgr., RCA electronic data processing div., Palm Beach, Fla.

**Harold J. Schulman**, promoted from mktg. mgr. of sound products and Knight-Kits to vp & gen. mgr., Knight Electronics Corp., Allied Radio wholly-owned subsidiary . . . **Henry Feldmann**, FXR founder & chmn., resumes company presidency, succeeding **Tore N. Anderson**, resigned . . . **Frank A. Gunther**, former exec. vp-gen. mgr., elected pres. of Radio Engineering Labs.

**Charles A. Tepper** appointed vice-chmn., Industro Transistor, succeeded as pres. by **Ira R. Becker**, promoted from secy.-treas.; Tepper named also chmn. of subsidiary Poly-Chem Materials Corp . . . **Edwin L. Davis** named to new post of industrial & military products sales mgr., GE receiving tube dept. . . . **Robert V. Jordan** named to new post of product mgr., microwave devices, Sylvania electronic tube div.; **William J. Peterson** appointed product mgr., receiving & cathode-ray tubes. **John Spitzer** appointed ad & sales promotion mgr., Sylvania semiconductors.

**Phillip L. Gundy**, Ampex Corp., has been elected president of Western Electronics Mfrs. Assn. New vps are **Arthur N. Curtiss**, RCA; **Kenneth C. Stone**, Kinetics Corp.; **William C. Webber**, Tektronix; **Burgess Dempster**, Electronic Engineering Co. **Emmet C. Cameron**, Varian Associates, is the new secy.-treas.

**Stuart L. Bailey**, pres. of Jansky & Bailey Inc., was elected IRE treas., succeeding the late Dr. W. R. G. Baker. Re-elected were Secy. **Haraden Pratt**, Editor **Ferdinand Hamburger Jr.** and Dirs. **Alfred N. Goldsmith** & **Patrick E. Haggerty**. Elected new dir. was Motorola's D. E. Noble.

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**Most TV manufacturers will get into color** "within the next 2 or 3 years," RCA Chmn. Brig. Gen. David Sarnoff said last week. The General's statement was released by RCA in the form of a correction to an interview with him by Marie Torre in Jan. 19 *N.Y. Herald Tribune*. Miss Torre's account of the interview caused some raised eyebrows in the industry by stating that Gen. Sarnoff "offered the educated opinion that there'll be color TV in almost every American home within 2 years, 3 at the most." Said Gen. Sarnoff's subsequent statement: "This is incorrect." He said his comment had been in answer to the question, "When did I think most other manufacturers in the electronics industry would be in the color-TV business?"

## Finance

**Mergers & acquisitions:** Ling-Temco Electronics has acquired San Antonio-based **Ed Friedrich Inc.** and **Friedrich Refrigeration Inc.** in a "multi-million-dollar cash transaction." The 2 Friedrich companies make & market air conditioning & refrigeration equipment. Ling-Temco also reports that it has obtained "a strong position of ownership" in **Chance Vought**. Indications are that Ling-Temco has acquired at least 10% and possibly up to 40% of the Dallas-based aircraft-electronics-trailers firm's 1,189,390 shares • **Westinghouse** has purchased **Teletronic Systems Corp.**, TelAutograph's 80%-owned subsidiary, for $600,000 cash. Teletronic makes electronic consoles for use in plant security systems. Its employes own the other 20% of stock • **Lynch Corp.** (Symphonic Electronic) is negotiating to purchase "a leading manufacturer of instrumentation & test equipment" whose stock is listed on a major exchange. The acquisition, via a stock exchange, is expected to be completed by mid-February • **Fairchild Camera & Instrument** has purchased **Pacific Mercury Electronics'** Joplin, Mo. cable production plant. The cash transaction includes production equipment & materials.

**Trading in 16 Japanese securities**, including those of 5 leading electronics corporations, will be made simpler through a move just taken by the Japanese Finance Ministry. The Ministry last week approved plans for 4 U.S. banks to issue American Depository Receipts (ADRs) representing shares in the companies. ADRs are certificates that represent the deposit of foreign shares in correspondent banks overseas; in addition to handling the ADRs, the issuing banks handle collection of dividends and their exchange into dollars. Morgan Guaranty Trust Co., N.Y., has filed registration statements with SEC for handling ADRs of 5 major Japanese companies, including Sony Corp., Toshiba and Hitachi. Irving Trust Co., N.Y., will also handle Hitachi, Nippon Electric and 3 other firms.

**SEC case echo:** Pres. Morton Carlin of Judson Commercial Corp., N.Y. factoring firm which was involved in SEC cases against Skiatron Electronics & TV and ex-MBS Pres. Alexander L. Guterma's operations with F. L. Jacobs Co. stock, has been charged with grand larceny. N.Y. District Attorney Frank S. Hogan announced Carlin's arrest on a grand jury indictment alleging that he swindled 7 customers out of $1.3 million by misusing stock they pledged with the Judson firm as collateral against loans.

**Progress Webster Electronics Corp.**, Chester, Pa. manufacturer of electronic components, plans public sale of 150,000 common stock shares at $4.50 per share through underwriters headed by Marron, Sloss & Co. Inc. An SEC registration statement (File 2-17468) said that the proceeds would be added to working capital.

**ITT has sold** for "more than $12 million" a portion of its holdings in Nippon Electric Co. Ltd. of Japan. The sale, which reduced ITT's working interest to 15% from 22%, was made to Japanese interests headed by the Daiwa Securities Co. and the Sumitomo group. ITT continues to be a principal stockholder of Nippon Electric, Japan's largest manufacturer of telecommunications equipment. ITT's association with Nippon Electric dates from 1899.

**MGM has registered** 157,579 common stock shares with SEC (File 2-17457) for use in stock-option plans. The registration statement said 126,100 shares were reserved for issuance under outstanding options, and that the rest already had been issued to executive officers.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| American Electronic Labs | 1960—year to Nov. 30 | $ 2,691,419 | — | $ 73,127 | $0.73 | — |
| | 1959—year to Nov. 30 | 1,999,091 | — | 53,297 | .53 | — |
| Beckman Instruments | 1960—6 mo. to Dec. 31[1] | 31,300,000 | — | 1,550,000 | 1.12 | 1,381,223 |
| | 1959—6 mo. to Dec. 31 | 25,442,965 | — | 1,262,172 | .93 | 1,363,094 |
| Electronic Assistance | 1960—9 mo. to Oct. 31 | 3,139,897 | — | 183,859 | .31[2] | 584,004 |
| | 1959—9 mo. to Oct. 31 | 232,595 | — | (2,923) | — | 500,000 |
| | 1960—qtr. to Oct. 31 | 999,955 | — | 44,453 | .08[2] | 584,004 |
| | 1959—qtr. to Oct. 31 | 100,003 | — | 8,921 | .02[2] | 500,000 |
| IBM | 1960—year to Dec. 31[1] | 1,436,053,085[3] | — | 168,180,880[3] | 9.18 | 18,310,954 |
| | 1959—year to Dec. 31 | 1,309,788,037 | — | 145,633,212 | 7.97 | 18,268,943 |
| Loral Electronics | 1960—9 mo. to Dec. 31[1] | 27,000,000 | — | 950,000 | .55 | 1,740,444 |
| | 1959—9 mo. to Dec. 31 | 10,553,469 | — | 379,053 | .22[4] | 1,740,444[4] |
| Howard W. Sams | 1960—6 mo. to Dec. 31 | 4,891,092 | — | 359,020 | .84 | 425,450 |
| | 1959—6 mo. to Dec. 31 | 4,815,122 | — | 299,112 | .70 | 425,450 |

Notes: [1]Preliminary. [2]After preferred dividends. [3]Record. [4]Adjusted for July-1960 5% stock dividend and Oct.-1960 3-for-1 stock split.

**Officers-&-Directors** stock transactions as reported to SEC for December:

**Allied Artists.** Albert Zugsmith bought 600, held 171,500.

**AB-PT.** James G. Riddell sold 100, held 1,500.

**American Electronics.** Charles L. Jones sold 200, held 500.

**Ampex.** Herbert L. Brown bought 750, held 2,673. Thomas L. Taggart bought 1,500, held 4,470.

**Amphenol-Borg.** C. Marshall Borg exercised option to buy 400, held 1,066 personally, 2,666 in trust, 23,000 in estate. Harold R. Egenes exercised option to buy 1,000, held 2,033.

**Arvin Industries.** Eldo H. Stonecipher bought 300, held 2,425.

**Avco.** John Mihalic Jr. exercised option to buy 1,000, held 7,300.

**Belock Instr.** Harry D. Belock sold 2,000 in private sale, held 221,496.

**Capital Cities Bcstg.** Lowell J. Thomas sold 3,200, held 164,767.

**Cinerama.** Nicholas Reisini bought 6,800 through Robin International, held 94,450 in Robin International, 350,000 personally.

**Collins Radio.** H. V. Gaskill sold 600, held 822.

**Corning Glass.** William H .Armistead exercised option to buy 1,000, held 2,000. Paul T. Clark exercised option to buy 575, held 2,500. William C. Decker exercised option to buy 4,000, held 18,937. R. Lee Waterman sold 400, held 1,460.

**Daystrom.** John W. McLaren bought 100, held 100.

**Decca Records.** Albert A. Garthwaite sold 200, held 3,500. Harold I. Thorp sold 500, held 500.

**Desilu Productions.** Edwin E. Holly bought 300, held 2,300. Milton A. Rudin bought 100, held 100 personally, 187 in partnership.

**Electronic Research.** Max W. Shapiro sold 1,000, held none.

**Electronics Capital.** L. J. Rice Jr. bought 500, held 3,500. David Salik bought 200, held 15,956.

**Electronics International Capital.** Charles T. M. Collis bought 100, held 100. Charles E. Salik bought 2,100 through Fleetwood Securities and 45 more through Salik & Co., held 2,100 in Fleetwood Securities, 45 in Salik & Co., 7,877 personally.

**Filmways.** James C. Kellogg III sold 1,500, held 50.

**GE.** John W. Belanger sold 500, held 17,068. Ralph J. Cordiner exercised option to buy 9,000, held 21,090. Hershner Cross exercised option to buy 480, held 913. Milton F. Kent bought 450, held 2,081. Harold A. Olson sold 2,000, held 2,327. Charles K. Rieger exercised option to buy 3,106, held 7,931. Willard H. Sahloff exercised option to buy 2,445, held 7,554. Charles V. Schelke sold 114, held 3,969.

**General Instrument.** Herman Fialkov exercised option to buy 799, held 24,891. Louis Scadron sold 500, held 6,878.

**General Telephone & Electronics.** Jacob B. Taylor exercised option to buy 750, held 2,695. Ralph D. Heusel sold 100, held 2,100. Walter G. Wright exercised option to buy 300, held 13,800.

**Globe-Union.** Ralph W. Conway exercised option to buy 100, held 2,450. John S. Owen bought 500, held 1,000. Remington H. Warner exercised option to buy 100, held 660 personally, 280 for wife.

**Hazeltine.** James F. Harrigan bought 100, held 1,403.

**Lear.** William P. Lear Jr. exercised option to buy 175, held 13,849.

**Ling-Temco Electronics.** D. H. Byrd bought 3,800, held 76,803. Oswald G. Villard Jr. sold 1,600, held none. Lee D. Webster bought 400, held 1,000.

**Litton Industries.** Charles R. Abrams Jr. sold 400, held 5,000. Roy L. Ash sold 1,000, held 118,489 personally, 2,460 as custodian, 14,178 in partnership. Lewis W. Howard received 307 in exchange for Triad Transformer Corp. stock, held 6,772. Fred R. Sullivan sold 1,000, held 15,260. Charles B. Thornton transferred 7,400 from community property interest, held 284,246 personally, 31,191 in partnership.

**National Theatres & TV.** W. J. Friedman bought 2,000, held 3,000.

**Oak Mfg.** E. A. Carver bought 1,000, held 1,000.

**Philco.** Gaylord P. Harnwell bought 286, held 1,000.

**Raytheon.** N. B. Krim exercised option to buy 661, held 661.

**Thompson Ramo Wooldridge.** A. T. Colwell exercised option to buy 2,000, held 12,000. Harold L. George sold 1,000, held 28,035.

**Trans Lux.** Harry Brandt bought 1,190 personally, 500 through Brapick Inc., 100 for foundations, held 164,090 personally, 4,000 in Brapick Inc., 34,280 in foundations, 17,000 for wife, 100 in Barvic Theatres, 200 in Marathon Pictures, 400 in Bilpam Corp., 400 in Pamela Amusement.

**Transitron Electronic.** Charles Rimkus sold 139, held none.

**Tung-Sol.** H. Merle Darling bought 207, held 4,062. George E. Hallett bought 100, held 1,540.

**Walt Disney Productions.** W. H. Anderson bought 400, held 900. Lawrence E. Tryon bought 200, held 200.

**Webcor.** Titus Haffa bought 61,540, held 66,790 personally, 57,304 in joint tenancy.

**Westinghouse.** J. H. Jewell exercised option to buy 5,260, held 5,260.

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**Reports & comments available:** International Resistance, review, Blair & Co., 20 Broad St., N.Y. 5 • **Radio Shack**, study, Granbery, Marache & Co., 67 Wall St., N.Y. 5 • **Multi-Amp Electronic**, report, G. Everett Parks & Co., 52 Broadway, N.Y. 4 • **Standard Kollsman Industries**, report, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • **Official Films**, discussion, H. Hentz &Co., 72 Wall St., N.Y. 5 • **Gulton Industries**, review, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • **General Tire & Rubber**, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • **Wilcox-Gay**, report, Webber-Simpson & Co., 208 S. La Salle St., Chicago 4 • **Reeves Soundcraft**, prospectus, Emanuel, Deetjen & Co., 120 Broadway, N.Y. 5.

**Columbia Pictures'** earnings in fiscal 1961's 2nd quarter (ended Dec. 26) will top the $510,000 earned in the preceding quarter and the $307,000 of the year-ago period. First vp Leo Jaffe said that 2nd-quarter results will include part of the more than $11 million Columbia is to receive on its recent sale of post-1948 movies to TV (Vol. 16:49 p6).

**Pacific Industries** has been listed for trading on the American Stock Exchange. Symbol: PI.

**Over-the-counter stock quotations** will be found on p. 13.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Gross Telecstg. ..... | Q | $0.40 | Feb. 10 | Jan. 25 |
| Gross Telecstg. "B"... | Q | .07½ | Feb. 10 | Jan. 25 |
| Paramount Pictures .. | Q | .50 | Mar. 10 | Feb. 23 |
| Republic Corp. ..... | Q | .15 | Feb. 15 | Feb. 3 |
| Rico Electronics ..... | Q | .22½ | Feb. 24 | Feb. 3 |
| Taft Bcstg. ..... | Q | .10 | Mar. 14 | Feb. 15 |
| Taft Bcstg. ..... | Stk. | 2½% | Mar. 14 | Feb. 15 |
| Thompson Ramo Woold. | — | .35 | Mar. 15 | Feb. 28 |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**FCC READY TO WRAP UP ALLOCATIONS POLICY:** All-channel receiver law, vhf-uhf simulcasting, ETV uhf reservation, removal of uhf assignment table, deintermixture (p. 1).

**COURT OKAYS FCC BOSTON CH. 5 ACTION,** sends the case back for a new choice of winner among 3 applicants. WHDH-TV and Mass. Bay to suffer demerits (p. 3).

**FCC's "TRAFFICKING" PROPOSAL** draws more station opposition, all asserting that Commission has plenty of power now (p. 4).

### *Programming*

**ANOTHER TRIUMPH FOR TV** is achieved by live coverage of President Kennedy's first news conference (p. 2).

**12 SHOWS EVICTED** thus far this season. Believed to be a third of final total (p. 5).

### *Auxiliary Services*

**3 PAY-TV INSTALLATIONS PLANNED** in U.S. by Telemeter, but "test case" before state agency may delay the wired system in Little Rock. TelePrompTer plans 2 systems (pp. 3 & 9).

### *Congress*

**SEC. 315 INQUIRY IS SET** for 2 days of Senate hearings as the opening FCC-TV-radio event of the new Congressional session. Top industry brass is billed for the witness stand (p. 8).

### *Film & Tape*

**OZZIE NELSON SIGNS** with Writers Guild of America 3 days after their strike call against him (p. 10).

### *Consumer Electronics*

**LABOR DECLARES WAR** on imports: IBEW local's boycott threat against Japanese components is likely to spread to other labor groups, influence negotiations, spur legislation (pp. 15 & 17).

**PITTSBURGH BONDED TUBE** is being shown to set & tube manufacturers, but new laminated picture-tube processes are too late for "1962 models," now frozen (p. 15).

**GOVT. PREDICTS RISE** of 6% in electronic equipment output, 5% in components, in Commerce Dept.'s annual outlook (p. 16).

**ELECTRONICS EXPORTS ROSE 12%** in 1960 to $450 million, exceeding imports by more than 4 to 1. Consumer-electronics exports dropped, however, Commerce Dept. says (p. 17).

### *Finance*

**EMERSON PROFIT-SALES SAG:** Earnings dropped 41.5% on a 5.5% decline in volume in the 1960 fiscal year (p. 19).

### *Advertising*

**RISING MEDIA COSTS** are analyzed by Grey Advertising, which finds that it costs 20% more to maintain 1957's schedules (p. 7).

**TV GAINED 8% IN NOVEMBER** while total national ad volume rose 4% from the year-earlier month (p. 7).

### *Stations*

**ARIZONA & OREGON ETV STATIONS START:** KAET (Ch. 8) Phoenix and KOAP-TV (Ch. 10) begin Jan. 30. A review of vhf outlets that have left the air (p. 14).

### *Other Departments*

**TECHNOLOGY** (p. 6.) **FOREIGN** (p. 9). **NETWORKS** (p. 12).


**FCC READY TO WRAP UP ALLOCATIONS POLICY:** FCC continues to zero in on its proposed TV allocations policy—the most important problem in its domain. Very soon, the Commission will give Congress its recommendations. We've followed FCC thinking extremely closely, and major aspects have been foreshadowed here (Vol. 16:50 p2, 16:52 p2, 17:2 p1, etc.). It's understood that policy has almost congealed, and unless there's a totally unexpected reversal, here it is:

(1) Legislation requiring that all sets shipped in interstate & foreign commerce be capable of receiving all vhf & uhf channels—with FCC to be given authority to prescribe minimum performance. FCC is considering telling Congress that such law is "of utmost importance to the national welfare." This shows how much steam is behind measure.

(2) Uhf is asserted to be absolutely vital to a nationwide TV system, and it must be stimulated.

(3) A pool of uhf channels will be set aside for existing vhf operators, who will be encouraged to telecast on both simultaneously.

(4) A pool of uhf channels will be reserved for educators.

(5) All other uhf channels will be available to newcomers on a first-come, first-served basis—to encourage fast applications for choice low channels, reduce or eliminate hearings for contested channels.

(6) Vhf drop-ins, with short co- & adjacent-channel spacings, will be assigned to a few major markets —not more than 10.

(7) Operating requirements for uhf stations will be relaxed—e. g., elimination of vestigial sideband filter, reduced power & height.

(8) Uhf & vhf will be deintermixed wherever FCC believes public will gain more than it may lose.

Some Commissioners, perhaps all, favor following language justifying recommendations:

"Without the receiver legislation, the program will necessarily lose a large portion of its effectiveness. Certainly development of uhf stations will be retarded. In the face of the limited use of the large portion of uhf spectrum space now allocated to TV broadcasting, it may be necessary to surrender substantial portions for other pressing needs. The result will be the ultimate confinement of TV broadcasting to the wholly inadequate 12 channel vhf system.

"It is clear that the 12 vhf channels do not provide adequate opportunities for growth to meet the demand of our expanding economy. Moreover, any attempts to squeeze in any substantial number of additional vhf stations can only result in serious degradation of the quality of TV service to metropolitan areas, and virtual elimination of such service to many rural areas. Obviously, such a program could not provide an adequate solution to this problem.

"Failure of the long-range program would handicap the nation with a limited TV system with inadequate opportunities for local outlets & effective competition. We could expect the inequities & monopolistic elements in the present system to become magnified, and costs of sponsoring programs to significantly increase to the point where only the large advertisers can participate. This would be a result opposed to our national policy & desire for increased competition, and inevitably pressures will mount for the adoption of strong measures to overcome the shortages. This may include breakdowns in the technical standards to squeeze in more assignments in the vhf, and such regulatory measures as rationing of time on stations."

**ANOTHER TRIUMPH FOR TV:** "The traditionalists of journalism, from an era when reporters clustered around a President's White House desk and exchanged sparkling repartee, can quit yearning. Live TV has become the new arm of Presidential communication with the public."

TV's precedent-shattering achievement Jan. 25 in carrying President Kennedy's first news conference live to millions was underlined that way by UPI in its overnight lead from Washington. It reflected the general (but not unanimous) applause (however reluctant & rueful) from the press for all hands responsible for the New Frontier event which challenged the newspaper's pre-eminence as the White House news medium.

"A solid hit," said UPI. "Altogether successful innovation for both govt. & TV," said Jack Gould in N.Y. Times. "Press conferences televised live are here to stay," Washington Post acknowledged, adding editorially that the first one "simultaneously met expectations & aroused high hopes." N.Y. Herald Tribune saw live TV making White House conferences "an important political instrument—perhaps more important than ever before."

There were some press misgivings & dissents. "This new type of Presidential appearance, of course, is here to stay," Wall St. Journal editorialized. But it yearned—somewhat surprisingly—for the FDR days when there was "great flexibility" in White House conferences & less chance of Presidential slips-of-tongue getting out. Philadelphia Inquirer commented: "At a time when a wrong interpretation placed on a Presidential remark could set off an international crisis that would be hard to control later, it appears stupid to jeopardize our welfare just to furnish a good TV show." In some second thoughts on the subject, N. Y. Herald Tribune warned that televised conferences mustn't be occasions for "political propaganda."

Such TV hazards were discounted by N.Y. Times editorial, however. It said "benefits are likely to be greater than the risks," concluded: "The nationally televised press conferences can be of tremendous service in bringing the govt. a little closer to the people." President Kennedy himself said "this system has the advantage of providing more direct communication." And his asst. press secy. Andrew Hatcher added: "So far as we are concerned, there will be many more televised press conferences." Frequency, he said, will be up to the networks themselves. Schedules for upcoming conferences will alternate regularly from 10 a.m. to 4 p.m., with evening sessions (such as the first one) planned for every 6 or 7 weeks.

Networks' technical handling of initial 6 p.m. conference, which ran 39 minutes in the sparkling new auditorium of the State Dept. Bldg., 8 blocks from the White House, was nearly flawless. Crews worked from 8 glassed-in broadcast booths. Newspapers gleefully played one bobble: ABC's John Edwards announced: "Now—President Eisenhower's press conference." (It *had* to happen to Hagerty.)

**TELEMETER PLANS 3 U.S. PAY SYSTEMS:** Patterned after the pilot wired pay-TV system in Toronto area, 3 U.S. Telemeter installations are now in active planning stage, says Paramount's International Telemeter. It announced location of one—Little Rock, Ark.—but reports from Little Rock indicated the start may be delayed pending decision of a "test case" before the state Public Service Commission to determine whether the telephone company can be required to provide pay-TV cable service.

Telemeter plans another system—in the N.Y. city area, possibly in Rego Park, Queens, which has been widely rumored as a Telemeter site. Location of 3rd new area hasn't been revealed. Meanwhile, TelePrompTer says it is planning 2 pilot wired pay-TV systems—in Liberal, Kan., and in Henry Kaiser's new Hawaii-Kai luxury housing development.

Telemeter has teamed up with a powerhouse in the community-antenna business—Midwest Video Corp., which owns CATV systems in 8 communities—for the Little Rock project. Although it headquarters in Little Rock, Midwest currently has no CATV there. Exec. vp G. R. Morrell told us Midwest expects to carry the 3 Little Rock stations on its system in addition to 3 Telemeter channels. The Little Rock metropolitan area has 78,100 households.

Midwest Video has asked Southwestern Bell Telephone Co. to install & maintain the Little Rock cable system as Canadian Bell Telephone System is doing in the Etobicoke, Ont., Telemeter installation. In its petition to Ark. Public Service Commission, Midwest said Bell had turned down the request. The complaint stated this constituted discrimination, and asked PSC to require Bell to establish rate schedule & provide this type of service.

Southwestern Bell vp-gen. mgr. Warren E. Bray denied his company had turned down Midwest's request. "This is a type of service we don't presently offer," he told us. "But we are in the communications business and we certainly plan to negotiate & study this open-mindedly." Nevertheless PSC member John R. Thompson foresaw "a battle of the titans" before his Commission. PSC rules permit other parties to intervene in proceedings, so it's not unreasonable to speculate that local TV stations & movie exhibitors may come forth to oppose Midwest's petition. (More about Telemeter-Midwest project on p. 9.)

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Test of TelePrompTer's "Key TV" system is slated to begin in late spring or early summer on the 2,400-home TelePrompTer-owned CATV system in Liberal, Kan. Probability is that a few hundred homes on the system will get Key TV boxes for test. Unlike Telemeter's coin-in-the-slot system, the Key TV plan lets the viewer select his pay-TV program now, and pay later (Vol. 16:42 p7). The viewer choice is registered on tape at central hq, and he's billed at end of month, along with his regular CATV fee. TelePrompTer people are also enthusiastic about Key TV for ETV (push-button combinations permit viewers to take multiple-choice tests by TV) and for merchandising (push button to order merchandise displayed on TV). It's likely that both these non-pay-TV uses for Key TV will be tested in Liberal. TelePrompTer owns its own cables & poles in Liberal, therefore is not dependent on the telephone company.

Key TV will be used in super-deluxe Hawaii-Kai CATV system (which will be owned jointly by TelePrompTer & Kaiser Industries—Vol. 16:49 p24) to bring Honolulu stations to homes in the plush Hawaii-Kai development. The system will be wired for Key TV from the start, according to TelePrompTer officials. Underground cables will be laid at same time as homes are being built (first of the initial 2,000 homes will be started next spring). Eventual goal is city of 25,000 homes. A possibility being considered by Kaiser is built-in color TV in every home.

## The FCC

**Court Okays FCC Boston Ch. 5 Action:** Court of Appeals, its ruffled feathers smoothed by FCC, gave the Commission what it wanted and put the Boston Ch. 5 "influence" case back into FCC's hands.

After the Commission last July 14 decided that WHDH-TV should lose its CP but be allowed another (though handicapped) crack at Ch. 5 along with its original 3 competitors, the Court decided that FCC had violated an earlier Court order to maintain the status quo (Vol. 16:29 p1, *et seq.*). In last week's ruling, the Court said that it is now satisfied with the Commission's findings & recommendations to the Court. These findings, in brief, were that the CP to WHDH-TV should be set aside; that another comparison of applicants be made and Ch. 5 be given to the best applicant; and that both WHDH-TV and Mass. Bay Telecasters be given demerits in the comparison, because their principals attempted to influence FCC through the back door. The 3rd applicant is Greater Boston TV Corp.; a 4th, Du Mont Labs, has dropped out.

FCC's next move isn't certain, but it will probably ask each of the 3 competitors to file briefs supporting their cases, hold an oral argument, then issue a final CP.

**FCC'S 'TRAFFICKING' PROPOSAL:** Surely few people care for FCC's proposed rule to restrict sales of stations held less than 3 years. More comments filed last week echoed the views of those submitted in the previous week (Vol. 17:4 p1).

NAB, for one, asserted there's "no magic in numbers," and "we believe the imposition of a time limit as the determining factor as to whether or not a hearing should be held is both artificial & unnecessary." NAB believes that FCC now has adequate power to deal with speculators.

If FCC insists on "some rule-of-thumb," NAB said in the comments submitted by counsel Douglas A. Anello, it ought to include more exceptions for when it would waive hearings. It suggested that these might include: Station operating consistently at a loss, and "assignments or transfers which are not *pro forma* as such but which would result in the continuity of service & policy by existing management." NAB also termed "very unrealistic" the FCC proposal to apply the 3-year rule to any station obtaining a major change in facilities.

Storer Bcstg. Co. stated that the proposal would be "unworkable," overloading FCC's hearing processes & causing 18-to-24-month delays in transfer approvals. In addition, Storer said, "a transferor's good faith & integrity would be placed in issue" when it was designated for hearing and its "staff would be demoralized, advertising sales & revenues would be damaged, programming would be impaired, and in most cases the transferor would be forced to withdraw his application to avoid complete disruption."

Storer claimed that FCC has produced no facts to prove that trafficking has increased in recent years—and that Congress never intended a minimum holding period.

Several other stations—including KHVH-TV Honolulu, radio WDNG Anniston, Ala. & WJOB Hammond, Ind. —suggested additional circumstances in which exceptions should be allowed. Among them: "Divorce settlements, gifts to children, basic unhappiness in living conditions in the community, complete dissatisfaction with the broadcast business, desire to settle issues of significance (such as the recent broadcaster-community antenna system controversy), plans to expand & enter new markets."

Station broker James Blackburn, after stating that the rule wouldn't affect his business much because most of his clients have held their stations more than 3 years, asserted that the "proposed amendment would change the whole nature of broadcasting, making it less attractive to owners, and reducing its ability to operate in the public interest."

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**Ethics in govt. agencies** and legislation against conflicts of interest will be subjected to another study in Washington. Asking for a report on the perennial problems by March 15, President Kennedy set up a special 3-man panel to recommend: (1) Measures "to ensure that all activities of the federal govt. are conducted with the highest possible standards of ethics." (2) "Approaches to strengthening the conflict of interest laws." Panel members are retired Circuit Court Judge Calvert Magruder, U. of Pa. Law School Dean Jefferson B. Fordham, Yale Law School Prof. Bayless Manning.

**More short-termers:** Radio WITT Lewisburg, Pa. & WKVA Lewiston, Pa. have been granted 15-month renewals. FCC stated that the authorizations were "with admonishment about previously indicated unauthorized transfer of control of WITT to WKVA, application for which was subsequently dismissed."

**FCC Hits Reluctant Witnesses:** FCC supported chief examiner James Cunningham to the hilt last week, affirming his stand against the Hollywood witnesses who refused to produce testimony that the Commission wanted in the TV film hearings last October. As expected (Vol. 16:45 p5), the FCC voted to order the following to produce: MCA's Taft Schreiber, Dick Fishell, Betty Langley, Mary Rothschild, Dick Fishell & Associates, Promotions Unlimited.

MCA said it would go to court. It may go first to the Federal District Court in Los Angeles, then to Washington's Court of Appeals or even to the U.S. Supreme Court if it continues to lose along the line. It's assumed that the Fishell group will do likewise.

In last week's order, the FCC directed the parties to appear at a time & place designated by Cunningham—and if they don't, "an action to require their testimony [will] be instituted forthwith in the U.S. District Court."

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FCC has again asserted that it has final jurisdiction over tall towers, but it buried its statement in the text of a recommendation to Congress for a minor amendment of the Communications Act. Asking Congress to give it authority to require adequate painting of towers no longer used for transmissions, the Commission said, in passing: "Further, the FCC is the federal agency which has final authority to authorize the construction of towers to be used as part of a licensed radio station . . . In addition, the FAA, which is the federal agency having primary responsibility over the navigable airspace, recognized the FCC's authority in the field of antenna towers." To bear this out, FCC quoted from the Aug. 1950 *FAA and Airspace*, issued by FAA, which, referring to "radio or TV transmitting towers which may involve or create an aeronautical hazard," stated: "The final action on these cases is taken by the FCC." FCC also forwarded to Congress a recommendation that it amend the law to eliminate the requirement that applications be accompanied by an "oath or affirmation." FCC believes its processes will be speeded and that other laws are adequate to cover false statements.

FCC critic **James M. Landis**, President Kennedy's special asst. for regulatory agencies, lit no new fires under the Commission in a Jan. 22 appearance on NBC-TV's *Meet the Press* (see also p. 7). Questioned about the new administration's plans to implement his scathing report on the agencies (Vol. 17:1 p1), Landis performed with more restraint than he had on Mike Wallace's WNTA-TV N.Y. show Jan. 12. He said then that FCC should be able to raise the "tenor" of TV programming, that there's "a lot to be said" for govt.-run networks (Vol. 17:3 p3). On *Meet the Press* Landis confined himself to such observations as: (1) It will be tough to get Congressional approval of agency reorganization plans. (2) It's hard to draw legislative lines between proper & improper off-the-record approaches to agencies. (3) The Kennedy administration has "no desire to increase regulation for regulation's sake." (4) "New blood" will help the agencies operate better. (5) The biggest problem is disposing of case backlogs. Sen. Hart (D-Mich.) told the Senate later that the *Meet the Press* performance should demonstrate that Landis doesn't want to "upset or erode the independence of the independent agencies." Hart inserted the transcript of the show in Jan. 26 *Congressional Record*.

**Uhf translator CP granted:** Ch. 73, Baker, Elgin, La Grande & Union, Ore., to Blue Mountain TV Assn., to translate KHQ-TV Spokane.

## Programming

**12 Shows Evicted:** Eleven film series and one live show have received their eviction notices to date. This total is believed to represent less than a third of the total expected to be reached in the next few months—which is the principal reason why 200 pilots are being prepared (Vol. 17:3).

Additions to the casualty list last week were 2 entries from Four Star Television—*Dante* (Howard Duff) and *Peter Loves Mary* (Peter Lind Hayes & Mary Healy)—which we learn will not be back next season. P&G has until April 17 to decide on renewal of the Hayes-Healy series, but in any event it's doomed on NBC-TV.

Previous TV film casualties were *Dan Raven*, Screen Gems; *Riverboat*, Revue Studios; *The Westerner*, *Wanted—Dead or Alive* and *The Du Pont Show with June Allyson*, all from Four Star; *The Garlund Touch*, Paramount TV; *The Islanders*, MGM-TV; *Klondike*, Ziv-UA; *The Tab Hunter Show*, Shunto Productions. The live casualty, *Witness*, is produced by David Susskind.

A longtimer that is not returning—although not canceled—is *Dick Powell's Zane Grey Theater*. Powell, instead, will host a new 60-min. anthology series on NBC-TV next season. The pace on buys for next fall hasn't been as rapid as that of the casualties. Other purchases are *The Freshman*, a comedy, from Four Star; *The Bob Cummings Show*, a comedy, produced by Revue. *Walt Disney's Wonderful World in Color* has been slotted for 7:30-8:30 p.m. Sundays on NBC-TV next season. And NBC-TV is expected to schedule a 60-min. 20th Century-Fox TV newcomer, tentatively called *Monte Carlo*.

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Casualty rate is rising for network nighttime TV programs, reports Jan. 23 *Sponsor*. Since 1955, a new Nielsen study shows, the number of new shows which returned the succeeding year declined annually (with the exception of 1957) from 55% in 1955 to 38% in 1959. In that same period, the number of new shows increased annually from 42 to 50. Other findings: Single sponsorship of programs dropped to 27.8% in 1960 from 49.6% in 1958. The nighttime schedule consumed by 30-min. shows declined in those 3 years to 49.3% from 65.1%; the 60-min. share increased to 45.8% from 32.6%.

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Dramatic programs, news & special events, and feature films won the largest percentages of viewer votes in a recent survey by Pulse Inc. for *Television Age*. Asked which categories should get more TV time in 1961 than they got in 1960, 500 N.Y. viewers requested more of these 3 categories at the rates of 52.4%, 48% and 44% respectively. Another high scorer was comedy, which got 41.8%. The category which had the lowest score among viewer requests for more time was crime & mystery (15.2%). Asked which categories should get less time, 44.6% of the viewers awarded the scallion to that category. Only 3% of the respondents thought there should be less news & special events in 1961. Two-thirds thought they would spend the same amount of time watching TV in 1961 as they did in 1960; 17.2% said more time and 16.8% said less.

Broadcast headlines thrown into 5-min. news shows don't constitute responsible electronic journalism, NAB board member Allan Page, mgr. of radio KGWA Enid, Okla., told a 4-state TV-radio news clinic at U. of Kan. He said broadcasters should spurn news "gimmicks" & develop fewer stories, but in greater depth.

**Ratings & Program Mortality:** While ratings may be the most important factor in deciding whether a show stays on the air or is canceled, they obviously don't tell the whole story. As networks prepare for mid-season axings, Nielsen notes there is no absolute cut-off point in ratings, below which a show is dropped and above which it stays.

The average rating of the approximately 50 shows canceled at the end of 1959 was 13.9 (Vol. 16:51 p10), but a more detailed breakdown of the Nov.-Dec. 1959 AA ratings indicates that some low-rated shows are staying on the air (24% of those programs whose ratings were less than 15), while a few shows which rated between 22 & 30 were dropped. This table, prepared for us by Nielsen, indicates the percentage of programs returning in 1960 in each rating category:

| 1959 AA Rating | No. of Shows | % Returned in 1960 |
|---|---|---|
| 30 or more | 2 | 100 |
| 25-29.9 | 15 | 93 |
| 22-24.9 | 14 | 93 |
| 20-21.9 | 13 | 69 |
| 15-19.9 | 31 | 53 |
| Under 15 | 38 | 24 |
| 18.2 (average) | 113 (total) | 56% Returned |

Danger of TV censorship was seen last week by U.S. Supreme Court Chief Justice Warren, speaking for the dissenters in a 5-4 decision that upheld a Chicago ordinance giving the city authority to require its approval before a movie may be exhibited. The decision, Warren said (joined by Justices Douglas, Black & Brennan), "presents the real danger of eventual censorship for every form of communication, be it newspapers, journals, books, magazines, TV, radio or public speeches." The suit was brought to the Court by Times Film Corp., which had refused to submit its movie "Don Juan" for approval by city censors, who then refused to allow its exhibition. • In Hollywood, MPAA Pres. Eric Johnston strongly urged TV to join the movie industry in the fight against censorship, warning that TV, radio and other media will ultimately face censorship too if they don't combat it now. The Supreme Court decision, he said, may be a "stimulation" to more censorship boards.

Vatican guidance on TV shows is being published for Roman Catholics who view Italian programming. The guidance, "indicative" and considered not binding as in the case of film & theater judgments, comes from the Catholic TV Center of Italian Catholic Action.

NBC International supplied 15 film hours of Inaugural-day coverage to 6 foreign countries (Holland, Denmark, Italy, Germany, Australia, Philippines). In a separate agreement, BBC was supplied with a special 30-min. film. CBS News Film subscribers in 30 countries were serviced with Inauguration day films, and Australian Bcstg. Corp. bought complete CBS kinescope. ABC radio supplied Voice of America with its audio coverage, but no foreign TV deals.

TV "is here to stay" and it's time for newspapermen to "lay down the sword" & accept the medium as an established news competitor, President Kennedy's press secy. Pierre Salinger said Jan. 25. Addressing a National Press Club luncheon in Washington just before the President went before live TV network cameras for his first White House press conference (see p. 2). Salinger said the new arrangement didn't mean TV was favored over newspapers.

Block-booking injunction order will be filed by the Justice Department this week. A Jan. 26 conference at N.Y. federal court adjourned before completion of the action, which is based on the Dec. 2 decision by Judge Archie O. Dawson that TV sales of features in blocks are illegal (Vol. 16:50 p5).

**TV & radio cultural exchanges** between the U.S. & USSR aren't working out, Radio Moscow complained in a broadcast accusing American officials of reneging on pledges. The same situation prevails in exchanges of movies, the Russians said. In reply, the State Dept. put out a 3,000-word statement calling the broadcast a "totally unwarranted & insupportable attack." Said the State Dept.: "Everyone knows that Soviet Premier Khrushchev has received liberal radio & TV time" here—more than any U.S. official ever got in Russia. Moreover, the U.S. reply said, packaged Russian TV & radio shows offered for U.S. programming haven't been satisfactory. TV shows don't meet U.S. technical standards and radio shows aren't shipped in time to meet schedules, the State Dept. maintained. As for movies, the State Dept. reminded the Russians that 8 Soviet films have been purchased by U.S. theater exhibitors under the 1959 exchange agreement—and that they've had wide distribution & gala openings.

**Exploitational & commercial aspects** of the present broadcast-journalism award system "negate the aims of the honoring organizations," charged MBS Pres. Robert F. Hurleigh last week. He was addressing a symposium at the U. of Georgia Henry W. Grady School of Journalism conducted in association with the Ga. Bcstrs. Assn. Hurleigh called for a procedure similar to that used for the Ayer typography awards to newspapers: Set aside 2 weeks in the year for entry submission, thus eliminating "sporadic, award-seeking forays." He also criticised award categories for "failing miserably" to keynote programming changes. Network development of daily world events documentaries is going "unrecognized & unsupported by the very groups priding themselves as the watchdogs of the media's cultural, ethical & educational developments."

**Winner of Montreux international TV festival** (May 15-27) may be seen by over 300 million televiewers. Rules of the contest, released Jan. 29, encourage competitors to telecast the winning musical or variety program over their outlets. Networks from some 35 nations, independent & govt.-owned members of the European Bcstg. Union which is endorsing the contest, are expected to take part in the Swiss-sponsored contest. The rules also specify the payment of copyright dues which "could result in the payment of substantial sums to the company & artists who produce the Golden Rose winner." Entries must be especially prepared for TV during the 12 preceding months.

**U.S. took top honors** at the recently concluded international TV festival in Monaco, copping prizes for the best dramatic program ("Medea"), best non-dramatic ("Very Important People") and best current events program (Yul Brynner's "Rescue"). Other awards went to England's Sir Laurence Olivier for his performance in the American "The Moon and Sixpence" & Argentina's Violeta Antier for "Judith." Japan's Minao Joskida won the best direction prize for "Underground," and Sosuke Pugi won the prize for the best writing of an original dramatic work with "The Last 30 Minutes."

**Flexibility of the NBC-Gulf Oil contract** paid off Jan. 24. In a matter of hours after the disappearance of the Portuguese ship Santa Maria, NBC went into action with a 30-min. (10-10:30 p.m.) special, "Piracy in the Caribbean," pre-empting the first half-hour of "Life in the 30s." The Frank McGee-narrated summary of the event's political implications included a reading of the radiogram sent to NBC by rebel leader Capt. Henrique Malta Galvao, audio pick-ups from Santa Lucia in the Windward Islands, and a report from a Washington-based naval officer.

**Early rating results** for live telecasts of President Kennedy's first news conference (see p. 2) came as a surprise to NBC-TV, which has become accustomed to a strong lead in political programming (the 1960 conventions, Election, Inauguration). In the 7-city Arbitron, which recorded 9 million viewers for the 6-6:45 p.m. period, the CBS audience share of 12.9 had the edge over NBC's 12.6. "We expect to pick up considerably in the national Nielsen," an NBC official told us. According to the N.Y. Nielsen, WNBC-TV did only slightly better than the network in the multi-city area. It captured an audience share of 14.8 against a 12.4 for WCBS-TV. The homes-using-TV figure for the 6-6:30 p.m. period in N.Y. stood at 55.8 (2,315,000 homes) against the "normal" 43.1 for the time period. But NBC broke its own TV audience record Jan. 20. In the 29-market Trendex, the network scored a 50.4 share of the 11 a.m.-3 p.m. Inauguration Day viewers—against a 32.3 for CBS, reaching 28 million homes. (Huntley & Brinkley reached 27,700,000 TV homes on Election night).

**Goldwater-McCarthy debate** (*Face the Nation*, CBS-TV, Thu. Jan. 26, 10-11 p.m.) pulled a mere 5.0 against ABC-TV's 23.8 for *The Untouchables* and NBC-TV's 16.3 for *Groucho Marx*, according to the ARB 7-city ratings.

**Special citation** has been awarded to CBS-TV by the American Institute of Architects for "Big City — 1980," the Nov. 21 program in the *Tomorrow* series sponsored by American Machine & Foundry. Another CBS program attracting special notice is "Harvest of Shame," the Nov. 25 report on migratory workers (Vol. 17:4 p7). It is being shown to members of Congress this week (Jan. 30).

## Technology

**Satelite communications experiment** for one year has been authorized to AT&T by the FCC which granted 6325-6425 mc for tests of various kinds of transmissions, including TV. NASA will do the launching of up to 6 satellites, will be reimbursed at cost—estimated at $3 million each. Each earth station will cost about $106,000, satellites about $250,000. Ground stations will feed 3 kw into the antenna, satellites 5 watts. FCC has also turned down as "premature" AT&T's petition for the allocation of non-common-carrier frequencies 6425-6925 mc to space communications. Lockheed Aircraft Corp. last week submitted to FCC a recommendation that it be permitted to become a "common carrier's common carrier"—supplying satellite service to other carriers. The presentation was made to a meeting of officials of FCC, NASA, OCDM & Congressional space committees. It was based on a big survey by the management firm of Booz, Allen & Hamilton and a legal analysis by Pierson, Ball & Dowd. Ex-FCC Chmn. John Doerfer is also associated with the project. The Lockheed position is that FCC is the only agency empowered to get the ball rolling now. Lockheed envisioned a porgram to cost $260 million during a 6-year initial period, placing 2 satellites 22,300 miles out in space and 20 stations on earth—4 of them in the U.S. NASA last week invited bids by March 6 on an 85-lb. active satellite—"Project Relay"—capable of carrying TV, multi-channel telegraphy and data handling, and due for launching in mid-1962. Specifications were outlined to representatives of 41 industries last week.

**Digital TV**, an encoding technique which offers potential for closer station spacing, improved signal-noise levels, better fringe service, narrower bandwidth, etc., will be discussed & demonstrated in Washington Feb. 13 by Bureau of Standards under IRE auspices.

## Advertising

**Rising Media Costs:** Today's advertiser will have to spend 20% more in real dollars just to maintain his 1957 schedule, concludes Grey Advertising in a study of cost trends during the past 4 years. Prime factors in the rising costs: inflation, changes in coverage, increased competitive pressures. Following are Grey's analyses of TV, magazines, newspapers:

TV: A $100,000 network-TV schedule in 1957 cost $24,000 more in 1960. In that time span, although total U.S. households increased only 5%, TV saturation increased 10% and the number of TV-owning homes jumped 15%. If 1960's advertiser spent only what he did in 1957, he reached 12% fewer people and received no benefit from the population growth.

Magazines: A $100,000 magazine ad schedule in 1957 cost $27,000 more in 1960. In the intervening 4 years, magazine circulation increased 13% and the proportion of homes that bought magazines rose 8%. If the advertiser made no change in 1960 from his 1957 budget, he lost 15% of his previous market coverage.

Newspapers: A $100,000 newspaper ad schedule in 1957 cost $11,000 more last year, and failure to increase would have cost the advertiser 17% of his previous coverage. In the 4-year period, while U.S. households put on that 5% increase, the proportion of homes buying newspapers slumped 4%. (For another study, see Vol. 16:15 p7.)

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**FTC's Kintner Lauds Landis:** Unexpected words of praise for President Kennedy's regulatory-agency advisor James M. Landis came last week from Republican FTC Chmn. Earl W. Kintner, whose Commission was among those lambasted by the White House aide (Vol. 17:1 p1).

Landis was absolutely right in pointing out "the crying need of the administrative agencies for effective personnel," Kintner said in a 54-page FTC "Apologia" written for the anti-trust law section of the N.Y. State Bar Assn.

"I support Mr. Landis's views on this subject completely, and I earnestly hope that the new administration will implement them without favor or reservation," Kintner said. He added that the views of the Landis report "on the selection of agency members, and his brief for the centralization of executive & administrative responsibility in the agency chairmen, strike most responsive chords with me."

Kintner had only mild criticism for another section of the Landis report which urged transfer of some of FTC's anti-trust jurisdiction to the Justice Dept. This recommendation had been assailed earlier by Democratic FTC member William C. Kern as "inimical to the public interest" (Vol. 17:3 p18). Kintner merely recorded his "respectful disagreement" with the Landis proposal.

The lame-duck Republican chairman, who is awaiting replacement by a Kennedy appointee, also had some words of advice for his FTC successor:

"The regeneration of agency policy must not be limited to the recruitment of new personnel. The enthusiasm & imagination of veteran staff members, often dormant or repressed, must be kindled. Advancement for the meritorious must be sure & swift, and quiet harbors must be found for those who are exhausted or incompetent."

Another speaker at the N.Y. lawyers' meeting was Landis himself. He conceded he had "stepped on some toes" in his report to President Kennedy, and that maybe it would be better to strengthen FTC than to take away any of its present functions. For one thing, Landis said, FTC needs more authority to stop "false & deceptive" TV advertising.

**Net TV Up 8% In Nov.:** The total national ad volume rose only 4% in November above the Nov.-1959 level, despite healthy increases by outdoor (22%), newspapers (15%) and network TV (8%). These gains were whittled by magazines' 5% & radio's 4% declines, *Printers' Ink*'s latest index shows.

With the sole exception of radio—down 1%—all major media showed cumulative gains. The leaders: TV & magazines (10% each), business (7%). Total year-to-date business ran 7% ahead of 1959's Jan.-Nov. volume.

Only TV & radio improved in November from Oct. 1960, producing respective gains of 1% & 5%. Newspapers repeated the preceding month's volume, and all other media showed losses, topped by magazines' 16% decline.

| Medium | Index Nov. 1960 | Index Nov. 1959 | % Change from 1 month ago | % Change from 1 year ago | % Cumulative Change |
|---|---|---|---|---|---|
| General Index | 234 | 224 | — 5 | + 4 | + 7 |
| Total Magazines | 175 | 184 | —16 | — 5 | +10 |
| Weekly | 185 | 200 | —24 | — 8 | +12 |
| Woman's | 141 | 142 | — 4 | — 1 | + 9 |
| General Monthly | 231 | 230 | — 4 | ..... | + 8 |
| Farm | 91 | 122 | + 7 | —25 | — 9 |
| Newspapers | 202 | 175 | ..... | +15 | + 2 |
| Network Television | 513 | 476 | + 1 | + 8 | +10 |
| Network Radio | 22 | 23 | + 5 | — 4 | — 1 |
| Business Papers | 244 | 240 | — 1 | + 2 | + 7 |
| Outdoor | 166 | 136 | — 2 | +22 | + 5 |

All indexes have been seasonably adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-1959 except for the TV base, which covers the years 1950-52.

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"Guaranteed"-product advertisers should bone up on answers to 7 questions, according to FTC attorney George J. Luberda. Assigned to evaluate complaints pouring in from consumers who say they've been taken in by broadcast claims & print-media ads, Luberda drew up this list of questions for consumers to ask: (1) "Who is going to make good on the guarantee?" (2) "Does the product have to be returned to the seller?" (3) "Is the entire product guaranteed, or just those parts that rarely, if ever, wear out?" (4) "Who pays the labor charges involved in the product's repair?" (5) "Is routine servicing covered by the guarantee?" (6) "Is the guarantee based on the price you actually pay for the product or is it pro-rated on a manufacturer's 'list' or 'suggested retail' price?" (7) "Is the guarantee in writing or is it contained only in the salesman's smiling assurance?"

New reps: KGUN-TV Tucson to Young Jan. 1 from Headley-Reed • WLOF-TV Orlando, Fla. to Young Jan. 1 from Headley-Reed • WCIA Champaign, Ill. to Peters, Griffin, Woodward Jan. 1 from Hollingbery • KTEN Ada, Okla. to Weed Jan. 1 from Raymer • KCMC-TV Texarkana, Tex. to Blair Television Associates Jan. 1 from Venard, Rintoul & McConnell • WEAU-TV Eau Claire, Wis. to Young Jan. 1 from Hollingbery • WKBT La Crosse, Wis. to Avery-Knodel Jan. 1 from H-R Television.

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**Ad People:** M. Michael Griggs and Jack Goldsmith appointed BBDO vps . . . **Herman Davis** and **Maxwell Sapan** named Compton vps . . . **Robert Dolobowsky**, ex-Grey, named Doherty, Clifford, Steers & Shenfield vp . . . **Carleton Spier** retires as vp, dir. & copy supervisor, BBDO.

**Ralph Zeuthen** named Compton vp . . . **A. O. Buckingham** becomes Y&R senior vp & member of the plans board, N.Y. office. He is succeeded as Y&R Ltd. London managing dir. by **James P. Wilkerson** . . . **Paul Bradley**, Kenyon & Eckhardt vp, resigns to form his own PR & sales development firm, Bradley & Associates.

## Congress

**SEC. 315 INQUIRY SET:** Broadcasting's big brass is lined up for the opening FCC-TV-radio event of the new Congressional session—the 2 days of Senate hearings this week on how networks & stations behaved themselves politically during the 1960 Presidential election campaign (Vol. 17:4 p11).

FCC Chmn. Ford has been summoned by Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) as the lead-off witness at 10 a.m. Jan. 31 (Room 5110, New Senate Office Bldg.). He will report on the industry's operations under suspension of the Communications Act's Sec. 315 for the top candidates.

Scheduled to follow Ford to the stand—with the industry's own reports on the experimental lifting of equal-time requirements—are CBS Inc. Pres. Frank Stanton, NAB Pres. LeRoy Collins and NBC Pres. Robert E. Kintner. ABC Washington vp Alfred Beckman & MBS Pres. Robert F. Hurleigh will testify Feb. 1.

Unlike industry witnesses in other Congressional investigations in recent sessions, they aren't expected to be given a hostile reception by the 5-man Communications Subcommittee. Pastore has had nothing but praise for the non-equal-time Kennedy-Nixon Great Debate series & other network campaign shows.

The likely outcome of the Senate proceedings is development of Capitol Hill support for permanent suspension of Sec. 315 for major-party nominees for President & Vice President. Commerce Committee Chmn. Magnuson (D-Wash.) has already submitted legislation (S-204) to regularize the equal-time exemption (Vol. 17:2 pp3&4).

It's unlikely, however, that the testimony will bring Congress much nearer to NAB's longtime legislative goal —outright repeal of Sec. 315 to free broadcasters of all political broadcast inhibitions.

### Yarborough's Plans for Watchdog Hearings

Still to be heard from on the broader Sec. 315 issues is Sen. Yarborough (D-Tex.) and his Commerce Freedom of Communications Subcommittee. He had announced plans for "watchdog" hearings before the end of January to explore complaints that broadcasters had discriminated against candidates for lesser offices (Vol. 17:2 p4).

At last week's end Yarborough had been unable to arrange a "watchdog" hearing schedule, however. His Subcommittee's operating appropriation runs out Jan. 31, but he planned to ask for an extension to keep his tiny staff together, and was determined to go ahead with his plan for a public airing of Sec. 315 beefs.

Meanwhile, the Yarborough Subcommittee's chief counsel Creekmore Fath was busy reading proof on documented Sec. 315 background evidence—a half-dozen volumes containing scripts of political broadcasts in 1960. The first volume was due Jan. 30 from the Govt. Printing Office. Fath told us no meeting of the Subcommittee to plan hearings had been scheduled for this week, but that Yarborough will try again to get together with other members—Sens. McGee (D-Wyo.) & Scott (R-Pa.).

On the House side, the usually-turbulent FCC-TV-radio investigative front was quiet for a change. Rep. Harris (D-Ark.) & his House Commerce Committee, not yet fully reorganized for the new session, marked time.

Sec. 315 was on the legislative agenda of the Harris Committee, too—along with network regulation, trafficking in station licenses, *ex-parte* hanky-panky in regulatory agencies, etc. (Vol. 17:2 p2). But the Commerce Committee probably won't get going in these areas this session until it sets up a unit to replace its headline-winning legislative Oversight Subcommittee.

Harris also was awaiting ammunition for an investigative foray into still another broadcasting sector—TV & radio audience rating services and how they are used for program, network and station promotion. A special study of the systems by the American Statistical Assn., commissioned last year by the Oversight Subcommittee, had been scheduled for delivery this week (Vol. 16:52 p3). The lengthy ASA report wasn't finished last week, however. And a 3-man ASA team headed by Dr. William Madow was told by the Oversighters' counsel Robert W. Lishman to take its time. A companion study of rating services by FTC field agents looking for unfair trade practices (Vol. 16:36 p8) also has been under way since last year.

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Ban on racing information is proposed in an anti-crime bill (S-528) co-sponsored by Sens. Wiley (R-Wis.) & Bennett (R-Utah). In addition to prohibiting use of leased-wire services for gambling purposes, the perennially introduced measure says: "No radio or TV broadcasting station, for which a license is required by any law of the United States, shall broadcast or permit to be broadcast any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run, or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer. This section shall not preclude the broadcasting of, or information concerning, a horse race where such broadcast is carried as a special event, provided that no more than 2 horse races shall be broadcast by any station or chain of stations per day." Similar legislation (HR-3022) is sponsored in the House by Rep. Cramer (R-Fla.).

Strict good-conduct rules for govt. employes—and members of Congress, too—are proposed in package legislation (S-603 & 637 and HR-3450 & H Con. Res. 121) introduced by Sens. Javits & Keating and Rep. Lindsay (R-N.Y.). Among other things, the measures would: (1) Set up a joint Congressional committee to draft a permanent code of ethics for legislators & legislative employes. (2) Codify & update conflict-of-interest laws. (3) Require that "any written or oral communication" between members of Congress or their staffs and regulatory agencies be placed in public records. In a similar legislative move, Sen. Proxmire (D-Wis.) submitted a resolution (S. J. Res. 39) to establish a 9-man Commission on Ethics. Proxmire's plan was supported in the House by Rep. Bennett (D-Fla.). Separate conflict-of-interest bills (HR-3411 & 3412) were introduced by Reps. Celler (D-N.Y.) & McCulloch (R-O.).

Reorganization authority of the White House which expired in 1959 would be restored under a bill (S-153) approved by the Senate Govt. Operations Committee. Co-sponsored by Sens. Humphrey (D-Minn.) & Ervin (D-N.C.), the measure would permit the President to revamp structures of federal agencies unless the Senate or House vetoed his plans (Vo. 17:2 p3).

Far-reaching probe of "national & international telecommunications and the use of communications satellites" is on the agenda of the Senate Commerce Committee. Chmn. Magnuson (D-Wash.) introduced a housekeeping resolution (S. Res. 74) asking for $315,000 to carry on 2-year inquiries in the communications areas & in such other committee jurisdictions as fisheries, wildlife and weather.

**Touchy Untouchables:** Rep. Santangelo (D-N.Y.) continued his campaign against ABC-TV's *The Untouchables* last week, on his charge that the series over-emphasizes gangsters of Italian origin, obtaining an agreement that ABC officials would meet with him & other Congressmen in Washington Feb. 1.

Santangelo said that representatives of Sons of Italy had met with ABC officials in N.Y. last week, but that "they were sloughed off with some sort of promise to clean up the program for next season. That's not satisfactory to me," he said.

He's not completely grim on the subject, however, relating that someone had suggested a counter-measure to the program: "Have it followed with a program featuring Gina Lollobrigida, Sophia Loren and other Italian beauties —and call it *The Touchables*."

Ex-Attorney General Rogers added his weight to the blast by James V. Bennett, dir. of the Bureau of Prisons (Vol. 17:3 p14). He wrote to Sen. Schoeppel (R-Kan.), who had been aroused by Bennett's complaint about the Al Capone episodes. "I am advised," Rogers wrote, "that none of the events, or anything like them, actually occurred. The transfer of Capone & the other prisoners was routine and made without a single untoward incident or effort to escape. Mr. Bennett, who was an asst. dir. of the Prison Bureau at that time, says the whole program 'was as phony as the payola quiz shows' . . . The program here involved seems to me, like payola & the quiz shows, another example of broadcasters failing to fulfill their duties as trustees for the public. For it should have been obvious to them & the producers that the use of the semi-documentary form would mislead many watchers into believing that the venality & brutality of the officers of the prison service in fact existed."

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**Joint Committee on the Budget,** to study & screen budget proposals of federal agencies & departments, would be set up under a bi-partisan bill (S-529) introduced by Sen. McClellan (D-Ark.). The new 14-member group would be empowered to pass on all money requests before they reach Senate & House Appropriations Committees.

"National AGVA Week" would be celebrated Oct. 9-15 under a House proposal (H. J. Res. 157) by Rep. Halpern (R-N.Y.). Rep. Celler (D-N.Y.) suggested June 4-10 for the observance in an earlier resolution (Vol. 17:4 p11).

**Another daytimer bill** (HR-3334), to extend operating hours of sunrise-to-sunset radio stations to 6 a.m.-6 p.m., has been introduced in the House by Rep. Pelly (R-Wash.). Similar Communications Act changes (HR-3469) were proposed by Rep. Shipley (D-Ill.).

## Foreign

**Formosa will get color TV,** if Chiang Kai-shek accepts an offer of technical & economic assistance from Matsutaro Shoriki, chairman of Japan's Nippon TV Network. "If President Chiang so desires," Shoriki said, "NTV is prepared to send technicians and to furnish funds to start color TV." He said an outlay of 100-to-200 million yen ($280,000-560,000) would be ample to introduce color TV in Taipei & nearby communities.

**Roving radio station,** equal in power to "4 top U.S. stations" and ready to be flown "almost anywhere on the globe," is planned by Voice of America dir. Henry Loomis. The portable truck-mounted transmitter would be available for emergency service to supplement VOA installations.

## Auxiliary Services

***More about***

**TELEMETER'S U.S. PLANS:** Midwest Video Corp., the multiple-CATV owner picked as the first announced U.S. Telemeter operator (see p. 3), hopes to run Telemeter installations in other cities in addition to Little Rock, we were told by a Midwest spokesman. One distinct possibility is Austin, Tex.

Midwest Video's backers are substantial. Its president, C. Hamilton Moses, an attorney, is former chmn. of Ark. Power & Light Co. and Louisiana Power & Light Co., is currently a dir. & exec. committee member of the Ark. power firm, and is past president of Ark. State C. of C. Others associated with Midwest: Winthrop Rockefeller; Sterling Stores Pres. David Grundfest; Walter E. Hussman, pres. of South West Newspapers and of KCMC-TV & KCMC Texarkana, Tex.

Midwest currently has contract to wire up one-station Austin, Tex. for CATV, and contemplates eventually adding a Telemeter installation there. Midwest officials declined to estimate timetables or costs for either the Little Rock or the Austin system—but at least in Little Rock, timing depends on the length & outcome of PSC proceeding.

Commenting on its Midwest Video tie-up, Telemeter Pres. Louis A. Novins announced: "We are now prepared to move ahead in selected situations in the U.S. which are representative of large sections of the population. The development of Telemeter in our country will be on a 'grass roots' basis. In each area, Telemeter rights will be licensed to a local group that includes important local interests with high standing in that community."

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**Last-minute reprieve** from the White House was hoped for at last week's end by Walter Reed Hospital's medical TV center dir. Dr. Paul W. Schafer, to save his million-dollar installation from budget-economy dissolution (Vol. 17:2 p9). "Whether we live or die at 5 p.m. Jan. 30, when we've been ordered to close down, is up to the President's office now," Dr. Schafer told us. Spurned by Surgeon General Leonard D. Heaton, who initiated the shutdown order, Dr. Schafer enlisted active Congressional support—including Sen. Humphrey (D-Minn.) & Rep. Flood (D-Pa.) —to carry his case to the White House. They asked President Kennedy's legal aide Myer (Mike) Feldman, a broadcasting veteran, to try to see to it that the budget slash is held up at least long enough for another look at the TV center's operations.

**Re-match between heavyweight champion** Floyd Patterson & contender Ingemar Johansson March 13 will be a fund-raiser for N.Y. Heart Association. TelePrompTer, which is handling TV closed-circuiting (Vol. 17:1 p11) will feed the Miami fight to a Madison Square Garden audience of 12,000 and the Heart Assn. will collect proceeds on all sales (except the lowest-priced $5.50 seats). "Golden Circle" seats will sell at $100. TelePrompTer also announced that BBC has bought TV & radio rights for $50,000. Adding this to the $300,000 from ABC for radio rights, the bout will yield "more money than any previous fight in history," said TelePrompTer Pres. Irving B. Kahn.

**Add anti-pay-TV bills:** House Judiciary Committee Chmn. Celler (D-N.Y.), long a foe of pay-as-you-see TV, has reintroduced a measure (HR-3020) prohibiting charging of fees for home viewing.

## Film & Tape

**WGA-Nelson Conflict Settled:** One of the Writers Guild of America's shortest strike calls ended late Friday when producer-director-star Ozzie Nelson verbally agreed to sign a contract, 3 days after the Guild had called its strike against him. At the same time, Stage 5 Productions, which films Nelson's ABC-TV series, *The Adventures of Ozzie & Harriet*, signed with WGA.

Originally Nelson had refused to sign with WGA, basing his stand on a legal point, on an outspoken resistance to the royalty concept for writers written into the new contract, and on opposition to the pension plan.

WGA said that last fall, 3 writers who work for Nelson on his ABC-TV series, *The Adventures of Ozzie & Harriet*, joined the Guild: Dick Bensfield, Perry Grant, and Don Nelson, the producer's brother. Consequently, WGA tried to sign Ozzie Nelson, who has never been a signatory in his 9 years in TV film. He refused.

Prior to the settlement, Nelson explained that inasmuch as he had signed the 3 writers prior to their joining the Guild, WGA, by calling them out on strike, would be "forcing them to commit an illegal act" (breach of contract). "I am not against unions," he added. "I was a member of the old Screen Writers Guild. But there have to be a couple of voices in the wilderness to alert the people that our free enterprise system is going down the drain."

He told us he could see why actors should have pensions and should share in residuals ("they have short-lived careers, as a rule; writers don't"), but he saw no reason for extending these benefits to writers. He said he had paid his writers over scale for years, even though not a WGA signatory. Pensions for writers are "ridiculous," he remarked, mentioning that his writers are "3 years younger than I am." "The writer today gets unemployment insurance, social security, royalty and a pension. The Guild is telling the companies in effect: 'These writers are idiots who can't take care of themselves, so you, the employer, must put money away for them.'" As for the royalty concept of residuals, Nelson said "I don't want partners."

He added that the Guild hadn't called him in the 19 years he had been on TV & radio, and he couldn't understand the belated interest. Kenyon replied that there was nothing WGA could have done about Nelson's operation previously, because his writers had been non-Guild scripters until last fall.

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**Public-affairs series**, *Face of the World* (30-min., 13-episodes, on international social, religious & economic customs), produced by Westinghouse Bcstg. Co. & the Jesuit Missions National Information Center, debuted Jan. 15 on the 5 WBC stations. WBC has also sold it to WNEW-TV N.Y. and may offer it for general distribution. Reports on customs of Korea, Japan, Iraq & India are highlights.

**Myrna Fahey** has been signed by MGM-TV as the "bride" for its *Father of the Bride* pilot. Leon Ames is "father." Robert Maxwell is producer . . . **Bob Hope** will mc the Oscar Awards April 17, to be telecast on ABC-TV . . . **Albert J. Cohen** has been replaced as producer of *The Racer* by Phil Shuken as exec. producer and John Greene & Herb Stewart as co-producers . . . **Joe Naar**, ex-Revue Studios producer, has joined Screen Gems . . . **Herbert Marshall** stars in *The Atoner*, Four Star Television pilot to be seen on *Dick Powell's Zane Grey Theater* . . . **Mark Richman** stars in the pilot of MGM-TV's *Cain's Hundred*, being made for NBC-TV.

**Film's Export Problems & Promises:** Complex & often frustrating problems face American TV film companies seeking to sell their wares abroad. And the problems are growing. This was the consensus expressed last week at an Academy of Television Arts & Sciences meeting in Hollywood by panelists Richard Dinsmore, West Coast sales mgr. for Screen Gems; Robert Lewine, CBS Films program vp, and Henry White, gen. mgr., WNTA-TV N.Y.

"We haven't scratched the surface in the overseas market yet," said Dinsmore, who thought England posed the greatest current problem because of its stringent quota restrictions. And Japan is another problem because it won't pay more than $500 for any U.S. film.

Still another headache looms south of the border, the SG executive went on, disclosing that each South American country now wants U.S. telefilms dubbed in the country where they are shown. The cost of such an operation would be exorbitant, he pointed out. Dinsmore said, too, that Latin America is shying away from U.S. telefilms which contain too much violence, and a number of these nations plan to produce their own shows. Nevertheless Latin America was optimistically described as the largest potential customer for American films. Most of the problems are associated with a surge of nationalism, and Dinsmore expressed confidence that they will be resolved. He said he looked for the new Washington administration ("and this would be true no matter who had won") to pour a lot of money into South America, which will inevitably help the U.S. telefilm companies selling product there.

Lewine attributed quota systems such as England's to the fact that "people overseas prefer American films to their home-grown product." There is resentment abroad that more foreign-made films aren't seen in the U.S., but such films would never be acceptable to the mass market here, he declared.

White said in this connection that foreign producers are becoming increasingly alert to American tastes and are turning out shows with the U.S. market as their principal target. There is an increasing aggressiveness in the selling of foreign TV films to the U.S. market, he added.

Dinsmore predicted that eventually Germany would be the best market for American TV films, Brazil second.

Films produced in England, Japan, and France, as well as commercials from England & Japan, were shown.

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**Cautious optimism for an IATSE** settlement with the TV & movie producers was expressed last week by some sources engaged in the talks. Negotiators appeared eager to reach agreement on a new contract as soon as possible. The present one expires this Tuesday (Jan. 31). One leading TV-film executive told us: "We feel labor & management are completely aware of the mutuality of the problems, and are trying to find a way to their solution." Both sides were reported working on compromise proposals. Key IATSE demands are a 25% across-the-board wage hike; increase in pension and health & welfare benefits, and compensation from movie producers for post-1948 movies sold to TV. Among those taking part in some of the intensive negotiations as observers were Revue Studio Pres. Taft Schreiber, Four Star Television Pres. Dick Powell, MGM Pres. Joseph R. Vogel, and Paramount Pictures Pres. Barney Balaban.

**Flying A Productions**, Gene Autry's TV film company which has been inactive for several years, may return to production this year, we're told by Autry, who adds that he is considering starring in a series.

## NEW YORK ROUNDUP

**Add syndication sales:** Trans-Lux has sold the Westinghouse-produced series, *The American Civil War*, to the 5-circuit Armed Forces TV Network . . . **Ziv-UA's** *Miami Undercover* is now in 102 markets; new sales include WGN-TV Chicago, KONO-TV San Antonio, WRBL-TV Columbus, Ga. . . . **Javelin Productions** (new ITC div.) has sold *The National Football League Presents* (60-min. films of the 1960 NFL games) in 38 markets. Sales include WPIX N.Y., WBBM-TV Chicago, WMAR-TV Baltimore . . . UAA's post-1948 UA package has been bought in 3 new markets, including WNBQ Chicago, bringing the total to almost 60 . . . MCA-TV sold its off-network 30-min. mystery-adventure series, *M-Squad*, in 14 new markets, upping the total to 30. New sales include KYW-TV Cleveland, KPIX San Francisco, WHEN-TV Syracuse.

**N.Y. chapter of Academy of TV Arts & Sciences** has formed a new local stations committee, to be headed by Frank J. Shakespeare, Jr., WCBS-TV vp-gen. mgr., and Bennet H. Korn, Metropolitan Bcstg. exec. vp for TV. "We feel it is now incumbent upon us to serve the interests of the 7 local N.Y. TV stations and to stimulate the cooperative effort on behalf of the N.Y. community," said ATAS N.Y. Pres. Henry S. White.

**NTA** has sold 17 of its feature films, many of which have been telecast, to theatrical distributor Exclusive International Films. Included in the deal are "High Noon," "Cyrano de Bergerac" and "The Bells of St. Mary's." EIF Pres. Edward Gray said a recent sampling proved "exhibitors are still interested despite their TV-exposure."

**WPIX N.Y.** has scored one foreign & 2 domestic sales for its newest 60-min. station-produced documentary, "Castro, Cuba and Communism," less than 24 hours after its pre-telecast release in syndication. KBTV Denver, KHVH-TV Honolulu and a TV station in Holland bought the film, which gets its initial airing on WPIX Feb. 16.

**People:** Henry Traiman has been named Gerald Productions vp & exec. producer . . . **Harold Winston** appointed Screen Gems de Mexico, S.A. gen. mgr. . . . **Anthony Azzato** has resigned as NTA syndication sales supervisor, effective Jan. 31 . . . **Joseph Kotler** named Ziv-UA N.Y. sales vp . . . **Jerry Bredouw**, ex-Y&R, has joined 20th Century-Fox TV as asst. to production chief Roy Huggins . . . **Dennis** (*Gunsmoke*) **Weaver's** 3 sons, Robert, Rick and Rustin, make their acting debut in a *Gunsmoke* segment being directed by their father . . . **Shirley Jones**, Connie Stevens and Vic Damone star in "The Jimmy McHugh Story," 60-min. taped special being made by Heritage Productions . . . **James F. Delaney** has been named ABC Films Southern div. mgr. . . . **Ziv-UA** associate producer-dir. Larry Dobkin has resigned.


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## HOLLYWOOD ROUNDUP

**Screen Actors Guild** is voting by mail on a new contract negotiated for non-theatrical industrial & educational movies. All minimum wage increases would be retroactive to last July 21. Principal benefits: (1) Producer to pay an additional 5% of gross compensation for the pension and health & welfare plans, with limitation of $25,000 per actor per picture. (2) Day-player minimum raised from $80 to $85 as of last July 21, and to $90 July 21, 1961. (3) Weekly free-lance rate raised from $300 to $318.75 and then to $337.50. (4) Three-day contracts eliminated. (5) Additional compensation for restricted TV & theatrical rights, with player to be compensated on basis of his actual salary, up to $150 a day and $562.50 a week, rather than on minimum rates, as provided in the old contract. The contract would expire July 20, 1962.

**U.S. Court of Appeals** in San Francisco upheld writer Ray Bradbury's claim that his novel, *Fahrenheit 450*, had been pirated for a *Playhouse 90* show on CBS-TV entitled *Sound of Distant Drummers*. The Appellate Court reversed a lower court decision which had held there was no similarity between the Bradbury story and the Robert Alan Aurthur teleplay. It ordered Federal Judge Leon Yankwich to assess damages against CBS-TV & Aurthur. Bradbury had asked $50,000. The Appellate Court did not alter a previous decision absolving ex-*Playhouse 90* producer Martin Manulis from any involvement in plagiarism.

**General Foods** is negotiating for Lucille Ball to star in a filmed 60-min. special next season. Desi Arnaz would produce it . . . **Producing Artists Corp.** is projecting a series called *Mr. Broadway Presents*, using old musical hits. . . . **Desilu Productions** will pilot *The Holidays Abroad*, starring Dan Duryea. Joseph Shaftel will produce.

**Screen Gems** plans a new 60-min. series, *Reckless*, written by W. R. Burnett . . . **Roncom Productions** will pilot *Column 8*, a 30-min. newspaper drama created by Frank Fenton & John Resner. Exec. producer Alvin Cooperman will film the pilot in mid-February at Desilu studios.

**Ziv-UA** chalked up some kind of speed record last week when director Monroe Askins brought in a segment of *Lock Up* in a little more than one day's shooting. Ordinary time for a 30-min. film is 2 to 3 days, sometimes more.

**Four Star Television** will pilot *Wyoming Mustang*, starring Don Burnett & Jim Beck. The film will be seen as part of the *Stagecoach West* series, produced by Vincent Fennelly.

**People:** Wayde Preston, Don Francks, Basil Rathbone and Hoagy Carmichael are signed to star in *War Birds*, the Filmways pilot being produced for Cal. National . . . In other CNP pilots, **Robert Knapp** will star in *7 Cannery Row*; **Joseph Campanella, Ron Foster** and **L. Q. Jones** in *3 White Hats*; **Richard Garland** in *Cottage 54* . . . Desilu producer **David Heilweil** *(Guestward Ho!)* has left TV to produce movies for 20th Century-Fox . . . **Janet Gaynor & George Murphy** star in *Sweet 16*, a comedy. Home-James Productions will film the pilot at Desilu Gower for NBC-TV. Ed James is producer . . . **Jack Minor**, ex-sales-ad dir. for 3 Chrysler lines, has joined Don Fedderson Productions as sales & development vp . . . **Bud Yorkin & Harry Sosnik** will produce the Academy of TV Arts & Sciences Emmy show on NBC-TV May 16 . . . **James Best & Adam West** star in *Rio*, 60-min. Roncom Productions pilot.

## Networks

NBC-TV's financial details have never been divulged by parent-company RCA, reminded NBC vp Sydney H. Eiges last week when we asked him about *Variety's* Jan. 25 story on the subsidiary's earnings. There is no reason for placing any credence in these figures, the result of sheer guesswork, we were informed. "All we can say," said Eiges, "is that this has been the greatest profit year in our history—which is what we said in our annual report" (Vol. 17:3 p7). NBC-TV cleared a mere $2 million profit from a $220 million outlay, said the trade paper, but NBC as a whole, and before deduction of colorcasting costs, not only made over $17.5 million in 1960, but has told the RCA board it will overtake $24-million profit-maker CBS Inc. in 3-4 years. *Variety* based its estimates on the fact that despite the network's "bits & pieces" nighttime business, daytime schedule earnings soared, news & public affairs cut losses and picked up big sponsors like Purex and Gulf, o&o's are making big profits, NBC International earned a "substantial profit" from foreign station ownership & program sales, and Cal. National Productions—the NBC telefilm arm—is "doing nicely."

CBS-TV lit a slow fuse in the affiliates camp with its new 10 a.m.-12 noon rotating participation plan (Vol. 17:3 p6). While affiliates committee Pres. Richard A. Borel (WBNS-TV Columbus) would say only that "we're involved in a study as prelude to a letter we'll send to the network, probably next week," another (but understandably anonymous) committee man maintained that the letter will deal directly with the situation. Stations, which see the network cutting into their spot market, reportedly will draw the line this time, using affiliation and clearances as clubs.

CBS & NBC have both announced reciprocal arrangements with RAI, Italy's only TV-radio network. Although similar services will be rendered by both U.S. networks, their plans differ in intent. CBS-TV stations div. will assist RAI with exchange of information on technical developments, production, public-affairs & promotional techniques, personnel & equipment. NBC's plan calls for assistance in the development of RAI's "2nd network" and color TV. It'll give advice on studio design, layout and facilities.

Public-issues series *Briefing Session*, produced last year by NBC-TV in cooperation with the National Educational TV & Radio Center, will be continued by NET for its 48 affiliates, with the AFL-CIO splitting production costs. The first 30-min. film in the new series, produced by N.Y.'s Joel O'Brien Productions, probably will be available to ETV & non-competing commercial stations in February.

"Meet the Press" 1960 co-op sales revenue was up 300% over 1959, announces NBC-TV. Number of stations selling the program more than doubled during the year to a total of 53. Banks & insurance companies were the most frequent buyers. The station lineup reached 118, also a record total.

Network affiliation changes: KMSP-TV Minneapolis gets ABC-TV affiliation April 16, taking over from WTCN-TV there • WISN-TV Milwaukee, formerly with ABC-TV, joins CBS-TV. Former CBS-TV affiliate WITI-TV joins ABC-TV next April.

CBC directors will meet in Quebec Feb. 13-15—their first conclave in that city since BBG was set up in 1958. The board assembles in various Canadian cities in order to acquaint itself with CBC outlets & their problems.

### NETWORK SALES ACTIVITY

Sports sponsor Gillette put $2,700,000 into entertainment TV last week. The investment, intended to "supplement" its present ABC-TV sports shows (*Fight of the Week*, Sat. 10-10:45 p.m.; *Make that Spare*, Sat. 10:45-11 p.m.), will be divided evenly between ABC and NBC over the next 6 months. Company officials termed a Jan. 25 trade paper report that Gillette is "retrenching from ABC" "obviously inaccurate." Said Gillette vp & ad dir. A. Craig Smith: "We want to give our products exposure during the first half of the year, comparable to what they receive on ABC [sports shows] during the 2nd half." (See below.)

**ABC-TV**

Action cartoon series, Mon.-Fri., 5:30-6 p.m., part. eff. Mar.
*B. F. Goodrich* (Foote, Cone & Belding)

Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. April.
*Speidel* (McCann-Marschalk)

Hawaiian Eye, Wed. 9-10 p.m., part. eff. March.
*Corn Products* (Lennen & Newell)

The Islanders, Sun. 9:30-10:30 p.m.; Stagecoach West, Tue. 9-10 p.m.; The Roaring Twenties, Sat. 7:30-8:30 p.m.; The Asphalt Jungle, Sun. 9:30-10:30 p.m.; part. eff. Feb. 5, April, June 17, & April respectively.
*Gilette* (Maxon)

**CBS-TV**

Masters Golf Tournament, Sat. April 8, 5-6 p.m. & Sun. April 9, 4-5:30 p.m. co-sponsorship.
*American Express* (Benton & Bowles)
*Travelers Insurance* (Young & Rubicam)

The Red Skelton Timex Special, Fri. April 21, 8:30-9 p.m. full sponsorship.
*U.S. Time Corp.* (W. B. Doner)

The Gunslingers, Thu. 9-10 p.m.; part. eff. Feb. 9.
*Gilette* (Maxon)

**NBC-TV**

The Americans, Mon. 7:30-8:30 p.m., part. eff. Feb. & May respectively.
*Max Factor* (Kenyon & Eckhardt)
*Fedders* (Hicks & Greist)

Michael Shayne, Fri. 10-11 p.m., part. eff. Jan. & Feb. resp.
*Philip Morris* (Leo Burnett)
*Max Factor* (Kenyon & Eckhardt)

## Educational Broadcasting

Canada's first ETV station is in the works. A Toronto outlet, for which a Ch. 19 application will be filed in February by the Metropolitan Educational Television Assn. of Toronto, will "likely" get the approval of the Board of Broadcast Governors, says Chmn. Dr. Andrew Stewart. BBG regulations covering educational TV will have to be drafted as there are none at present. META expects to have the outlet in experimental operation by 1962.

Educational FM stations may use subcarrier transmissions, effective Feb. 2, for multiplex broadcasts of specialized programs, following last week's finalization of rule-making by FCC. Said the Commission: "These multiplexed transmissions can be made only simultaneously when the main channel is being programmed. They can present material for which the only consideration is the matter furnished and or the payment of any line charges involved. No commercial announcements or references are permitted."

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

**WASHINGTON BUREAU**
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
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WM. J. McMAHON Jr.

**NEW YORK BUREAU**
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

**WEST COAST BUREAU**
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** **John T. Madigan**, acting dir. of ABC News & Public Affairs (Vol. 17:2 p13), named dir. . . . **Lester Gottlieb**, ex-General Artists Corp., named special-programs dir., NBC-TV, succeeding Richard Linkroum, who returns to studio production . . . **Harry Mandel** named pres., RKO Theatres, succeeding Sol Schwartz, appointed a Columbia Pictures vp. **Matthew Polon** named vp.

**Peter Mead Abel** of CBS-TV legal dept. elected asst. secy. of CBS and named asst. general attorney of CBS corporate legal dept. & secy.'s office . . . **Clifford M. Kirtland**, treas. & controller, elected a vp of Transcontinent TV Corp. . . . **O. W. Myers** promoted from national sales mgr. to gen. mgr. of WHTN-TV Huntington-Charleston, W. Va., recently purchased by Reeves Bcstg. & Development Corp.

**Roger W. LeGrand** appointed mgr., WITI-TV Milwaukee, succeeding **Joseph W. Evans Jr.**, who assumes same post at WSPD-TV Toledo, replacing **Peter Storer**, recently named head of Storer's new national TV spot sales company. **William J. Flynn**, ex-WAGA-TV Atlanta, named gen. sales mgr. and **E. Dean McCarthy**, operations mgr., WITI-TV. McCarthy reassumes his position after organizing & operating for a year Storer's quality-control dept., and replaces **Glenn G. Boundy Jr.** Flynn replaces **Emmett A. Hassett**. All are Storer stations.

**David Fuchs** promoted from mgr. to dir. of sales presentations, CBS-TV . . . **Don Heath** named head of new MBS West Coast news bureau in San Francisco . . . **Jack F. Brembeck** named director of community services, KABC-TV Los Angeles, continuing as promotion-publicity director . . . **Martin Weldon** named news & specials events dir., Metropolitan Bcstg. Corp.

**James Robertson** named network affairs vp, NET. **Paul Owen** promoted from associate dir. to dir., station relations . . . **Robert A. Bicks**, Asst. Attorney General in charge of Anti-Trust Div., resigned as of Jan. 20, returning to N.Y. as partner in firm of Freed, Abbott & Morgan . . . **William P. Andrews** promoted from gen. sales mgr. to syndication vp, ITC . . . **Thomas I. King** appointed promotion & PR dir., KOOL-TV & KOOL Phoenix; succeeding **Tom Calhoun**.

**Gerald Clayton Beadle**, BBC-TV dir., has been knighted. **Peter Dimmock**, head of BBC-TV's outside broadcasts, has received the Order of the British Empire . . . **Bill McBride**, WOW-TV Omaha program dir., addressed the Neb. Unicameral Legislature on "The Challenge We Face," during a seminar on cold war strategy.

**Roger LaReau** promoted from account exec. to Edward Petry vp & client relations dir. . . . **Jim Smith** named mgr. of new Adam Young Boston office (129 Newbury St., Congress 2-1145).

**Wallace Turner**, news dir. of KPTV Portland, Ore., ex-*Portland Oregonian* reporter and Pulitzer Prize & Heywood Broun Award winner, appointed public affairs asst. to HEW Secy. **Abraham A. Ribicoff** . . . **Jean-Marie Beaudet**, secy.-general of Canadian Music Centre, Toronto, named CBC asst. programming vp . . . **Marvin Blumberg** advanced to partnership in A. D. Ring & Associates, Washington consulting engineers.

NAB Pres. **LeRoy Collins** met the press at a Jan. 24 reception at the Broadcasters Club in Washington. Guests of NAB at the party included Washington TV & radio correspondents, local newspaper columnists and trade-publication staffers. Representatives of the networks & Washington stations also attended. NAB Policy Committee Chmn. Clair R. McCollough and top NAB staff members accompanied Collins at the reception.

**New OCDM chief** is Frank Burton Ellis, 53, senior partner in the New Orleans law firm of Ellis, Lancaster & King, and 1952-54 Democratic National Committeeman from La. Announcing his choice of Ellis as the successor to OCDM dir. Leo A. Hoegh, President Kennedy said "a partner in the New Orleans law firm of Ellis, Lancaster & mobilization programs" would be the agency's "first order of business."

**Meetings next week:** Hollywood Ad Club luncheon (Feb. 6). RAB Pres. Kevin Sweeney will speak on "Radio 1961." Hollywood Roosevelt Hotel • U. of Tex. journalism seminar (6-7). "The Role of the Mass Media in a Democratic Society." U. of Tex., Austin.

**NBC's David Brinkley** has received a public service award from La Salle College, Pa. citing his "fair, thorough reporting in an exacting medium, and refreshing originality [in] the purveying of news."

### *Obituary*

**Norman Siegel**, 54, ex-CBS-TV publicity dir. in Hollywood, dropped to his death from the roof of a Hollywood building Jan. 24. The coroner said it was suicide. Siegel was West Coast editor of *Photoplay* magazine at the time of his death. He had formerly been publicity dir. for Paramount Pictures, the Academy of Motion Picture Arts & Sciences and the Screen Directors Guild.

## Stations

**Unbuilt WCIV (Ch. 4) Charleston, S.C.** will have changed ownership under terms of an application filed with FCC. Present owner Atlantic Coast Bcstg. Corp. will hold 33 1/3% in a new corporation, First Charleston Corp. The balance will be held by 10 prominent business & professional men of the area. President will be attorney Henry F. Sherrill. Atlantic Coast's share will be split: George Clinton, 40%; Charles E. Smith, 40%; Dorothy A. Marks, 20%. The 10 newcomers will put $66,000 into the company which also has a $150,000 bank commitment.

**Radio WSAI Cincinnati** has been sold for $1.2 million by Consolidated Sun Ray Inc. (radios WPEN Philadelphia & WALT Tampa) to Jupiter Bcstg. Inc., which is owned 50% each by investment firms Fox, Wells & Rogers and Payson & Trask.

**NEW & UPCOMING STATIONS:** Two educational outlets started programming Jan. 30—KAET (Ch. 8) Phoenix, Ariz. and KOAP-TV (Ch. 10) Portland, Ore. This raises the non-commercial on-air total to 54 (15 uhf).

As reported last week, KTLE (Ch. 6) Pocatello, Ida. left the air Jan. 23, stating that it must make other arrangements for programming now that NBC-TV affiliation belongs to KIFI-TV (Ch. 8) Idaho Falls (Vol. 17:4 p6). FCC has given the station permission to remain off the air until April 23. With KTLE dark, the U.S. on-air grand total, including educational outlets, is 518 (91 uhf). Although WWTV (Ch. 13) Cadillac, Mich. is off the air because of fire (opposite column), we're not subtracting it from the on-air total, since it plans to resume soon.

KTLE is the 11th U.S. commercial vhf outlet to go dark because of economic difficulties. The 11 failures include Ch. 6 in Nampa, Ida., Ch. 13 Honolulu, and Ch. 12 in Lincoln, Neb. But the total does not include the mergers of share-time stations in Phoenix, Kansas City, Minneapolis & Monterey-Salinas. Also left out was the move of Ch. 9 from Hattiesburg, Miss. to Baton Rouge, La. because Ch. 7 had replaced it in Hattiesburg.

KAET Phoenix has a Du Mont transmitter which was acquired from KVAR (Ch. 12) Phoenix and a 61-ft. tower with a 36-ft. antenna on South Mountain. Owner is Arizona State University. R. H. Bell, dir. of the U.'s Bureau of Broadcasting, is gen. mgr.; Sheldon P. Siegel, also from the Bureau, production mgr.; Philip M. Rock, producer-dir.; Lynn E. Dryer, from the Bureau, chief engineer.

KOAP-TV Portland has a 5-kw RCA transmitter and a 200-ft. Fisher tower on Healy Heights, West Portland. Owner is State Board of Higher Education, which also operates KOAC-TV (Ch. 7) Corvallis, Ore. Owner's hq are in Eugene, where it operates U. of Ore., which has a medical & dental school in Portland, as well as a General Extension Div. It also operates Portland State College in that city. Chief engineer Anton H. Schmidt, ex-KOAC-TV, is the only employee reported thus far for the station.

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In our continuing survey of upcoming stations, here are the latest reports received from principals:

**CFTM-TV (Ch. 10) Montreal, Que.** has changed target to Feb. 13-18 with movies & news, and official opening Feb. 19, writes Maurice Doucet, technical dir. It has installed an 18-kw Marconi transmitter and will use a temporary 125-ft. tower, pending its move next summer to a special tower which will provide space for all Montreal TV & FM stations. At that time its 3-bay Alford antenna will be mounted 354-ft. above ground. Base hour will be $1,000. Reps will be Forjoe, Paul L'Anglais Inc. and Stovin-Byles.

**CHBC-TV (Ch. 5) Keremeos, B.C.** expects to start in mid-February as a satellite of CHBC-TV (Ch. 2) Kelowna, B.C. Licensee is Keremeos-Cawston Television Society, headed by H. Blakeborough, but all contruction work has been done by CHBC-TV, with funds furnished by the society. It will be the 5th in the chain of low-power, unattended, automatic repeaters of CHBC-TV.

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**Communications excise tax** is applicable to payments by TV & radio stations to news services for the telegraphed & telephoned information which is not collected by the stations as part of their general news service to the public, the Internal Revenue Service has ruled (Rev. Rul. 61-14). Exemptions from the tax are permitted only when news-service subscribers certify that they utilize the service for disseminating news, IRS said.

**TV & radio need religion** to help them stay on "the responsible path of service," Sen. Hartke (D-Ind.), a Commerce Committee member, said last week. Addressing the annual convention of National Religious Bcstrs. Inc. in Washington, he urged the organization to lend its "respected voice to the concern over the problems of broadcast operators, the regulating agencies and the allocation of broadcast frequencies." As for the TV & radio industry itself, Hartke said its leaders had displayed "prompt & effective reaction" to responsibilities placed on them by Congressional suspension of the Communications Act's equal-time requirements for Presidential tickets. Another convention speaker was Sen. Mundt (R-N.D.), who said religious broadcasts on "the perils of Communist subversion & perversion" should be beamed to audiences at home & abroad. Mundt also said TV & radio "have a tremendous impact & a great value at hearings of Congress." NAB greetings to the religious broadcasters were brought by Pres. LeRoy Collins, who addressed the convention briefly, as did FCC Chmn. Ford.

**WWTV (Ch. 13) Cadillac, Mich.** transmitter house & contents were totally destroyed by a fire early Jan. 24. Pres. John E. Fetzer estimated the loss at about $500,000, and expressed hope that operations could resume within about 2 weeks, using temporary facilities. The 1,282-ft. tower & antenna, 7 ft. from the building, were not damaged. Cause of the fire is thought to have been a defective blower motor in the duct system. Firemen were hampered in fighting the blaze by the weather—a 35-mile wind and 20 below zero—which froze hose lines.

**WROC-TV (Ch. 5) Rochester, N.Y.** is being sold for $6.5-million by Transcontinent Television Corp. to Ch. 10 share-timers WVET-TV & WHEC-TV. They will adjust their shares of the cost between them. WHEC-TV (owned by Gannett Co. Inc.) will wind up with Ch. 10. WVET-TV (owned by Veterans Bcstg. Co. Inc.; Ervin F. Lyke, pres. & treas. and largest stockholder) with Ch. 5. Transcontinent will be free to seek another vhf station elsewhere. Negotiations depend on satisfactory settlement of labor contracts.

**Westinghouse Bcstg. Co.** Pres. Donald H. McGannon, who is also chmn. of the bcstrs. committee of the Bcstrs. for Radio Free Europe campaign, is announcing Jan. 30 that European trips will be awarded to the 4 stations offering the "greatest general support" during the Feb. 1-14 drive. Promotional material sent last week to all U.S. stations included film spots for TV, and 17 appeals (ranging from 10-sec. to 3-min. announcements) for radio.

**NAB will sponsor** the 6th annual conference of state broadcasters association presidents Feb. 22-23 at the Shoreham Hotel, Washington. NAB industry affairs vp Howard H. Bell will preside at the sessions, to which state groups have been urged to send more than one delegate. Expenses of one rep from each state will be paid by NAB. The second-day conference luncheon speaker will be NAB Pres. LeRoy Collins.

**WTOP-TV Washington & WJXT Jacksonville** are in the final stage of negotiations to move their spot business to TV advertising representatives (TvAR), switching from CBS-TV Spot Sales which has been ordered out of the field by FCC. TvAR, owned by Westinghouse Bcstg. Co., currently represents only the WBC stations. Also reported considering joining TvAR: WBTV Charlotte, N.C. & WBTW Florence, S.C.

**Fee system for licensees** was again rejected recently by FCC in reply to request for comment by Budget Bureau.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**LABOR DECLARES WAR ON IMPORTS:** Unprecedented boycott action against electronics imports launched by the International Brotherhood of Electrical Workers' largest Local, 1031 in Chicago (Vol. 17:4 p17), very likely will trigger a rash of similar moves by other labor groups in this & other industries. More significantly, IBEW's vote to handle no Japanese parts after May 1 unquestionably will influence contract negotiations in the electronics industry, will add impetus to moves for protective legislation.

"You can bet your hat that negotiations with electronics firms will deal with imports from low-wage countries," an executive of international IBEW in Washington told us last week. Although he described the Windy City action as purely local & in no way a "test case," he does foresee other import-affected locals quickly adopting the boycott as a counter-offensive.

"We've never had any objections to imports from England, West Germany and similar countries which produce quality products & components at costs comparable with ours," he pointed out. "However, products from Japan and other low-wage countries hurt everybody. They hurt Americans who make parts & components, they hurt Americans who assemble the finished products, they hurt Americans who buy these products which just don't have American quality."

Encouraging responses & assurances already have come from "many" of the 132 Chicago-area TV-radio-electronics plants involved, Local 1031 Pres. Frank Darling told us. He added: "All the manufacturers wev'e heard from so far are in accord with our position. We have yet to hear from those who may not be. We've also had dozens of letters from other locals throughout the nation saluting our stand & supporting our move. We aren't against world trade. We certainly don't seek to injure U.S. manufacturers. What we do want is to focus public attention on the plight of our membership resulting from Japanese imports."

For more on the IBEW boycott, see p. 17.

**PITTSBURGH BONDED TUBE BEING SHOWN:** The die is just about cast for the so-called "1962 models"—so it's unlikely there'll be any significant number of TV sets using either of the 2 new approaches to laminated-safety-shield picture tubes. Industry thus gets welcome breather & nearly a full year to test & evaluate the tubes sponsored by Pittsburgh Plate Glass & du Pont (Vol. 16:50 p15, 16:52 p16).

Majority of 23-in. models will feature Corning laminated safety glass—although there will be plenty using conventional external glass, and a smattering (specifically Wells-Gardner, some Motorola & others) using "dry-seal" approach, in which curved safety glass is positioned between mask & picture tube by vinyl gasket (Vol. 16:48 p14). Most 19-in. sets will use external glass or plastic implosion plates.

Du Pont's bonded Mylar implosion shield continues to be controversial—and developmental. Manufacturers are still awaiting production samples for evaluation. Pittsburgh's bonded-glass technique seems to be further along in development.

Tube & set makers are taking good hard look at newly improved Pittsburgh process—which laminates curved plate glass to front of picture tube. Pittsburgh has set up specially developed laminating equipment in its lab, invited tube makers to play with it. At least one tube manufacturer has set up its own machinery to turn out samples. Reactions aren't in yet, but consensus is that if Pittsburgh method makes possible cost savings it will find some adherents. (This is an especially relevant point right now, with prices of 19-in. bulbs & tubes due to rise March 1.)

Pittsburgh claims to have achieved "significant reductions" in cost of both the gray glass & the resin used to cement it to face of tube. Final answer on costs will come when manufacturers have more experience in sample production runs.

Process requires use of new Pittsburgh-developed taping machine in addition to modified standard tube laminating equipment. Here's how Pittsburgh safety glass is applied to tube:

Picture tube is placed in machine face up. The cover window, or cap, is placed on tube, jigged for precise location. Cap is then raised by highly accurate suction-cup device so that it doesn't touch tube, leaving air space between tube & cap. Strip of 1-mil Mylar adhesive tape is wrapped around assembly where tube & cap join, forming seal around air cell. Tube is turned face down, warmed to 115-120° F. Resin is injected into air space between cap & tube under pressure of 60-70 lb. per sq. in. Resin sets in 15-20 minutes.

Pittsburgh's taping machine performs all operations automatically, at speed of little less than 3 tubes per minute. Pittsburgh will assist machine manufacturers in construction of machines, or can supply blueprints, and offers to shake machines down in its own labs before delivery.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Jan. 20 (3rd week of 1961):

| | Jan. 14-20 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 100,152 | 100,889 | 141,303 | 251,894 | 384,292 |
| Total radio | 257,037 | 282,186 | 354,098 | 734,127 | 971,451 |
| auto radio | 82,389 | 104,576 | 143,371 | 276,354 | 456,888 |

**GOVT. SEES ELECTRONICS RISE:** The Commerce Dept. last week predicted a record year for the electronics industry, as the Electronics Div. of its Business & Defense Services Administration issued its annual comprehensive *Outlook & Review*, based on industry opinions. The division, headed by Donald S. Parris, forecast a 6% increase in the value of electronics equipment output this year over 1960 and a 5% increase in total components (including tubes & semiconductors). It estimated 1960's equipment production at $6.4 billion, components at $3.28 billion, up from $5.79 & $2.97 billion in 1959. (Equipment & component figures can't be totaled because of overlap due to components designed for original equipment.)

BDSA reiterated the commonly accepted view that the first half of the year probably will be slower and the 2nd half stronger than last year. Summarizing BDSA's view of 1961's outlook in various electronics industry branches:

**Consumer products**—Slightly higher than 1960, returning to seasonal pattern of nearly 60% of output produced in 2nd half. Black-&-white TV production to decline moderately to about 5.5 million units at $810-million factory value (from 5.72 million units in 1960). Factory sales of color sets "to increase substantially [and] may reach the $100-million mark." Radio production & sales to be below 1960 levels, partly due to a predicted decline in automobile production. FM equipment sales should increase. Phono output to "increase moderately." Other consumer products —recorders, citizens radio, electronic ranges, electronic toys, garage-door openers, etc.—also expected to increase moderately. "The growth in 1961 in this sector of the electronic industries, which has greater potential than any other major consumer-product area except color TV, will only be a beginning."

**Military equipment & systems**—Production to increase about 10%, "owing largely to increased electronics content of military weapons systems, rather than a general increase in military hard-goods production." Military R&D expenditures to level off in 1961, but increase in 1962 as new generations of weapons systems undergo development.

**Commercial & industrial equipment**—Substantial stimulation of microwave equipment sales because of FCC action making channels available to firms other than common carriers. Data-processing gear, production-control equipment & other aspects of this market "could be developed even more rapidly by more aggressive product development & promotion."

**Tubes**—Output to continue at about 1960 levels.

**Semiconductors**—Factory sales should rise to around $610 million, up from $535 million in 1959 and $395 million in 1958.

**Other components**—Following upward trend in equipment output, and inventory replenishment by equipment manufacturers, factory sales to rise about 5% to $2 billion.

In its review of 1960, BDSA noted that all segments shared in the 10% (factory output) advance over 1960, although consumer products rose only 2%—the 18% increase in phono production being the brightest spot in the consumer field. Military equipment sales increased 15%, commercial & industrial 10%, semiconductors 35%, tubes decreased 2%, other components increased 10% in value of factory shipments.

BDSA gives this breakdown of 1960 electronics factory output: Consumer TV-radio & related products $1.83 billion (up from $1.79 billion in 1959), all other electronic equipment $4.57 billion (up from $4 billion), tubes $845 million (down from $865 million), semiconductors $535 million (from $395 million), other components $1.9 billion (from $1.71 billion).

Another table graphically shows the declining role of consumer products in the electronic-equipment complex. Whereas in 1929 consumer goods comprised 97% of total electronic equipment, the percentage has declined to 29% in 1960. It was 30% in 1959.

For BDSA's comments & data on electronics foreign trade, see story on p. 17.

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New manufacturing process for selenium rectifiers, announced last week by GE, is claimed virtually to eliminate circuit failure and to be completely automatic. GE says that rectifiers made by this process—called "ACE" for automatic continuous evaporation—would have an operating life of 80,000 hours or more. A refinement of a non-automatic German development, the ACE process uses a metal globe 4 ft. in diameter, lined with aluminum sheets to be coated chemically. The spheroid is sealed into an oven where the aluminum is automatically plated with a series of electrode layers, eliminating human error. GE says ACE will obsolete other methods of making the rectifiers.

***More about***

**IBEW VS. IMPORTS:** An interesting & significant showdown is shaping up in Chicago between IBEW's Local 1031 & users of electronic components imported from Japan (see p. 15). The local has notified 132 TV-radio-electronics employers that after May 1 the union membership will refuse to handle parts brought in from low-wage countries (Vol. 17:4 p17).

The foreign invasion, local Pres. Frank Darling reports, has brought distress to his membership and many of their employers also are suffering from the competition. The local's membership in the past 2 years has dropped from 47,000 to 23,000. In 1960's final quarter alone, 5,700 members lost their jobs.

"The workers in our radionic industries have now decided that they will not remain passive & helpless as they witness the erosion of their working standards & the disappearance of their jobs & working opportunities resulting from the impact of this unfair foreign competition," the union wrote the employers. "Moreover, these employes believe that your self-interest as an employer, in this situation, would actually be best served by your continuing purchase of American-made products."

Darling reports that favorable responses already have been received from "many" manufacturers. However, direct comments from them are hard to come by. It is known, however, that one of IBEW's largest employers, Webcor, has posted a bulletin-board notice to the effect that its agrees "wholeheartedly with the Buy-American" concept and is taking every measure to replace its made-in-Japan parts with U.S. products. Chicago's majors aren't involved: Motorola is non-union, Zenith has no IBEW contract and doesn't import, and Admiral wouldn't be caught dead with a Japanese component.

Experts tell us that in their opinion the IBEW boycott stands on a thin legal leg, and the strong odds are that the boycott is unenforceable. However, union officials are confident that the threat of a boycott will succeed as a moral persuader and won't get entangled with Taft-Hartley and/or Landrum-Griffin law provisions. In short, IBEW stands in a highly favorable & sympathetic position —right under the American flag. As Frank Darling told us: "we don't feel bad about competition from countries which pay about the same wages as we do. However, when competition from low-wage countries takes jobs away from Americans, it's time to take protective measures. We are not opposed to imports—only to unfair competition."

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**President Kennedy expressed concern** at last week's TV press conference "about those imports which adversely affect an entire industry, or adversely affect the employment of a substantial number of our citizens." Asked his position on a proposal for abolishment of all restraints of the Reciprocal Trade Agreements Act, he stated, however: "I do think we should realize that the balance of trade has been in our favor and the gold flow would have been substantially worse if we had not had this favorable balance of trade."

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**Japanese electronic imports** are a "serious problem" to U.S. manufacturers, Rep. Pucinski (D-Ill.) assured the House in urging support for his bill (HR-1070) to adjust import tariffs & quotas to competitive wage differentials abroad (Vol. 17:2 p3). The text of a NARDA convention speech by Admiral Pres. Ross Siragusa, spelling out dangers of foreign competition (Vol. 17:4 p 16), was inserted in the Jan. 25 *Congressional Record* by Pucinski.

**But Exports Are Rising, Too:** Alarm over the rapid increase in electronics imports (see p. 15) sometimes obscures the fact that America's electronics balance-of-trade is favorable, exports exceeding imports by more than 4 to 1. U.S. exports of electronic products in 1960 were estimated last week by the Commerce Dept. to have exceeded $450 million—more than 12% over 1959. The Department's Business & Defense Services Administration predicts that the U.S. electronics export market "may well approach the half-billion-dollar level in 1961."

Electronics imports also set a record—$103 million, or 25% over 1959—in 1960. BDSA sees no slackening in the import of consumer end products in 1961 and predicts continued increase in component imports.

While a large part of the increase in imports is represented by consumer products, consumer exports have fallen off. Total U.S. electronics exports rose from $401 million in 1959 to $454 million in 1960, but exports of consumer electronic products dropped from $76 million to $70 million. Every major category of consumer electronics (except recorders) saw a falling-off from 1959 to 1960. TV sets went down from $18 million to $14 million. Home & auto radios and phonos also declined.

The other 2 major categories of electronics exports increased in each of the 2 years, however. Commercial-industrial-military equipment exports rose from $211 million in 1959 to $245 million in 1960. Within this category, TV-radio broadcast equipment went up from $18 million in 1959 to $20 million last year. Components (including tubes & semiconductors) increased from $113 to $139 million.

The $103 million in electronics imports last year compares with $82 million in 1959 and $34 million in 1958. The category "radio apparatus & parts" accounted for about 90% of the imports in 1960—$91.5 million (an increase from $72.7 million in 1959). Increases over 1959 were shown last year in imports of TV cameras & parts ($1 million vs. $227,000), TV tubes & parts ($500,000 vs. $387,000), "other TV apparatus & parts" ($91.5 million vs. $72.7 million), tubes & tube parts ($2.4 million vs. $1.4 million).

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**Emertron Inc.** has begun operation as a wholly-owned subsidiary of Emerson Radio, acquiring all assets & business of Emerson's govt. & industrial electronics div. in exchange for 2 million shares of common stock. Emertron, headquartered at Jersey City, N.J., has an authorized capital of 250,000 shares of pfd. & 5 million shares of common stock. Emerson Pres. Benjamin Abrams said Emertron's contract backlog is about $30 million and that its staff has more than 1,000 persons. Officers of Emertron, announced last week: Morton P. Rome (Emerson vp), pres.; Dr. Harold Goldberg (ex-Emerson vp in charge of research labs), exec. vp; A. A. Vogel, (Emerson vp-controller), secy.-treas.; Leonard S. Hermelin, vp; George Rappaport, mktg. vp; Stanley Schneider, vp. Board of directors (all Emerson or Emertron officers): Rear Adm. John D. Small (ret.) chmn.; Benjamin Abrams, Max Abrams, Dr. Goldberg, Dorman D. Israel, Rome, Vogel.

**Tuner makers** Standard Kollsman and Sarkes Tarzian have extended warranties from 90 days to a full year for their TV & FM tuners. The extension is in recognition of the longer warranties now being offered to consumers by set manufacturers. Prices are unchanged.

**Wells Electronic Co. Inc.**, Cedarhurst, N.Y., has signed an FTC consent order prohibiting the Long Island firm from misrepresenting rebuilt TV picture tubes as new. The agreement settled a 1960 FTC complaint (Vol. 16:38 p19).

**New models:** Ampex offers its lowest-priced consumer products to date—two 4-track stereo tape players (not recorders) designed for use with hi-fi installations. They are priced at $199.50 (without preamplifiers) & $249.50, to be used with separate amplifiers • **Arvin** announces lower prices on its new radios, including 6-transistor miniature with case, battery & earphone at $24.95 (last year's "comparable" model $39.95), same without accessories, $19.95; seven-transistor leather-covered portable, $34.95 (last year $54.95); seven-transistor miniature, with accessories, $29.95 (from $41.95); clock radio, $19.95 ($24.95) • **Packard Bell** introduces 5 TVs—19-in. portable at $189.95, two 23-in. Roto-Remote sets at $339.95 & $389.95, two 23-in. consoles at $269.95 & $309.95—plus 6 stereo AM-FM consoles at $249.95 to $565 (for reverb model). Distributor-dealer showings will be held in San Francisco (Jan. 30), Seattle (Feb. 1), Albuquerque (Feb. 3) • **Motorola** announces a line of custom & universal auto antennas.

**Industrial electronic-equipment** sales statistics will be compiled quarterly by EIA, under a new program established by the manufacturer association's Industrial Electronics Marketing Data Committee. Data will be reported by participating manufacturers, and assembled by EIA, in these major categories: Testing & measuring equipment; computing & processing equipment; control & processing equipment; communications & navigational aids; miscellaneous equipment, including medical electronics, power supplies, etc. The first report, covering 1960, will be followed by the quarterly reports, to be distributed to reporting companies.

What is a "small business" in the electronics industry? The Small Business Administration will conduct hearings in Washington Feb. 21 to consider revisions in the size standards for electronics-electrical industry businesses to fit within the small-business definition. The definition is important since it determines which firms are eligible for assistance from SBA in the form of business loans & govt. procurement aid. Those wishing to participate in the hearings have been requested to file written statements or notify SBA of their intention to make an oral statement. Dir. Samuel S. Solomon of the Office of Small Business Size Standards, SBA, Washington 25, is in charge.

**Expansion** of Philco's Colombia licensee Industrias Nacionales de Enseres Electricos S.A. (INDELSA), Bogota, will be financed by Philadelphia International Investment Corp., a subsidiary of Philadelphia National Bank, under a $450,000 investment program, providing an option for the investment company to acquire shares in the Colombian firm. Proceeds will be used to develop new product lines, including TV & home appliances, and to expand current lines of tube & transistor radios. Philco owns a minority interest in INDELSA, whose directors include Philco International Pres. Harvey Williams and W. S. Rolston, dir., Latin American operations, Philco Corp. S.A. (Switzerland).

**Herold Radio & Electronics Corp.** went into bankruptcy last week, and a spokesman said its assets will be sold at public auction to settle outstanding debts. The company had failed in an attempt to continue operations under Chapter XI of the Bankruptcy Act. Herold estimated secured debts at $2.5 million, non-secured debts at $2 million, outstanding debentures of $1.5 million—totaling about $6 million. American Stock Exchange suspended trading in Herold stock following the bankruptcy declaration. Steelman Phonograph & Radio Co. and Roland Radio Corp. are wholly owned Herold subsidiaries.

**Canadian TV sales to dealers** dropped again in November—to 35,469 units from 46,125 a year ago and 44,812 in Oct. 1960. The year-to-date volume totaled 311,380, compared with 373,757 TVs sold in 1959's first 11 months. The 11-month breakdown (1959 figures in parentheses): Portables, 58,865 (63,629); table models, 62,821 (98,905); consoles, 173,496 (198,443); combinations, 16,198 (12,780). For November (vs. Nov. 1959): Portables, 7,013 (7,244); table models, 6,869 (13,368); consoles, 19,018 (23,366); combinations, 2,569 (2,147).

**New plants & expansions:** GE's computer dept. will build a $4-million addition to its hq & manufacturing facility near Phoenix. Construction is slated to start in April, be completed early in 1962 • **Jerrold Electronics** has increased the area of its Huntingdon Valley, Pa. lab to more than 20,000 sq. ft. • **Harman-Kardon** has formally opened its new 52,000-sq.-ft. hq at Plainview, N.Y. • **National Video** has occupied the 50,000-sq.-ft. addition to its Chicago picture-tube plant, which increases its production capacity by about 15%.

**Hoffman Electronics** has established an international trade dept., headed by former patent attorney Bruce L. Birchard as international trade director. Hoffman's potential "in many world markets is greater today than at any time in the past," commented Pres. H. Leslie Hoffman, adding: "Our new international trade dept. will be responsible for capitalizing on this potential in the corporation's area of interest and will be responsible for coordinating related interests of Hoffman's 5 divisions in the international field."

**Magnavox** will close its Greeneville, Tenn. cabinet plant this week because of high operating costs. Pres. Frank Freimann said that cabinets are available from "outside sources" at prices below Magnavox's production costs. The company closed its Paducah, Ky. loudspeaker & capacitor production plant earlier this month (Vol. 17:2 p. 15). The shutdowns were protested by IUE Pres. James B. Carey in a demand for a 2-state investigation of the company's policies. In telegrams to Ky. Gov. Burt Combs & Tenn. Gov. Buford Ellington, he asked for appointment of a joint commission. The union, Carey said, wanted to protect IUE members against unemployment and to "forestall the resultant crises in these communities."

**Sylvania** will close its Mill Hall, Pa. receiving-tube production plant over the next 6 months and transfer its production operations to other facilities. Matthew D. Burns, Sylvania senior vp & electronic tube div. pres., said that the abolition of the oldest of Sylvania's 6 receiving-tube plants will not affect total production capacity.

**FM stereo standards** are at least 2 months from FCC approval. The Commission isn't expected to consider them again for a month or so. After that, it could take another month or more for a final decision to be drafted & issued. That's the minimum, of course. The process could run into several months more, as it usually does in such matters.

**Model-year tag would be required** on all TVs, radios, phonos & appliances if a model year is used by the manufacturer, under a bill filed in the N.Y. state senate by Sen. Hunter Meighan. The proposal would also require the model year to be included in all advertising.

**Electronics Leasing Corp.** is the new name of Tel-Hotel Corp., which retains its quarters at 342 Madison Ave., New York, N.Y. The company rents TVs, radios & electronic systems to hotels, hospitals and others.

**Trade Personals:** Dr. Bernhard E. Bartels elected GT&E Labs vp and appointed research dir. of the company's Bayside (N.Y.) labs (formerly Sylvania labs), succeeding Dr. Robert M. Bowie, who has been assigned to GT&E Labs N.Y. hq staff . . . George P. Lyon appointed marketing administrator, C. John Borlaug promoted to chief service engineer, Sylvania Home Electronics Corp.; Borlaug succeeds Donald E. Winters, now mgr. of quality control for the home electronics div.

Norman R. Huey, former merchandising mgr., named to new post of mgr. of new-product projects, GE radio receiver dept.; Andrew E. Kimball, GE receiving tube mgr. of mktg. research, named mktg. research mgr. of GE electronic components div.'s new advanced product planning operation . . . Robert H. Eddington named asst. secy., Hoffman Electronics; William D. Van Dyke named gen. mgr. of Hoffman's new instruments div.

N. A. Anderson, former Havana distributor (Distribuidora Electro Mecanica Industrial), elected pres., Westinghouse Electric Co. S.A. (Westinghouse's sales & service subsidiary for Latin America & Canada, headquartered in Puerto Rico). He succeeds J. H. Compton, resigned.

Max Lehrer, former asst. staff dir., Senate Committee on Aeronautical & Space Sciences, named to new RCA post of defense-business development dir., RCA defense electronic-products div. . . . . Herbert T. Brunn named div. vp, RCA international operations.

John F. Dabrowski, ex-Motorola & Raytheon, named commercial sales mgr., Gabriel Electronics . . . Curtis A. Haines, ex-Sylvania Electronic Tubes vp, named product & facilities planning vp, Sylvania Electronic Systems . . . Ronald J. Gray promoted to ad & PR mgr., Servo-mechanisms Inc., succeeding Warren C. Wilson, who has become Eitel-McCullough ad & sales promotion mgr.

D. Scott Bowman, ex-Carborundum Corp., appointed mktg. dir., Amphenol-Borg . . . Alfred Akeroyd promoted to mgr. of licensee services, International Resistor.

H. Raymond Jacobus, ex-Tung Sol & RCA, named mgr., Eitel-McCullough negative grid-tube div. . . . Harold R. Terhune, ITT Federal Labs, elected pres., Standards Engineers Society . . . Paul May promoted from housewares buyer to merchandise mgr. (TV-radio-appliances), Gimbels, N.Y., replacing Richard Falcone.

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Distributor Notes: Admiral names Legum Distributing Co. for Baltimore, replacing Kaufman Distributors Inc. • Robert A. Rosen, ad & sales promotion mgr., Zenith Radio Corp. of N.Y., a 2nd lieutenant in the N.Y. Air National Guard, named 105th Fighter Group information-services officer • Craig Electronics Inc. is new name of Keirulff & Co., Southern Cal. Motorola distributor, which has been acquired by Craig Corp. (Robert Craig). The former Kierulff organization remains intact, Craig dropping distribution of the Columbia phono line, which henceforth will be handled by a factory branch • Dan Jacobs elected sales vp, Motorola products, Cooper Distributing Co., Newark • Charles H. Belzer named gen. mgr., Robert J. Flanagan Milwaukee district sales mgr., Sylvania Home Electronics Corp. • Astrex Inc., exclusive distributor of Du Mont tubes, will merge with Radio Electric Service Co., Philadelphia parts jobber.

## *Obituary*

Karl William Waterson, 85, former AT&T vp for personnel relations, died Jan. 24 after a long illness. He was a dir. of Bell Labs. Surviving are a son and daughter.

## Finance

**Emerson Profit-Sales Sag:** Emerson Radio & Phonograph experienced a 41.5% drop in earnings on a 5.5% decline in sales in its 1960 fiscal year ended Oct. 31 (see financial table). Pres. Benjamin Abrams said the profit drop "was due in considerable measure to substantially lower sales of transistor radios. The huge increase in imports of transistor radios from Japan . . . has seriously affected all domestic producers."

Other factors in Emerson's profit & sales setback: (1) The general business fall-off in the 2nd half; (2) payment of $475,000 to Mrs. Edwin H. Armstrong in settlement of her suit charging infringement of her late husband's FM patents (Vol. 16:8 p19); (3) cancellation by the govt. of a contract on which Emerson had spent $2.3 million. The company is disputing the govt. cancellation, executed "for alleged failure to meet contract specifications."

Abrams noted that unit sales of Emerson TVs were "moderately lower" than in the preceding fiscal year, but profits were "substantially unchanged." He reported increased sales for the higher-priced Du Mont TV line. "Our 1960 sales volume of air-conditioning room units was more than double the sales of the previous year," Abrams said. "The backlog of the govt.-electronics div. is more than 50% higher than at the end of fiscal 1959." Looking to the year ahead, Emerson's president said he was confident the industry "would soon resume its normal growth pattern."

* * *

Mergers & acquisitions: American Electronics and Electronic Specialty have canceled their merger plans (Vol. 17:1 p20) because "we simply weren't able to agree on a ratio for the exchange of stock," reports American's Pres. Philip Zonne. Electronic Specialty Pres. William H. Burgess says the merger breakdown does not affect his company's planned amalgamation with D. S. Kennedy Co., Cohasset, Mass. • Sonotone and Loral Electronics reportedly have had preliminary discussions about a merger • Amphenol-Borg Electronics will purchase for $475,000 from Toronto-based Almer Co. 50,000 shares of Borg Fabrics Ltd., Elmira, Ont. which it owns jointly with the Toronto concern • Ling-Temco Electronics has offered to purchase all Chance Vought common stock which is offered before 3 p.m. Feb. 1 (Vol. 17:4 p19) • Douglas Aircraft and Midwestern Instruments (Magnecord tape recorders) are negotiating to "give Douglas a substantial interest in Midwestern through acquisition of newly issued stock."

Westinghouse's total 1960 income declined from the 1959 level despite a moderate sales rise (see financial table). Pres. Mark W. Cresap Jr. reported that "billings on all product groups in 1960 exceeded or approximately matched 1959 sales except for consumer products, where an industry-wide decline of 5% in sales from 1959 levels has been reported." Looking ahead, he said Westinghouse expects an "increasingly tighter squeeze on earnings" in 1961's first half because of "inflation in material & employment costs, coupled with the general price softening."

IBM plans a split of its common stock—an additional half share for each share held—subject to stockholder approval at the April 25 annual meeting. If the proposal is approved, IBM will begin distribution of the new shares as of a May 5-effective date.

Jerrold's annual report for the fiscal year ended Feb. 1960 received a "Best of the Year" award at the Graphic Arts Exhibit of Delaware County in Philadelphia Jan. 19.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Acme Electric | 1960—6 mo. to Dec. 31 | $ 5,374,270 | — | $ 212,820 | $0.80[1] | — |
| | 1959—6 mo. to Dec. 31 | 5,173,000 | — | 205,800 | .77[1] | — |
| Arco Electronics | 1960—year to Sept. 30 | 2,530,221 | — | 280,304 | .33 | — |
| | 1959—year to Sept. 30 | 1,999,309 | — | 168,121 | .20 | — |
| Avco | 1960—year to Nov. 30 | 322,744,957 | $ 19,300,001 | 10,021,501 | .97 | 10,301,956 |
| | 1959—year to Nov. 30 | 306,048,377 | 18,488,416 | 9,588,416 | .95[1] | 10,056,186 |
| Beckman Instruments | 1960—6 mo. to Dec. 31 | 31,423,505 | — | 1,586,010 | 1.15 | 1,381,123 |
| | 1959—6 mo. to Dec. 31 | 25,442,965 | — | 1,262,172 | .93 | 1,363,094 |
| | 1960—qtr. to Dec. 31 | 16,362,807 | — | 844,996 | .61 | 1,381,123 |
| | 1959—qtr. to Dec. 31 | 12,804,650 | — | 639,656 | .47 | 1,363,094 |
| Daystrom | 1960—9 mo. to Dec. 31 | 68,756,000 | 2,111,000 | 1,121,000 | .89[4] | 1,255,307 |
| | 1959—9 mo. to Dec. 31 | 65,524,000 | 2,854,000 | 1,405,000 | 1.12[4] | 914,013 |
| | 1960—qtr. to Dec. 31 | 24,180,000 | — | 248,000 | .19[4] | 1,255,307 |
| | 1959—qtr. to Dec. 31 | 24,174,000 | — | 603,000 | .48[4] | 914,013 |
| Electro-Voice | 1960—9 mo. to Nov. 30 | 7,415,992 | — | 8,061 | .02 | 473,650 |
| | 1959—9 mo. to Nov. 30 | 7,738,375 | — | 167,792 | .35 | 473,650 |
| Emerson Radio<br>Story on p. 19 | 1960—year to Oct. 31 | 63,776,658 | 3,250,196 | 1,686,568[5] | .80[6] | 2,119,685 |
| | 1959—year to Oct. 31 | 67,442,399 | 5,551,214 | 2,668,682 | 1.26[6] | 2,049,043 |
| Packard-Bell | 1960—qtr. to Dec. 31 | 8,738,350 | (590,168)[7] | (365,969) | — | 813,433 |
| | 1959—qtr. to Dec. 31 | 13,305,018 | 943,592 | 443,592 | .56 | 795,500 |
| Raytheon | 1960—year to Dec. 31[2] | 539,975,000[3] | 15,775,000 | 11,536,000[8] | 3.01[1] | 3,728,247 |
| | 1959—year to Dec. 31 | 494,278,000 | 21,801,000 | 13,481,188[9] | 3.89[1] | 3,243,567 |
| Seeburg | 1960—year to Oct. 31 | 27,175,865 | — | 915,262 | .70 | 1,304,982 |
| | 1959—year to Oct. 31 | 22,632,567 | — | 1,929,770 | 1.64 | 1,177,646 |
| Taft Bcstg. | 1960—qtr. to Dec. 31 | 3,082,588 | — | 458,190 | .31 | 1,488,186 |
| | 1959—qtr. to Dec. 31 | 2,866,943 | — | 517,401 | .35 | 1,488,186 |
| Westinghouse<br>Story on p. 19 | 1960—year to Dec. 31[2] | 1,955,731,000 | 144,957,000 | 79,057,000 | 2.22[1] | 34,813,842 |
| | 1959—year to Dec. 31 | 1,910,730,000 | 152,351,000 | 85,947,000[10] | 2.43[1] | 34,679,456[11] |
| | 1960—qtr. to Dec. 31[2] | 498,498,000 | — | 18,377,000 | .52[1] | 34,813,842 |
| | 1959—qtr. to Dec. 31 | 502,337,000 | — | 29,722,000[12] | .84[1] | 34,679,456[11] |

Notes: [1]After preferred dividends. [2]Preliminary. [3]Record. [4]Based on 1,255,307 shares outstanding Dec. 31, 1960. [5]After $475,000 settlement of patent infringement suit. [6]Based on 2,119,685 shares outstanding Oct. 31, 1960. [7]Before $224,200 tax credit. [8]Including $6,649,000 in special items. [9]Including $3 million in special items. [10]Including $17,186,000 in special items. [11]Adjusted for Jan.-1960 2-for-1 split. [12]Including $7,196,000 in special items.

**Reports & comments available:** Lab for Electronics, report, Winslow, Cohu & Stetson, 26 Broadway, N.Y. 4 • Yardney Electric, analysis, Carter, Berlind, Potoma & Weill, 37 Wall St., N.Y. 5 • Emerson Electric Mfg. (St. Louis), prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • Vacuum-Electronics, prospectus, Lehman Brothers, One William St., N.Y. 4.

**Transitron Electronic Corp.** is setting aside 315,000 common stock shares for option-plan offerings to executives & key employes, according to an SEC registration statement (File 2-17505).

## Common Stock Dividends

| *Corporation* | *Pcriod* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Burroughs | Q | $0.25 | Apr. 20 | Mar. 25 |
| Canadian GE | Q | 2.00 | Apr. 3 | Mar. 15 |
| Desilu Productions | Q | .15 | Feb. 24 | Feb. 10 |
| Electronic Engineering | — | .10 | Mar. 20 | Feb. 6 |
| Electronics Investment | — | .03 | Feb. 27 | Feb. 1 |
| IBM | Q | .75 | Mar. 10 | Feb. 10 |
| National Video "A" | Q | .22½ | Feb. 24 | Feb. 3 |
| Raytheon | Stk. | 3% | Mar. 17 | Feb. 23 |
| Sperry Rand | Stk. | 2% | Mar. 30 | Feb. 9 |
| Stanley Warner | Q | .30 | Feb. 24 | Feb. 8 |
| Stewart-Warner | Q | .35 | Mar. 11 | Feb. 17 |
| Standard Radio Ltd. | Q | .20 | Apr. 10 | Mar. 20 |
| Tung-Sol | Q | .17½ | Mar. 2 | Feb. 13 |
| Westinghouse | Q | .30 | Mar. 1 | Feb. 6 |
| TV-Electronics Fund | — | .04 | Feb. 28 | Feb. 2 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, January 26, 1961

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 20½ | 22¼ |
| Aerovox | 8¼ | 9⅛ |
| Allied Radio | 22¼ | 24⅛ |
| Astron Corp. | 1¾ | 2¼ |
| Baird Atomic | 20¼ | 22 |
| Cetron Electric | 5⅜ | 6 |
| Control Data Corp. | 70½ | 74¾ |
| Cook Elec. | 13¼ | 14⅜ |
| Craig Systems | 13¾ | 15⅛ |
| Dictaphone | 34½ | 37¼ |
| Digitronics | 21½ | 23⅝ |
| Eastern Ind. | 15¾ | 16⅝ |
| Eitel-McCullough | 18¾ | 20⅛ |
| Elco Corp. | 16¾ | 18⅝ |
| Electro Instruments | 25½ | 28¼ |
| Electro Voice | 9 | 10 |
| Electronic Associates | 28 | 30⅛ |
| Erie Resistor | 11⅛ | 12 |
| Executone | 20 | 22 |
| Farrington Mfg. | 26½ | 28¼ |
| Foto-Video | 3 | 3-9/16 |
| FXR | 36 | 39⅜ |
| General Devices | 9¼ | 10½ |
| G-L Electronics | 8 | 9⅛ |
| Gross Telecasting | 21 | 23 |
| Hallicrafters | 34¼ | 36⅝ |
| Hewlett-Packard | 28⅝ | 30½ |
| High Voltage | 177 | 187 |
| Infrared Industries | 13¼ | 14¾ |
| Interstate Engineering | 20 | 21⅜ |
| Itek | 51 | 55½ |
| Jerrold | 7¼ | 8 |
| Lab for Electronics | 50 | 53½ |
| Lel Inc. | 5 | 5¾ |
| Magna Theater | 2¾ | 3-3/16 |
| Magnetics Inc. | 7½ | 8⅞ |
| Maxson (W.L.) | 10⅜ | 11⅜ |
| Meredith Pub. | 41⅜ | 44⅞ |
| Metropolitan Bcstg. | 20⅞ | 22⅝ |
| Narda Microwave | 5⅝ | 6⅜ |
| Nuclear of Chicago | 38½ | 41⅝ |
| Official Films | 2⅝ | 3-1/16 |
| Pacific Automation | 4¾ | 5¼ |
| Pacific Mercury | 6⅜ | 7⅛ |
| Philips Lamp | 151½ | 157¼ |
| Pyramid Electric | 3⅛ | 3-9/16 |
| Radiation Inc. | 28 | 30⅜ |
| Howard W. Sams | 44½ | 48 |
| Sanders Associates | 39½ | 42½ |
| Silicon Transistor | 5 | 5½ |
| Soroban Engineering | 46 | 50⅛ |
| Soundscriber | 14¾ | 16¼ |
| Specr Carbon | 19 | 20⅝ |
| Sprague Electric | 54¼ | 57¾ |
| Sterling TV | 1¼ | 1⅜ |
| Taft Bcstg. | 12¼ | 13⅝ |
| Taylor Instrument | 39½ | 42½ |
| Technology Inst. | 6⅜ | 7⅞ |
| Telechrome | 12⅜ | 13½ |
| Telecomputing | 7 | 7⅝ |
| Telemeter | 10½ | 11½ |
| Time Inc. | 83 | 87¾ |
| Tracerlab | 8¾ | 10 |
| United Artists | 5¾ | 6½ |
| United Control | 15¼ | 17 |
| Universal Trans. | ⅜ | 1-3/16 |
| Vitro | 14 | 15 |
| Vocaline | 2¾ | 3-1/16 |
| WJR Goodwill Station | 11 | — |
| Wells-Gardner | 23½ | 25⅛ |
| Wometco Ent. | 13⅛ | 14¼ |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**FCC WRAPS UP PITCH FOR VHF-UHF SET LAW;** adds emphasis on uhf ETV; delates outline of step-by-step program (p. 1).

**MINOW "NOT PREJUDGING" FCC & INDUSTRY PROBLEMS;** says he's waiting until he studies. Confirmation hearing to consider both short & long terms Feb. 8 (p. 1). Dept. (p. 13).

### *Congress*

**SEC. 315 REVISION SEEMS SURE** as result of Senate hearings on broadcasters' 1960 political behavior. NAB, networks and FCC recite industry's equal-time record (p. 2). Dept. (p. 13).

**FCC'S FORM 324 DENOUNCED** by NAB & other protestants for requiring "most confidential" financial data from stations which could be damaging competitively (p. 3).

### *Stations*

**MURROW—VOICE OF "THE VOICE"**—may become powerful spokesman for U.S. He is expected to attract other able newsmen to USIA, possibly ex-CBS top-kicks (p. 3).

**KFOY-TV (CH. 9) HOT SPRINGS, ARK.,** Donald Reynolds' 4th TV outlet, began Feb. 1. Reports on other upcoming stations as received from principals (p. 12).

### *Networks*

**MICKELSON & DAY QUIT CBS;** Salant & Clark take over in network's news dept. shakeup (p. 10).

**NOVEMBER BILLINGS** increased 9.7% to $64 million from $58.3 million in Nov. 1959. Year-to-date business climbed to $621.7 million—9.3% ahead of Jan.-Nov. 1959's $568.6 million (p. 10).

### *Consumer Electronics*

**IMPORTS—NO LET-UP,** no "solution" in sight. Last year's imports from Japan exceeded 1959 by 40%. Industry leaders see further increases. Views in cross-section survey (pp. 15 & 17).

**GIANNINI BUYS CONRAC;** International Resistance buys control of North American Electronics; other mergers (p. 16).

### *Advertising*

**LANDIS IS NO CZAR,** he tells Federal Bar Assn. & AFA; says he plans to "coordinate," help develop national policies, and eliminate "fragmentation" among agencies (p. 4).

**SCHICK SHAVES OFF TV** by switching its $3.5 million 1961 budget into a Sunday-supplements campaign (p. 5).

### *Film & Tape*

**PRODUCERS & IATSE MAKE PEACE:** Their compromise paves the way for a new 4-year contract. IA gets 10% wage hike, cut of post-1960 movies sold to TV, better pension (p. 8).

**MGM-TV PRESENTS THE BRIDE**—showcasing its new half-hour pilot with a $200,000 film presentation (p. 8).

### *Finance*

**ZENITH's 4TH QUARTER** was down from a year ago, but 1960 closed out as the 2nd best year in the company's history (p. 19).

### *Other Departments*

**PROGRAMMING** (p. 6). **TECHNOLOGY** (p. 7). **AUXILIARY SERVICES** (p. 11). **PERSONALS** (p. 14). **ETV** (p. 14).


**FCC WRAPS UP PITCH FOR VHF-UHF SET LAW:** FCC has finally agreed on its all-channel-set recommendations to Congress, it's understood (Vol. 17:5 p1), and has sent them on to the Budget Bureau for customary checking (and expected customary approval).

Final recommendations removed the step-by-step program previously under consideration—but basic thinking is the same: Nation needs all 82 channels, and all-channel-set legislation is the best way to breathe life into uhf. Reason for elimination of specific steps, it's said, is that Commission decided there's no point in trying to outline them until legislation is enacted to make them feasible. Commission also beefed up its ETV-uhf pitch, stating:

"The only hope for an adequate ETV service lies in full utilization of the 70 uhf channels which are not now being fully exploited. So long as most generally available commercial receivers are limted to vhf, educators will be reluctant to go forward with a program for extensive use of uhf."

**MINOW 'NOT PREJUDGING' FCC INDUSTRY PROBLEMS:** FCC Chmn.-designate Newton N. Minow, whose Senate confirmation hearing comes this week (Feb. 8), tells us he's still withholding any judgment on Commission & industry problems. "I've been quoted saying things I never said," he remarked with a laugh.

As is customary in such situations, industry is speculating—with vigor—about his purported position on major matters. But Minow insists he has none. For example, one rumor is that "he's against program

ratings." Answer: "That's not correct. I haven't formed a judgment on it." In an interview on WBKB Chicago recently, he said he's interested in seeing an improvement in programming. "That's true, of course," he said last week. "I guess we can all agree on that."

Summing up, he said: "I'm waiting until I get to Washington and study the problems. I'm not prejudging anything." He said he has talked to several people in terms of spotting them in top FCC staff jobs —"but nothing definite until I'm confirmed." As for speculation that Administration wants to replace an incumbent Democrat with a Kennedy appointee, to give Minow greater support: "I know nothing about that."

His hearing before Sen. Magnuson's Commerce Committee will be on both the term expiring June 30 and the new 7-year term extending from then. Indications are he'll get a warm reception, quick confirmation.

**SEC. 315 REVISION SEEMS SURE:** Broadcasters got straight-"A" report cards last week from Senate examiners who graded them on civics, deportment, effort and performance during last year's Presidential election campaign.

"A job well done," said Chmn. Pastore (D-R.I.) even before he began questioning NAB, networks and FCC at the 2-day Commerce Communications Subcommittee hearings. Subject: political lessons of the temporary suspension of equal-time requirements for 1960 Presidential tickets (Vol. 17:5 p8).

"I want to congratulate the networks and the broadcasting industry for the notable contribution which you have made," said always critical & usually suspicious Sen. Yarborough (D-Tex.), whose own equal-time "watchdog" Subcommittee plans another set of hearings this month. Sen. McGee (D-Wyo.) said his "misgivings" had been dispelled.

Similar sentiments were expressed by all other Senators participating in hearings—including Commerce Chmn. Magnuson (D-Wash.), who sat in on Pastore Subcommittee sessions. Accustomed to rough treatment on Capitol Hill, the industry's witnesses basked in this new glow of Congressional approval of the Great Debate series & other political programming.

Further relaxation of Sec. 315 of Communications Act appeared certain as the result of reports on broadcasters' behavior under the temporary (one-campaign-only) lifting of equal-time restrictions. It's "common understanding" that suspension for Presidential & Vice Presidential candidates will be made permanent, Pastore said. Regularizing the bill (S-204) by Magnuson wasn't on last week's agenda, however, and pro forma legislative hearings on the measure must be held before there's any action.

Pastore hearings also raised hope for broadcasters that some major surgery on Sec. 315—not just face-lifting—may be undertaken this session. In his debut on Capitol Hill as industry spokesman, NAB Pres. LeRoy Collins made a traditional plea for outright repeal of Sec. 315. He also came up with a fresh idea. He proposed that Congress knock out the rigid equal-time rules, but keep the principle by expanding the law's "fairness" standards for all public issues "to apply to appearances by candidates for office as well."

NAB won no open endorsement from Subcommittee for this alternative suggestion, which wasn't seconded at the hearings by the networks. CBS Inc. Pres. Frank Stanton & NBC Pres. Robert E. Kintner made the usual pitch for complete repeal of Sec. 315. ABC's Washington vp Alfred R. Beckman & MBS vp Stephen J. McCormick asked merely for continued suspension for top candidates.

Interest in Collins formula was displayed by Pastore & Magnuson in particular, however. They nodded agreement when Collins pointed out: "Such a standard would remove legislative strictures which impede the flow of political speech, and would substitute the broad base of over-all fairness in the handling of all issues of public import." And Sen. Thurmond (D-S.C.) commented: "The NAB is very fortunate in having Gov. Collins." Yarborough said he shared Thurmond's opinion.

The only big question raised about outlook for extension of Sec. 315 suspension for Presidential tickets was whether President Kennedy would consent to appear on air with Republican opponent if he runs again in 1964. Kennedy himself settled that one at his televised Feb. 1 news conference (see p. 6). Asked about it in an 88-word question, he gave a 3-word answer: "I would, yes."

Networks' testimony at Pastore hearings was largely repetious of that heard at the December hearings by Special House Campaign Expenditures Committee (Vol. 16:51 p1). Stanton, Kintner, Beckman and McCormick stressed the unprecedented role played by TV & radio in 1960 campaign, promised more of same if they're permitted non-equal-time political operations in future. They also filed detailed reports on campaign broadcasts and the costs borne by networks ($2 million, CBS; $1.7 million, NBC; $1.5 million, ABC).

Statistical summaries of industry's performance were submitted by FCC Chmn. Ford, who said TV & radio made "quite a great record" on all counts. Among FCC findings, based on answers to the Commission's political questionnaires: (1) TV stations averaged 2 hours 55 minutes of free time for all Democratic candidates, 2 hours 54 minutes for Republican candidates. (2) Democrats spent $6.75 million, Republicans $7.5 million, others $400,000, for paid TV & radio time. (3) TV networks charged Democrats $1.1 million, Republicans $1.82 million for time—"practically at the same level as in 1956." (4) In all of 1960 up to Election Day, FCC received only 30 complaints citing "some phase of Sec. 315 in situations involving local, state and national offices"—and they were resolved quickly.

**FCC'S FORM 324 DENOUNCED:** Broadcasters were in full cry last week against FCC's revised & expanded annual questionnaire Form 324, which asked stations to disclose hitherto uncalled-for details about their financial operations (Vol. 16:45 p3 et seq.).

A 22-page document filed by NAB—which had asked for and obtained an extension from Dec. 9 to Feb. 1 in the Commission's deadline for comments—summed up protests which piled into FCC. Among other objectionable things, said NAB chief counsel Douglas A. Anello & attorney Robert V. Cahill, FCC is trying to dig up "most confidential" financial data which competitors could use in damaging ways.

Citing material gathered by NAB's broadcast personnel & economics mgr. James H. Hulbert and his asst. David L. Doughty, the NAB lawyers said their protest against new Form 324 was made only "after due consideration, investigation and discussion with all segments of the broadcasting industry." They said some information demanded of stations by the Commission constitutes "the most confidential of all business figures, and revelations of these to competitors would result in great harm to individual licensees."

Anello & Cahill professed inability to understand why the Commission needs to know about sources of a licensee's income which are unrelated to broadcasting: "As is well known by the Commission, broadcast licensees are involved in all sorts of other businesses which have no bearing on or relation to broadcasting. Broadcasters own real property, operate restaurants & newspapers, write books, serve as govt. officials, practice law or medicine, and engage in a variety of activities too lengthy to detail."

Moreover, NAB said: (1) "The form would impose a great administrative burden on broadcasters." (2) "The form would force many stations to change their present accounting procedures." (3) "Many of the figures required would be subject to a wide variety of interpretations, some of which may be erroneous."

A similar line against Form 324 was taken in comments submitted by dozens of objectors. The complaint from KARK-TV Little Rock was carried beyond FCC, too—a certified copy was served on President Kennedy's Budget Bureau.

**MURROW—VOICE OF 'THE VOICE':** Will Edward R. Murrow become "the" voice of America? He might. Frankly admitting he dislikes being an administrator ("in-baskets & out-baskets are not for me"), the prospective U.S. Information Agency director could well be expected to become a frequent & regular on-mike & on-camera figure—conceivably a spokesman of enormous importance.

Almost universal satisfaction & surprise greeted announcement of the 52-year old CBS commentator's selection—satisfaction because of his internationally acclaimed achievements, surprise because of his willingness to accept burdens of administration (and cut his income from $200,000-$400,000 to $21,000). Selection of USIA director from the ranks of broadcast media is striking indication of new prestige of broadcasting.

He must go before Senate Foreign Relations Committee for confirmation hearing—but date isn't set; his name isn't officially before Committee yet.

"Truth" is Murrow's by-word, and he says his intention is to present a truthful picture of America to the world. In interviews last week, he said that "whatever is done will have to stand on a rugged basis of truth;" that U.S. needs a louder but "not strident" voice; that he hopes to marshal nation's most skilled communicators; that he plans to move gradually at first; and that many of USIA's staff have great ability.

Murrow's right arm will be deputy dir. Donald M. Wilson, 35, Life magazine's chief Washington correspondent for 4 years before leaving to campaign for President Kennedy. There was no confirmation of reports that other top CBS newsmen—Sig Mickelson & John Day, who resigned last week (see p. 10)—would follow Murrow to USIA. There's no question, however, that Murrow will be able to attract newsmen of ability.

Murrow made an emotion-charged "farewell speech" to CBS affiliates via closed circuit Jan. 31, stating that "some part of my heart will stay with CBS." He was "grateful" to CBS management for releasing him to USIA, and modestly doubted that he'd put a crimp in news operations, "because for many years I have received credit for what other people have done." In introducing Murrow, Fred Friendly, exec. producer of "CBS Reports," shared no such reticence, saying: "We're going to be in for some tough sledding. We are losing the best pitcher, outfielder, infielder in the business." CBS Inc. Pres. Dr. Frank Stanton, in a telegram to Murrow, saluted his appointment as "good news indeed for the American people & the free world."

## Advertising

**LANDIS—'NO CZAR':** Coordinator, not dictator—that's what James M. Landis intends to be. In 2 speeches last week, President Kennedy's new special asst. on regulatory agencies, sensitive to fears he intends to run the agencies from the White House, sought to calm worries.

Landis told the Federal Bar Assn. that "nothing has been further from my thoughts" than the idea of becoming a "czar" and he told the AFA "I hate czars."

What he's concerned about, he said, is the "tremendous amount of fragmentation of regulatory concern in areas in which some development of national policies was essential if we were to increase the pace of our national growth." He deplored the increase in financial problems of railroads, airlines, truckers, etc., in the face of the large rise in our gross national product. Then:

"In the field of communications the emergence of a host of new nations threatens the continued use of those frequencies that we have been accustomed to using, unless somehow we find new frequencies & new means of communication that hitherto have not been utilized. In TV, we still have to find an economic viability for the uhf band."

### Improvements Now Developing

He said he was happy to note improvements under way, though "whether they were stimulated by my suggestions or whether they derived from previous consideration of the problems is utterly unimportant." Among these, he said:

"The FCC has now determined to make some review of the practices of licensees seeking renewal of their licenses. If these licenses were originally granted to them upon their representation of their proposed program content, their ability to live up to these promises bears some relationship to their privilege to keep a frequency that others are aspiring to. This is not a suggestion of censorship but simply a determination between competing licensees as to which one should in the public interest be granted a frequency that can only be utilized by one." This was his first acknowledgment that FCC had done anything he approved of before he reported to President Kennedy.

He summed up the job of coordination among agencies: "Apart from its intrinsic complexity, there are innumerable bureaucratic pressures, inter-agency rivalries, and competing demands on the part of vested interests. But somehow or other we must succeed."

Other major areas he plans to work on; procedural delays, personnel. He didn't state specific plans, but said he needs help: "No one man can do that task. But one man, perhaps, can get other men, not necessarily from government, primarily, I should say, from outside. Borrow them, don't hire them . . . to help out in a task as gigantic as that." Landis said he has no plans for new agencies. Rather, wants instead the development of a "national policy among these fragmented fields."

Landis had soothing words for industry, assuring AFA that regulatory agencies might better be called "promotional agencies." By trying to "curb monopoly, conspiracy and other unfair trade practices," he said, they promote "the theory of capital enterprise."

The other govt. speaker, Commerce Undersecretary Edward G. Gudeman, former Sears, Roebuck vp, thought:

(1) Advertising needs more research to find out what produces results—differing, for example, from Sears' catalog program which can pinpoint ad impact.

(2) U.S. needs to promote exports—and Commerce Dept. is eager to help industry.

The conference luncheon attracted a powerhouse of govt. officials, including FCC Chmn. Ford & FTC Chmn. Kintner. A reception for Congress brought out, among others, Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, and Rep. Harris (D-Ark.), chmn. of Commerce Committee.

Some 400 AFA members attended—and they believed their time was well spent. They were particularly cheered by a message from President Kennedy: "I hope that your Washington conference will accomplish its stated objective of establishing a closer relationship between government & your industry, and create a better understanding of advertising as a dynamic force in the national economy."

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**Advertisers can't hypnotize the public,** even with extensive TV campaigns, into decisions they don't want to make, declared NBC's Robert W. Sarnoff before the National Automobile Dealers Assn. annual convention in San Francisco Jan. 31. Without mentioning names (*i.e.* Ford's Edsel) he said "there is no more eloquent testimony than the recent history of the automobile industry to the fact that people have a stubborn way of making up their own minds." Such critics as Vance Packard who regard the public as "a patsy for Madison Avenue manipulators" are "insolent charioteers who ride roughshod over such scorned manifestations of popular taste as tail fins or Westerns" he said. Broadcasters & advertisers have a responsibility "to lead & influence public taste," he added, "but we can only propose; the public disposes, and rightly so." The NBC chairman went on to praise admen for acting as the "flywheel that keeps the wheels of prosperity turning" within the U.S. economy.

**This is National Advertising Week,** initiating the first around-the-calendar compaign to acquaint the public with advertising's role in the national economy. The campaign is being guided by Advertising Federation of America and Advertising Assn. of the West, which have furnished gratis promotion material to all media. Available for TV stations: A variety of filmed spots (2 each 60- & 30-sec.), 2 sets of 20-sec. 4-slide spots with voice scripts. For radio use: scripts for "live" spots of varied lengths (10-to-60-sec.), a disc of recorded spots by entertainment figures.

**Advertising prohibition parade** has started again in Congress. Rep. Siler (R-Ky.) led it with a bill (HR-2297) forbidding any interstate traffic in ads—including broadcast commercials—for alcoholic beverages.

**Schick Shaves Off TV:** The "bulk" of Schick Inc.'s $3.5-million 1961 ad budget will be placed in newspaper & Sunday supplement media. The razor firm's recent TV schedule (part-sponsor of *The Witness* on CBS-TV and of specials on NBC-TV, plus spot-TV announcements) will be dropped. Schick advertising dir. William F. Siegel made the announcement last week. Even less welcome news to TV sales executives was Siegel's explanation: "Newspapers are the most effective medium on the 1961 horizon . . . A medium that will give us a positive return on every ad dollar invested." Schick's new newspaper schedule, an outgrowth of a successful pre-Christmas campaign in newspaper supplements, will be augmented by a schedule in *Life*, *Time*, *The New Yorker* and *Playboy*.

Schick ad strategy has lately been causing a fair degree of agency headaches in N.Y. Within the past month, A.S.R. Products Corp. (Gem safety razors, blades) moved its account from Kenyon & Eckhardt to Benton & Bowles. This created a client conflict with B&B's then-held Schick Inc. account, which moved to Norman, Craig & Kummel, now Schick's agency of record. In turn, this triggered a conflict with NC&K's portion of the Ronson account (or so Ronson felt), even though NC&K is responsible for Ronson lighters rather than shavers. At last report, NC&K was about to lose its Ronson business, which may equal or even exceed the Schick billings. Schick's shift to print media, however, was not an NC&K decision; it was decided directly by the client, unlike last fall's TV-to-print shift by Shell Oil via the Ogilvy, Benson & Mather agency.

Shell Oil, meanwhile, was making news of its own. The oil firm's all-print, no-TV campaign was coming in for some widespread dealer-consumer criticism, according to a survey reported in the Jan. 27 *Printers' Ink*. Only a few dealers attribute any sales increases to the full-page Shell ads, the *PI* survey stated. Several Shell dealers (like Los Angeles dealer Chuck Abrams) complained "there is too much reading material [in the ads]. People are too lazy—TV would be much better." Many dealers who like the company's copy platform in the new campaign feel however that it would be better to schedule it "in all media," *PI* reported.

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Duke's return to TV was announced last week by Liggett & Myers. TV-introduced at the end of 1959, the "super-hi-filtration" cigaret bowed off the air last year after an FTC order prohibited tar & nicotine health claims. Duke continued to sell without any advertising, and this has prompted L&M again to push the brand (via McCann-Erickson). Local TV (N.Y., Chicago & Los Angeles) and some print media will carry the original "Meet the Duke" slogan, but the new ads won't mention the cigaret's low tar & nicotine count.

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**Ad People:** David V. Cleary and Benjamin Maugham named Young & Rubicam vps . . . Miss Marion MacDonald and Wallace Gordon named Grant Advertising vps . . . Donald W. Redell, ex-TelePrompTer, named vp, Advertising, Radio and Television Services, Inc.

## *Obituary*

John Kelley Strubing Jr., 62, retired vice-chmn. of Compton Advertising, died Jan. 28 at his home in Lyme, Conn., after a long illness. Surviving are his wife, mother and a brother.

"The new SAG-AFTRA code increases the cost of actors in commercials an estimated $15,000,000 over last year . . . In 1960, one of New York's top [commercial] producers grossed over $5,700,000—yet lost $33,000!"—Harry W. McMahan in *Advertising Age*.

Spot-TV costs—despite increased production charges—still compete with network & syndicated program rates, according to an Edward Petry Co. analysis of the new AFTRA-SAG contracts. "Although talent rates for spot-TV commercials rose much more than for network or syndicated-program usage, spot rates started from a much lower base and could accommodate the hike without surpassing network or syndicated rates," states the rep firm. The analysis points out that SAG spot rates, formally 30-40% below AFTRA, have merely been "brought into line." The only situation in which the network rate now compares favorably with "wild-spot" breaks & participations occurs "when an advertiser buys less than 20 markets—an impractical buy." Because the cost of commercial production has always been a minor factor in over-all TV campaign costs (5-7%), the SAG talent-fee boost will add less than 1% to spot TV budgets. "Clearly the choice between network & spot will continue to be based on the intrinsic merits of each medium for the needs of the particular advertiser," the rep firm report concluded.

Evaluation of rating services, by psychology prof. Richard I. Evans in Jan.-Feb. *NAEB Journal*, concludes: "If marketing research organizations would expend as much effort in examining . . . qualitative aspects of the behavior of TV audiences as they do on the usual nose-counting techniques, they would, in my opinion, discover that buying behavior could sometimes be stimulated more successfully by recognizing unique needs of certain individuals in the TV audience than by appealing at all times to a mythical common denominator. This is not to say that programming for a mass audience would have no place in the industry, but rather it suggests that such upgrading of programming in terms of the interests of different audience groups could not only reduce the intensity of some of the basic criticisms of commercial programming, but also, in the long run, increase the effectiveness of programming as a means of influencing the viewer's buying behavior."

Originality is inhibited in network TV by the sheer fact of its "high costs," and makes for copy-cat stereotypes in both programming & commercials, stated George Skinner, radio dir. of rep firm Katz Agency at an RTES seminar luncheon in N.Y. last week. Radio, he pointed out, will offer in the 1960s a good place for admen to test "new programming & commercial ideas at the lowest possible cost."

Another TV commercials festival will be held May 4 in N.Y. The entry deadline is March 1 for film or videotaped commercials shown in the U.S. & Canada between March 31, 1960 and March 1, 1961. Festival dir. Wallace A. Ross said announcement brochures were being mailed to 5,000 advertisers, agencies, producers and TV stations, and "well over last year's 1,327 entries" are expected. Judging will be by a "TV commercials council," chaired by John P. Cunningham of Cunningham & Walsh.

Co-op ad regulations proposed by Internal Revenue Service, in line with 1960 excise-tax law amendments permitting manufacturers to make deductions for local TV & radio commercials (Vol. 17:3 p17), will be reviewed at a Feb. 17 hearing in Washington. In scheduling the session, IRS set a Feb. 14 deadline for applications to testify.

## Programming

**TOUCH-UP FOR 'UNTOUCHABLES':** ABC-TV headed for cover last week in the face of rising gusts of Washington protests against the network's high-rated, rat-a-tat-tat cops-&-gangsters show *The Untouchables*.

In an attempt to avoid threatened storms, ABC vps Thomas R. Moore & Alfred Schneider met in Washington Feb. 1 to negotiate "a better understanding" with 4 House members who had objected to portrayals of Italian-Americans in the prohibition-era semi-documentary.

Two days later ABC issued a formal statement in N. Y. which: (1) Conceded that parts of episodes of *The Untouchables* are just fiction, not actual happenings in the tommy-gun career of prohibition agent Eliot Ness. (2) Gave assurances that "steps had been taken to avoid any undue emphasis or concentration on any one ethnic group."

Earlier, Rep. Santangelo (D-N.Y.), leader of the anti-*Untouchables* House caucus, had reported that the ABC spokesmen agreed to label the entire program "as fictional & designed for entertainment." But the network disputed this interpretation—and Santangelo told us he may have misunderstood Moore & Schneider.

Santangelo & 3 other Democrats—Reps. Anfuso (N.Y.), Rodino (N.J.) and Addabo (N.Y.)—told the ABC negotiators that the show was "seriously injuring the good character & reputation of the great majority of American citizens of Italian origin."

The 4 House members also said that *The Untouchables* "grossly distorts the history of the era and the characterizations referred to."

### Picket Threat Still Stands

A threat by the Italian-American Democratic Federation (which Santangelo heads) to picket ABC's N. Y. studios on March 9—Amerigo Vespucci day—still stood. But Santangelo said a final decision on this tactic wouldn't be made until a N. Y. meeting of the organization which is scheduled for Feb. 13 but may be postponed to Feb. 17.

Partial text of ABC's statement on the Washington peace parley follows:

"ABC, in its meeting with Congressmen Santangelo, Anfuso, Rodino and Addabo in Washington on Wednesday, informed them it had instituted many months ago a policy of avoiding the use of Italian characterizations on *The Untouchables* except in cases where the story was based on a person who actually existed or where the part was entirely dependent for its theme on use of such characterizations.

"This policy is in line with ABC's intent never to present any program which might cast reflections upon or be detrimental to any segment of the public.

"ABC also advised the Congressmen that ABC had decided to include the following announcement on all broadcasts of *The Untouchables:* 'This series of programs is based upon the book, "The Untouchables," by Eliot Ness & Oscar Fraley, although certain portions of this exposure were fictionalized.' "

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Meanwhile, a new cloud of trouble for TV networks began gathering in the Senate. "Excessive portrayal of violence & crime" on TV and in the movies is a likely subject for hearings by the Judiciary Subcommittee on Juvenile Delinquency, Chmn. Dodd (D-Conn.) said.

Dodd won an increase to $178,000 from $150,000 in his 1961 appropriation from the Senate and put his staff to work collating preliminary data on TV & movies, which he declared have caused increasing concern to the public.

Subcommittee staffers told us they already had been exploring movie angles with Eric Johnston's Motion Picture Assn. of America, and that they have interviewed child psychiatrists & psychologists to get their views. TV networks haven't been approached yet—but they are on the staff's pre-hearing agenda.

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President Kennedy's views on TV violence and whether he can do anything about it remained uncertain following his answer to a question in his news conference last week. Correspondent May Craig spoke of the "growing concern expressed by parents, clergy & J. Edgar Hoover about the effect on young people of crime & violence in movies & on the air" and asked whether there is anything "you can do about it or may you ask for legislation?" Kennedy said: "When we get into movies, the amount of influence which the federal government can exert is quite limited, as you know, quite properly limited." He want on to say that the govt. can help parents do the job primarily by efforts to improve children's environment through urban renewal, better housing & schools, etc., but that "we can only play a very supplemental role and a marginal role." The fact that Kennedy mentioned only movies in his response led to speculation that he may believe that govt. can do something about excessive crime & violence on TV & radio.

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"It is now agreed that the four Great Debates on television were the cornerstone of John Kennedy's victory. Without them, Nixon would probably have won the Presidency on the 'experience' issue. With the debates, Kennedy's articulation, maturity and charismatic appeal received a national audience that tipped the scales in his favor."—Schwerin Research Corp. ["Charism: A special divine or spiritual gift."—Noah Webster.]

"Spy Next Door" will be seen on CBS-TV after all, despite the network's sudden cancellation of the *Armstrong Circle Theater* episode early last week. The 60-min. drama which deals with Russian espionage activities in the U.S., will appear in the Armstrong series on Wed. Feb. 15, 10-11 p.m. CBS reversed its earlier decision after screening the tape recording of the drama, made in N.Y. Feb. 1. The show was officially approved by a special committee composed of program vp Oscar Katz, program-practices vp Joseph H. Ream, affiliate-relations vp William B. Lodge, vp & gen. attorney Thomas K. Fisher, and information-services vp John P. Cowden. Earlier, CBS had announced that the decision to yank the show was entirely the network's, and that "no cancellation request was received from anyone either in or out of the govt." And Armstrong ad vp Max Banzhaf had stated that he believed the network had pulled "Spy Next Door" in light of recent improvements in U.S.-Russian relations.

"Iceman" received a cautious OK from NAB's TV Code Review Board at its meeting in Beverly Hills last week. After viewing NTA's 4-hour *Play of the Week* presentation of Eugene O'Neill's "The Iceman Cometh," Board found it "acceptable" under special circumstances. It spelled out its definition of "special circumstances" in these words: "Decision by the individual station should be predicated on knowledge of the station's audience and the availability of broadcast time which will direct the presentation to those in the audience who will not be offended by such drama." Thus, in effect, the whole matter was left up to the stations. The taped "Iceman" was originally seen on WNTA-TV N.Y. last December and is now being syndicated.

**10 Biggest Warner Draws:** The late Humphrey Bogart has been tops for the past 5 years as an audience draw in the pre-1950 Warner Bros. features distributed by United Artists Associated (and previously by Associated Artists Productions). He starred in 7 of the 10 films "most often requested, sold and booked during the initial 5 years of TV distribution" of the 754-feature library.

As released last week by UAA exec. vp Erwin H. Ezzes, the top-10 list will interest TV program creators, film buyers and TV admen. For one thing, several films on the list had only "average" theatrical grosses. And the choices underline the public's fondness for strong, slickly-produced, gutsy, action-adventure yarns in their TV fare.

The top-10 pre-1950 WB features, in order: (1) "Chain Lightning," (2) "Dark Victory," (3) "Key Largo," (4) "Casablanca," (5) "Treasure of Sierra Madre," (6) "High Sierra," (7) "City for Conquest," (8) "Story of Louis Pasteur," (9) "Night & Day," (10) "To Have & Have Not." Bogart starred in the first 6, and the 10th.

UAA's "five-year sales evaluation, which took several months to prepare," said Ezzes, "revealed those features which over the years proved to be most profitable for stations and UAA alike."

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**TV's down-but-never-out show**, the 30-min. *Silents Please* packaged for ABC-TV as a sustaining summer replacement in 1960, has signed a sponsor at last. The client is Dutch Masters cigars, which has been sponsoring *Take a Good Look*, the Ernie Kovacs show for which *Silents Please* was originally created as a short-term replacement. Announcement of the Dutch Masters buy, planned for a fall start, came from Saul Turell, pres. of Sterling TV, who is conducting a slow-motion contractual romance with radio Moscow's TV channel—also "interested" in the show. Among Turell's planned "condensations" of silent movies for the fall cycle: Lon Chaney's "The Phantom of the Opera," Fairbanks's "The Thief of Baghdad," and D. W. Griffith's "Intolerance" (as a 2-parter).

**NBC will "wire-syndicate" newsfilm**, starting Feb. 6, to provide affiliates equipped with video-tape recorders a same-day source of national news material usable in local-station newscasts. Newsfilm material will be fed on closed-circuit in the afternoons, thereby replacing distribution by air-freight. Of the 202 NBC-TV affiliates, 75 (or about 40%) have video-tape recorders. The service, under development for 2 years, will be operated by a staff headed by NBC national news mgr. Donald Meaney. Stations taping the newsfilm, NBC stated, will have as much as a 24-hour advantage over local competitors.

**Somebody goofed** in N.Y. Feb. 2. Viewers tuned in for old-favorite *Groucho Marx* at 10 p.m., saw instead—an old documentary on New York City. Why had the network substituted the documentary? Had Groucho leered at one blonde too many? Explained red-faced NBC late last Friday: "It's quite simple. All our films are sent over from the film center at 729 7th Ave. This one just never got here and we ran whatever was handy."

**Ex-KTLA Los Angeles vp-gen.-mgr. James Schulke** has been freed of an indictment charging him and ex-KTLA newsman Pat Michaels of "conspiracy to commit slander" (Vol. 17:2 p10). The indictment was dismissed for lack of evidence last week by Riverside, Cal., County Superior Court Judge John G. Gabbert. The indictment stemmed from a 1959 KTLA telecast in which Michaels charged anti-semitism in Elsinore, Cal.

**Roll of Honor citations** by the Conference on Communications and the Public Interest were conferred last week on commentator Edward R. Murrow, CBS Pres. Dr. Frank Stanton, Talent Associates vp David Susskind, NBC creative projects director Irving Gitlin, and the Gulf Oil Corp. The citations honor contributions to the diffusion of knowledge and have "nothing to do with the merit of programs as such," according to Conference Chmn. Gilbert Seldes, dean, the Annenberg School of Communications, U. of Pa. The citations: Murrow, "for his assertion of the principle that no dept. of govt. ought to try to influence the handling of news events by the news media." Stanton, "for his decisive action eliminating commercial messages from the Great Debates." Gitlin, "for demonstrating the duty" of broadcasters to offer controversial programs. Susskind, "for his announcement that he would no longer submit the names of actors & actresses for clearance by the networks' blacklisters." Gulf Oil was cited for underwriting news-connected programs on NBC and "leaving to the network control of choice of subject, time-period, content."

## Technology

**Use of light beams for TV networking** and other point-to-point radio communications, as a substitute for microwave, came closer last week with Bell Labs' announcement that it had developed a continuously operating optical maser. Utilizing neon & helium, the device potentially could transmit 1,000 times more channels than a comparable microwave system. The beam can be focused to spread no more than one foot in 100 miles, making the development promising for space communications. Although other optical masers have been announced previously, Bell scientists said the new breakthrough is development of a continuous beam which can be modulated to carry TV, voice or other sophisticated signals, rather than merely pulses. Although Bell Labs declined to estimate when optical maser systems could come into practical use, there was speculation that the day is still about 10 years off. Principal credit for the development was given to Dr. A. L. Schawlow of Bell Labs, inventor of the maser, Dr. C. H. Townes of Columbia U. and Ali Javan, Bell Labs.

**Edison radio amateur award** for 1960 has been won by John T. Chambers, Los Angeles (W6NLZ), and Ralph C. Thomas, Kahuku, Oahu, Hawaii (KH6UK), for joint experiments in high-frequency 2,540-mile communications between the 2 points. Picked from among 18 candidates by judges who included FCC Comr. Hyde, they will share the 9th annual GE-sponsored award at a Feb. 23 dinner in Washington. FCC Chmn. Ford will be the main speaker.

**Worldwide TV & communications** via space satellites will be the first project of newly organized British Space Development Co. Ltd., founded last week in London with an initial capital of $56,000. The founding group is headed by Sir Robert Renwick, industrialist & stockbroker, and World War II controller of communications for the Air Ministry.

**Transistorized video-tape recorder**, designed for industrial & lab uses, will be shown by Sony Corp. at next month's IRE convention in N.Y., according to reports from Tokyo. The prototype 400-lb. unit uses 100 transistors & 100 diodes and is expected to be followed later by a version for TV broadcast uses.

**NASA plans to launch** a 74-lb. satellite to explore the ionosphere. It will transmit on 20, 40, 41, 108, 360 & 960 mc, have an apogee varying from 240 to 1,600 miles.

## Film & Tape

**PRODUCERS & IATSE MAKE PEACE:** Compromise, as previously indicated here (Vol. 17:5 p10), paved the way for the signing of a new 4-year contract last week between IATSE and Alliance of Television Film Producers and Assn. of Motion Picture Producers. The agreement was hammered out just before the old contract expired Jan. 31. We never heard the word "strike" mentioned by any responsible employer or union representative.

IATSE, which had sought a 25% across-the-board wage increase, will receive a 10% hike in the first 2 years and an additional 5% in the second 2 years. Despite early cries for a cut of post-1948 movies sold to TV, there is no such provision in the contract. But provision is made for payment into the industry's pension and health & welfare funds of 9% of the distributor's gross from the sale of post-1960 movies to TV.

Other provisions include (1) payment of 8 cents an hour into the industry health & welfare fund to provide coverage for dependents of employes; (2) increase of employer payments into the industry pension plan from 8 cents an hour to 12 cents an hour, with increase of employe payments from 5 cents to 7 cents an hour; (3) agreement to recommend to the labor-management board of trustees of the industry pension plan that monthly pension payments be increased from the present $95 to $120 a month; (4) provision for partial pension payments at retirement age for employes who at age of 35 have worked in the industry 10 qualified years, including 3 qualified years in the last 5 years of employment, with a specified minimum of total hours worked; (5) $500 insurance provision to cover retirees; (6) pay TV to be considered a part of movie exhibition; (7) improvement in vacation benefits whereby an employe will get 3 weeks vacation after 10 years employment with a single studio, rather than after 12 years; (8) change in the "golden hours" provision so that workers in studios will get double time after 12 hours instead of 2½ times base pay after 14 hours; (9) improved severance pay provisions.

IATSE International Pres. Richard Walsh, basic-crafts negotiating committee Chmn. Ralph Clare, AMPP exec. vp Charles Boren, and Alliance Pres. Richard Jencks announced details of the agreement. Others who took part in the negotiations were John Zinn of the Alliance; Anthony Fredericks, Revue Studios; William Cowitt, Lou Rackmil, Ziv-UA; Rudy Petersdorf, Desilu Productions; Charles Bole, Four Star Television; Marvin Faris, Marterto Productions, Wyatt Earp, Brennan-Westgate, Mayberry.

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It was an apparent "misunderstanding" last week that caused Writers Guild of America West to strike producer-director-star Ozzie Nelson and Stage 5 Productions, which films his series (Vol. 17:5 p10). As we reported, it was over in record time—16 hours. A WGA spokesman earlier had said that Stage 5 Pres. Leo Pepin had signed a contract and assured the Guild that Nelson would also sign. (Nelson had the 3 writers of *The Adventures of Ozzie & Harriet* under personal contract.) When the signed agreement from Nelson wasn't forthcoming, WGA called a strike Jan. 30. But when Nelson freed the writers from their contracts and they signed with Stage 5, peace was quickly reached. His signature isn't necessary now that the writers are employed by Stage 5.

**MGM-TV Presents The Bride:** MGM-TV has completed shooting what may well be the most elaborate & expensive pilot presentation of a half-hour show in TV film history —its *Father of the Bride* project. In order to showcase the pilot to best advantage, the Culver City lot utilized lavish techniques and will show potential sponsors a 50-55 min. film presentation which will include the half-hour pilot. (Final length hasn't been determined because the film is still being edited.) About $200,000 was spent on the presentation (a figure considerably more than for most 60-min. shows) which required 8 days of filming & much pre-production preparation.

The presentation opens with Leon Ames, who plays the role of Father, as on-camera narrator discussing the show. Vignettes from 12 episodes are shown, as well as all of "The Wedding," a half-hour segment which will be the 11th in the series if the show is sold. The studio used 150 extras in this episode.

The purpose of the extensive presentation is to answer beforehand questions from potential sponsors as to how the remainder of the series would be handled. Many a sponsor has been scorched because subsequent segments of a series didn't maintain the quality of the pilot.

Ruby Abel produced the pilot for MGM-TV and Robert Maxwell was exec. producer. Ames, Ruth Warrick, Myrna Fahey and Burt Metcalfe star.

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**Peak 20th Production:** 20th Century-Fox TV will be hitting a record production pace by next week, when 6 pilots will be before the cameras, in addition to the studio's regular series. Nine production units will be shooting film at once, we're told by production chief Roy Huggins.

The first pilot to go into production is *The House on Rue Riviera*, formerly called *Monte Carlo*. A 60-min. show for NBC-TV, it's being produced by Huggins. Going into production Feb. 13 is *The Hunters*, 60-min pilot formerly called *Tanganyika* and *Kilimanjaro*. It's for ABC-TV, and Robert Blees is producer. Another 60-min. pilot, *Bus Stop*, also for ABC-TV, goes into production the same date—as do 60-min. *The Jayhawkers*, with Blees producing; *Margie*, a comedy, with Hal Goodman & Larry Klein producing, and *Ginger Rogers Show*, produced by William Self.

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Hollywood's trend to 60-min. shows (Vol. 17:3 p8) continued last week, as MGM-TV TV vp Robert Weitman decided to expand the studio's *Dr. Kildare* pilot to the hour length. Weitman told us he thought this would make it a more salable product. Raymond Massey & Dick Chamberlain star in the pilot, which goes into production about Feb. 7. Weitman also disclosed MGM-TV has leased the adjacent Hal Roach Studios for production of commercials as well as TV films. Although MGM has 30 stages, it's crowded because of TV film & movie production, he explained.

WNEW-TV N.Y. represents the first U.S.-market breakthrough for British Commonwealth International Newsfilm Agency, TV & movie newsfilm supplier. The N.Y. independent station began using the world-wide newsfilm service, Visnews, on Jan. 30 in nightly (11-11:10 p.m.) newscasts designed to augment the station's existing telenews shows. Visnews, which is backed by BBC, the Rank Organization, Australian Bcstg. Commission, CBC and Reuters, will also service WNEW-TV's sister outlet, WTTG Washington.

## NEW YORK ROUNDUP

UA has acquired motion-picture-distribution rights to the March 13 TelePrompTer-produced Patterson-Johansson bout (Vol. 17:1 p11). There will be no home telecasting of the fight, which will be closed-circuited by TelePrompTer and radio-covered by ABC. UA, which distributed films of the first 2 Patterson-Johansson fights, has offered TelePrompTer "a substantial guarantee." Actual price of the deal was not disclosed.

Videotape Productions, N.Y.-based commercial & pilot producer, has decided to hire "a key group" of production, sales & staff personnel stranded by the close-down of the CBS production sales unit (Vol. 17:4 p11). Videotape Pres. Howard S. Meighan said a 2nd step in this expansion program will be the acquisition of "additional studios" (possibly, the 3 N.Y. studios shuttered by CBS last month).

Add syndication sales: 7 Arts has sold its 40-feature post-1950 Warner Bros. package in 39 markets to date. Newest sales include WBNS-TV Columbus, WGN-TV Chicago, KSYD-TV Wichita Falls. ITC has sold its off-network, 72-episode series *Broken Arrow* in 38 markets to date. New sales include KOOL-TV Phoenix, KTTV Los Angeles, WRC-TV Washington, D.C.

Flamingo Films plans to offer five 30-min. series in syndication—*The Wonderful World of Little Julius* (Sam Levene), *The Ring of Steel* (Margaret O'Brien), *Underwater Counterspy* (Reed Hadley), *The Priest & the Parolee* (Lloyd Nolan), *Invasion by 3* (Chuck Conners).

ABC Films' 1960 overseas sales jumped 61.8% over 1959, according to Pres. Henry G. Plitt. And U.S. network sales scored by the AB-PT affiliate "more than offset" lagging domestic syndication sales, keeping the trend upward, he said.

People: Herman Rush, former Flamingo Films pres., has been named GAC-TV vp. He will supervise the N.Y. div. and head development & sales of new TV properties . . . Walter Kingsley has resigned as ITC pres. "due to differences existing on future policy-planning" . . . James F. Delaney has been named ABC Films Southern div. mgr. . . . Joseph Kotler has been elected Ziv-UA N.Y. sales vp . . . Sid Kramer has resigned as NTA foreign sales vp to serve as independent consultant.

**Factbook No. 32 Closes March 3**

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3rd. The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference. To reserve your advertising space for this new 1,088-page edition we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## HOLLYWOOD ROUNDUP

Four Star Television Pres. Dick Powell said holdings he & June Allyson have in the telefilm company will not be affected as a result of the property settlement in their divorce granted last week. Powell & Miss Allyson will retain their Four Star interests in a 10-year trust agreement as a long-range investment. They and A. Morgan Maree will be voting trustees. The couple owns 204,000 of the 600,000 shares of common stock outstanding.

Selmur Productions, the AB-PT film-production subsidiary, is negotiating to sign Richard (*Have Gun—Will Travel*) Boone to star in a series upon expiration next year of his CBS-TV contract. Selmur Pres. Selig Seligman, confirming the negotiations, told us "We are trying to find a mutually satisfactory property."

Heritage Productions Pres. Paul Benton has resigned for "personal reasons," and sold his stock in the new TV film company to Buddy Bregman, who becomes president. Benton told us he financed the firm's first special, *The Song & Danee Man*, but has withdrawn from all future participation in Heritage.

Fred A. Niles Productions, Chicago, has established another company of the same name in Hollywood (650 N. Bronson). The firm produces TV commercials; films, closed circuit & live shows for industry, and TV series. Lionel Grover is production mgr. of the new operation.

William Dozier, Screen Gems West Coast vp; John Reynolds, western administrative vp for CBS-TV, and Christy Walsh, Hollywood vp of Oglivy, Benson & Mather, have been named to the Advertising Council's Hollywood TV-radio committee.

Lang Jeffries & Ben Cooper star in *The Impatient Ones*, QM Productions pilot for ABC-TV. Quinn Martin is producer . . . Essex Productions, owned by Frank Sinatra, will pilot *International House*.

CBS Films is in production at Paramount on the pilot of *Russell*, starring Fess Parker. Gordon Kay is producer.

Allied Artists' informational films div. will produce the 90-min. special, "A Touch of Greatness," this spring. It deals with the life of D. W. Griffith.

Richard Carlson will star in *Police Doctor*, Cal. National Productions pilot being produced by Henry Kessler.

People: Edwin E. Holly, Desilu Productions secy.-treas., named company administration-finance vp . . . Fenton Earnshaw and Charles Schnee have been nominated as candidates for the presidency of Writers Guild of America West. The annual election is in May . . . W. B. Henderson named exec. producer of Bill Burrud Productions . . . Carl Reiner will produce *All in a Day's Work*, comedy pilot starring Dick Van Dyke. . . Producer-director William Asher leaves NBC-TV, where he has been producer-director of the Shirley Temple series, to produce a Desilu Productions pilot starring Janis Paige and a special starring Lucille Ball . . . Andre Bohem is named producer of CBS-TV's *Rawhide*, and Seeleg Lester leaves producership of CBS-TV's *Perry Mason* to produce *The Gunslinger*, on which Charles Marquis Warren is exec. producer. Art Seid and Arthur Marx have been named alternate producers of *Perry Mason* . . . Arthur M .Frankel, head of Screen Gems' legal dept., elected asst. secy.

## Networks

**News Chiefs Quit CBS:** The backstage stresses & strains which have plagued CBS News since last summer erupted violently last week. Within a matter of hours, the network's No. 1 and No. 2 newsmen—CBS News Pres. Sig Mickelson and news vp John F. Day—announced they were quitting the network. Richard S. Salant, the network's corporate affairs vp who was recently named to head the top-brass committee to which CBS News is now responsible (Vol. 16:51 p5), was named to replace Mickelson as pres. of the news div., effective Feb. 6. Blair Clark, a CBS News correspondent since 1953 (Paris, Geneva, etc.) was named to the newly-created post of vp & gen. mgr. of CBS News, also effective Feb. 6.

In his new job, Salant will be the network's top news executive. His background: Harvard Law School, U.S. Attorney General's staff, Justice Dept., partner in N.Y. law firm. Much of Mickelson's purely news-area functions will be transferred to Blair Clark, whose pre-CBS background (Harvard Journalism, *St. Louis Post-Dispatch*, *Boston Herald & Traveller*), is more closely allied with journalism. Clark is pres. of TV-Radio News Analysts Assn., and was a Harvard classmate of President Kennedy.

Word of Mickelson's resignation reached CBS executives Feb. 2 in a memo from CBS Inc. Pres. Dr. Frank Stanton, who stated he was making the announcement "with deep regret." Mickelson joined CBS in 1943 as news editor for radio o&o WCCO Minneapolis, and rose through the news ranks. He, Stanton noted, will "take a post outside CBS which will be announced shortly."

Day has been the operating head of the network's news functions for the past 6 years. Originally, he ran the news show, reporting to CBS management. Then, Sig Mickelson, who had been in charge of public-affairs activities (as opposed to straight news) was placed in charge of all news & informational programming. More recently, a re-alignment made Mickelson responsible in turn to a CBS News exec. committee headed by Salant.

NBC's recent rating victories in various news areas (conventions, election, Inauguration, etc.), the departures of Irving Gitlin (to NBC) and Edward R. Murrow (to USIA—see p. 3), a hassle last month between Howard K. Smith & CBS over the frequency & importance of Smith's Washington reports in the Doug Edwards show—these all added to the problems of Mickelson and Day.

Day's comment, when we contacted him last week concerning his resignation (which went into effect as of Feb. 4), was brief & blunt: "I've had it here. I've been in the newspaper editorial field for 30 years. I like it. I've received 3 very lucrative offers in this area. I've also spoken with Ed Murrow who wants me to work at USIA."

CBS's complete official reaction: "CBS News has accepted the resignation of John F. Day and is delighted he has received outside offers."

Where would Day, onetime managing editor of the *Louisville Courier-Journal*, go? He didn't say, and nobody knew for sure. Some observers guessed that he might join forces with his good friend Ed Murrow at USIA. Others guessed that he might make a shift to join news vp James C. Hagerty's new team at ABC-TV.

* * *

TV's impact on politics has been "the only genuinely new force," Mickelson is scheduled to state this week (Feb. 6) in an address, "The Role of Mass Communications in a Democratic Society," at the U. of Texas.

### Network Television Billings

November 1960 and January-November 1960
For Oct. report, see TELEVISION DIGEST, Vol. 17:3 p8

**Nov. Billings Up 9.7%:** Network TV's Nov.-1960 gross time billings increased from October's $63.3 million to $64 million—9.7% ahead of Nov.-1959's $58.3-million. TvB's latest compilation also shows year-to-date billings of $621.7 million—9.3% ahead of the $568.6-million business written during 1959's first 11 months.

NBC, for the 2nd consecutive month in 1960, led the networks in monthly dollar volume, posting a 12.9% increase to $24.6 million from Nov.-1959's $21.8 million. CBS continued to lead in cumulative billings with a 3.5% gain to $251 million vs. runner-up NBC's $227 million. ABC, as is customary, chalked up the big percentage gains: 20.9% in Nov. 1960 over Nov. 1959, 28% for Jan.-Nov. 1960 over the same 1959 period.

The 11-month nighttime billings of the 3 networks increased 12.2% to $430.8 million from $383.9 million in Jan.-Nov. 1959. Daytime billings gained 3.3% to $190.9 million from $185 million. In Nov. 1960 vs. Nov. 1959, nighttime billings were up 4.9% to $42.3 million from $40.4 million. Daytime spurted 20.5% to $21.7 million from $18 million.

NETWORK TELEVISION

| | Nov. 1960 | Nov. 1959 | % Change | Jan.-Nov. 1960 | Jan.-Nov. 1959 | % Change |
|---|---|---|---|---|---|---|
| ABC | $15,841,960 | $13,103,250 | +20.9 | $143,802,940 | $112,384,714 | +28.0 |
| CBS | 23,563,839 | 23,458,970 | + .4 | 250,934,013 | 242,420,221 | + 3.5 |
| NBC | 24,575,958 | 21,765,361 | +12.9 | 226,949,294 | 213,837,126 | + 6.1 |
| Total | $63,981,757 | $58,327,581 | + 9.7 | $621,686,247 | $568,642,061 | + 9.3 |

1960 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | TOTAL |
|---|---|---|---|---|
| January | $13,260,010 | $23,477,358 | $20,980,897 | $57,718,265 |
| February | 12,677,110 | 22,977,171 | 19,923,712 | 55,577,993 |
| March | 13,487,460 | 24,043,799 | 21,072,164 | 58,603,423 |
| April | 12,701,240 | 22,580,032 | 20,642,038 | 55,923,310 |
| May | 12,876,050 | 23,209,917 | 19,414,264 | 55,500,231 |
| June | 11,948,700 | 22,062,832 | 18,959,323 | 52,970,855 |
| July | 12,529,660 | 23,442,997 | 19,805,457 | 55,778,114 |
| August | 11,366,100 | 21,448,482 | 18,052,503 | 50,867,085 |
| September | 11,875,080 | 21,103,437 | 18,436,653 | 51,415,170 |
| October | 15,239,570 | 23,024,149 | 25,086,325 | 63,350,044 |
| November | 15,841,960 | 23,563,839 | 24,575,958 | 63,981,757 |

Note: Figures revised as of Jan. 31, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time rates or before frequency or cash discounts.

New-to-TV sponsors, ranging from such well-known holdouts as U.S. Borax to fast-developing products like Metrecal, reached a total of almost 50 on the networks in 1960. NBC was the top new-advertiser attracter, with modestly-priced Jack Paar & Dave Garroway participations serving as bait. ABC ran a close 2nd, thanks to *American Bandstand*, sports and daytimers. CBS, primarily via *Captain Kangaroo*, attracted 13 TV novices.

ABC-TV plans a new situation-comedy animated series, *Calvin & the Colonel*, for next fall, with the "stars" to be the voices of *Amos 'n' Andy* creators Freeman Gosden & Charles Correll.

CBS-TV has signed a new 5-year deal with Paisano Productions, producer of *Perry Mason*, and owner of several other Erle Stanley Gardner properties. Gail Patrick Jackson, Paisano exec. producer, has begun preparing the *Mason* series for the 1961-62 season.

## NETWORK SALES ACTIVITY

ABC-TV

**Daytime programming**, Mon.-Fri., participations eff. Feb.
*Mystik Tape* (George H. Hartman)

**Roaring 20's**, Sat. 7:30-8:30 p.m., participations eff. Feb.
*American Chicle* (Ted Bates)

CBS-TV

**Gunslinger**, Thu. 9-10 p.m., part. eff. Feb. 9.
*Whitehall Pharmaceutical* (Ted Bates)

**Daytime programming**, Mon.-Fri., part. eff. Feb. & March.
*S. C. Johnson* (Foote, Cone & Belding)

NBC-TV

**The Outlaws**, Thu. 7:30-8:30 p.m., part. eff. March 30.
*Brown & Williamson Tobacco* (Ted Bates)

**One Happy Family**, Fri. 8-8:30 p.m., part. eff. Feb. 10.
*Block Drug* (Grey)

**Michael Shayne**, Fri. 10-11 p.m., part. eff. Feb. 24.
*P. Lorillard* (Lennen & Newell)

**NBA Basketball**, April 1 & 8, participations.
*Seiberling Rubber* (Meldrum & Fewsmith)

**Daytime programming**, Mon.-Fri., part. eff. April 3.
*Bon Ami* (Hoyt Associates)

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**ABC edged out CBS** last week for a sizable (about $5 million annually) slice of Procter & Gamble billings. It happened like this: CBS discovered that P&G's contract with ABC-TV for *The Rifleman* series hadn't been renewed for fall, sent CBS-TV Pres. James T. Aubrey to P&G hq in Cincinnati to make a strong pitch for the business. Moving quickly, ABC-TV Pres. Ollie Treyz made a counter-offer to P&G. In it, ABC volunteered to move *The Rifleman* from its present Tue. 8-8:30 p.m. berth (between *Bugs Bunny & Wyatt Earp*) to a new spot on Mon. nights, 8:30-9 p.m., with a better rating potential. To do this, ABC will have to push *Surfside 6* and *Adventures in Paradise*, both 60-min. shows, a full half-hour into later periods. P&G decided ABC's deal was best. The move thus will displace *Peter Gunn*, currently in the 10:30-11 p.m. slot on Mondays. But ABC is confident it will find another spot for ousted private-eye Gunn, and has nailed down one of the few full-program-sponsorship deals left in TV for fall.

**Next 2 White House** news conferences will get tape instead of live TV & radio coverage, President Kennedy's press secy. Pierre Salinger announced last week. "We just want to see how this will work," Salinger explained. He said the first 2 Kennedy conferences carried live on TV—on Jan. 25 (Vol. 17:5 p2) and Feb. 1—had been "very successful" and that "we are going to have live press conferences in the future." The networks will be able to report the tape sessions "at the same time as the newspaper reporters enter the phone booths," he pointed out. In initiating live TV & radio conference coverage, the White House had made no blanket promise for instantaneous broadcasts of all sessions. Nor was there unanimous agreement by the networks to give live coverage to all conferences. Salinger denied that: (1) Newspapers had put on pressure to halt live broadcasts. (2) TV networks had objected to costs of carrying them. (3) The White House decision was based primarily on expectations that Kennedy would get a bigger audience with tapes run in prime night hours vs. 6 & 4 p.m. timing of the first 2 sessions.

**Technical-union contracts** at all 3 networks are being worked out peacefully, and there's not much chance of a technicians' strike. This was the impression we gathered late last week in conversations with ABC, NBC and CBS. The first 2 networks, negotiating with National Assn. of Bcst. Engineers & Technicians, have been meeting in Cincinnati—"neutral" ground. CBS has been negotiating with the International Brotherhood of Electrical Workers in Washington. Actually, contracts at all 3 networks have expired and technicians are working without contract (but without any specific strike decision) and non-union help was on a stand-by basis last Friday. Officially, the networks and the unions aren't talking about the labor situation. Unofficially, we learned that NABET has drafted an ABC-NBC agreement contingent upon ratification by members which contains a wage increase of 5¼% in a 3-year deal, an improved health-insurance plan and strengthened severance plans. With ABC, NABET has reportedly worked out a union-sought pension plan which is likely to be a model for union agreements with the other networks. CBS's IBEW contract ran out Jan. 31, but it was extended indefinitely in an agreement that the network or union must give a week's termination notice. Washington negotiations were in recess last week until Feb. 6, following a Jan. 27 session at which no settlement on contract terms was reported reached. A union source told us that "no drastic action" was imminent.

## Auxiliary Services

**Medical TV center** at the Army's Walter Reed Hospital in Washington stopped operating Jan. 30—on schedule—despite last-minute appeals to the White House to save it from dissolution (Vol. 17:5 p9). Dr. Paul W. Schafer, civilian dir. of the million-dollar pioneering installation, told us members of his staff would try "very definitely to stay together." He said he still had hopes that the Kennedy administration would countermand Eisenhower administration budget-economy orders closing his shop. But Dr. Schafer had received no assurances from the White House of any action at last week's end.

**Seagoing TV system** designed by RCA is now operating aboard the aircraft carrier USS Franklin D. Roosevelt. The close-circuit hookup, purchased through the ship's recreation & welfare fund, includes 25 viewing locations, film & live origination equipment. It will replace several impromptu "theaters" for the showing of movies, and will also be used for live shows featuring Navy talent. In port, the system will pick up & distribute local TV programs.

**Translator starts**: K70CF, K74BF & K78AT Canadian & Higgins, Tex. began operation over the weekend of Jan. 21, repeating KGNC-TV, KVII & KFDA-TV Amarillo • K77AX Mason, Tex. began Jan. 1 with WOAI-TV San Antonio • K72BC Walker, Minn. started Dec. 24 with KDAL-TV Duluth, picking it up via K78AK Cass Lake, Minn. • W70AE & W80AD Moorefield, W.Va. started Nov. 19 with WTOP-TV Washington & WJAC-TV Johnstown.

**Closed loop antenna transmissions** used at international conferences in the U.S. to carry translations of speeches aren't subject to communications excise taxes. The 1954 Internal Revenue Code (amended in 1958) applied the taxes to "talking circuit special service," but IRS ruled translator systems aren't primarily communications systems.

**NCTA plans to move** late this month to the Transportation Bldg., 17th & H Sts. NW, Washington.

## Stations

**NEW & UPCOMING STATIONS:** KFOY-TV (Ch. 9) Hot Springs, Ark. began programming Feb. 1, without having settled definitely on a network affiliation. It's this year's fourth new starter and raises the operating total to 582 (91 uhf).

Also, we've been informed by R. L. Sharp, sales mgr. of CHBC-TV Kelowna, B.C. that an automatic repeater satellite in Lumby B.C. (Ch. 5) began operation last Nov. 21. The licensee, Lumby & District T.V. Syndicate, paid CHBC-TV to build & place into operation this repeater which has a 5-watt Benco transmitter and a 50-foot tower. It's sold as a bonus to CHBS-TV which has a $195 hourly rate. This report changes Canadian operating total to 81.

KFOV-TV has a 500-watt Gates transmitter and a 310-ft. Truscon tower with a 6-bay RCA antenna at 362½ Central Ave. It will be part of Donald W. Reynolds' Donrey Media Group which includes KLRJ-TV Las Vegas, KOLO-TV Reno, KFSA-TV Fort Smith, Ark., 5 radio stations and a newspaper chain. Harold E. King, ex-radio KOKL Okmulgee, Okla. is gen. mgr.; C. J. Dickson, commercial mgr.; Arie Landrum, program dir.; Bryan Bisney, production mgr.; Lillian Robbins, promotion mgr. Base hour is $150. Sales rep is not yet selected, although Bolling handles other Reynolds TV stations.

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In our continuing survey of upcoming stations, here are the latest reports received from principals:

**KSLN-TV (Ch. 34) Salina, Kan.** started construction Jan. 9 and hopes to begin programming in March according to Melville L. Gleason, pres. of the grantee, Prairie States Bcstg., which also owns radio KAWL York, Neb. A 5-kw GE transmitter is scheduled to be ready for use Feb. 1, but work hasn't begun as yet on the 221-ft. tower. Network affiliation, base hourly rate and sales rep not yet set.

**KCSD-TV (Ch. 19, educational) Kansas City, Mo.** has changed its programming target to March 1, says J. Glenn Travis, admin. asst. to the school supt. of the Kansas City School Dist. A 1-kw GE transmitter was ready for use early in January, and antenna was installed on a stub tower atop City Hall last fall. However, studios in the Board of Education Bldg. won't be ready until Feb. 15.

**XEFA-TV (Ch. 2) Nogales, Mexico-Nogales, Ariz.** has set April 1 as target for programming in both Spanish & English, reports Reed N. Haythorne. He states that the station expects to cover Tucson with a Grade A signal. Foundation is in and walls are going up, for a studio-transmitter building on Cabellero Mt. The station will use a 1-kw Electron transmitter and 230-ft. guyed Liberty tower. Transmitter installation is scheduled for completion March 10, and 4-bay directional Electron antenna is scheduled for arrival March 1. Base hour will be $150. Rep will be Sonora Television Sales Co.

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Grant of Ch. 8, Christiansted, St. Croix, Virgin Islands, will be authorized soon by FCC which instructed its staff to draft a final decision following the voluntary dropout of Radio American West Indies Inc.

Transfer of KNDO-TV (Ch. 23) Yakima, Wash. to Columbia Empire Bcstg. Corp. for $194,229 has been approved by FCC. Columbia is controlled by Hugh E. Davis, who bought 33.67% for $37,500 to bring his holdings to 51.10%.

KTVT Ft. Worth may also identify itself with Dallas under an FCC waiver, Comr. Bartley dissenting.

Westinghouse will silence radio WBZA Springfield, Mass., it told FCC last week, if the Commission requires Westinghouse to dispose of an outlet to keep within the 7-station limit (in connection with its purchase of KLAC Los Angeles for $4 million—Vol. 16:50 p12). WBZA is operated synchronously on 1030 kc with parent WBZ Boston. Radio WHYN Springfield had urged FCC to deny WBZA's renewal, refuse to approve the KLAC purchase or make Westinghouse dispose of another station. Despite the unusual nature of WBZA's operation, WHYN said that it's a separate station and should be counted against Westinghouse's total. WBC agreed—or decided it wasn't worth fighting about.

**WSAZ-TV (Ch. 3) & WSAZ Huntington, W.Va.** have been bought for $6 million by WJR, the Goodwill Station Inc., Detroit. William D. Birke, pres. of sellers *Huntington Herald-Dispatch* and *Advertiser*, said that the sale was made so that his firm could concentrate on the newspaper field. WJR officials said they're interested in acquiring "other compatible broadcast properties." Negotiations were handled by brokers H. E. Stark & Vincent J. Manno.

**KMBC-TV (Ch. 9) & KMBC Kansas City** sale application (Vol. 16:52 p4) has been filed with FCC. Metropolitan is buying the stations, plus KMOS-TV (Ch. 5) Sedalia, Mo. & radio KFRM Concordia, Kan., for $10,250,000. It is selling KMOS-TV to the owners of KRCG Jefferson City, Mo. for $200,000, and KFRM for $201,000 to a group headed by lumber dealer Norman Kightlinger, Hutchinson, Kan.

**NAB Codes** contain answers to complaints about broadcast programs & commercials, NAB Pres. LeRoy Collins said in a filmed interview for KOTV Tulsa. He told the station's news dir. Roger Sharp, who talked with Collins in Washington, that: "Much of what people find objectionable now in programming can be improved by the operation of our Code procedure & by the future development of our Code practices." Collins said "there is a need for improvement" in commercials and that that is another job in the "over-all work of our Code committees." In the interview he also repeated arguments for revisions in the Communications Act's equal-time Sec. 315.

**NAB's 43-member board meets** this week (Feb. 6-10) in the El Mirador Hotel, Palm Springs, Cal., for its regular winter sessions. This will be the first board meeting for Pres. LeRoy Collins since he was elected at a special session last October. The schedule: Feb. 6, committee meetings on general finance and TV & radio finance. Feb. 7, committees on NAB's 39th convention in Washington May 7-10, membership and distinguished service award. Feb. 8, Radio Board. Feb. 9, TV Board. Feb. 10, joint board.

Storer Bcstg. Co. rep firm formed to handle national spot sales for the group's 5 TV stations (Vol. 16:50 p12) has been incorporated as Storer TV Sales, Inc. It will operate as a wholly-owned subsidiary (not as a div.), from temporary offices at 625 Madison Ave., N.Y.

Sale of KIVA (Ch. 11) Yuma, Ariz. to CATV operator Bruce Merrill (Antennavision Inc.) has been FCC-approved. Consideration is $500,000 cash or $550,000 in installments.

CP for KHQL-TV (Ch. 3) Sterling, Colo. is being assigned to Richard B. Steuer (radio KTUR Turlock, Cal.) following FCC's approval of the $2,185 sale.

Sale of radio KHOW Denver to TCA Bcstg. Corp., which controls radio WKDA Nashville & KNOX Ft. Worth, has been approved by FCC. Price: $575,000.

## The FCC

WTSP-TV Inc. was favored for Tampa-St. Petersburg area's (Largo) Ch. 10—over 5 competitors—in an initial decision issued last week by FCC examiner Millard F. French. The other applicants were: Florida Gulfcoast Bcstrs., WSUN-TV (Ch. 38), Suncoast Cities Bcstg., Tampa Telecasters, and Bay Area Telecasting. French's conclusions: "WTSP-TV's proposal has been preferred over all other applicants in the factors of integration, program planning, programming proposal and past broadcast record. The preference given its programming proposal is substantial, while its program planning is entitled to a significant preference. This applicant has had an equal first preference with other applicants in the factors of broadcast experience & diversity of business interests. In the factor of diversification of the media of mass communication, this applicant has been rated 5th only above Gulfcoast, by reason of the radio interests of its principals. However, this factor loses a good part of its significance because some of the principals of all the applicants have radio, TV, newspaper or other mass-media interests in the area or elsewhere." The proposed winner is controlled by the Rahall brothers, originally from Beckley, W.Va., who own radios WLCY (formerly WTSP) St. Petersburg; WQTY Arlington, Fla.; WWNR Beckley, W. Va.; WKAP Allentown, Pa. and WNAR Norristown, Pa.

**New "payoff" rules** in the 1960 Harris-Pastore Act were invoked for the first time by FCC's chief hearing examiner James D. Cunningham. He did so in refusing to approve a $10,000 payment to a withdrawing applicant for a Laurel, Md. AM station. He recommended dismissal—"with prejudice"—of the application of Laurel Bcstg. Co. (WTTG Washington personality Milt Grant & his partner James R. Bonfils). Cunningham then turned down an agreement in which Interurban Bcstg. Co., the remaining applicant, undertook to pay $10,000 "expenses" to Grant and $10 to Bonfils. Cunningham conceded that Laurel's expenses in pursuing the application exceeded the $10,000, but held that Laurel failed to show in required detail that "the amounts expended were both legitimate & prudent." Grant explained he withdrew from the Laurel venture because his employer Metropolitan Bcstg. Co. adopted a rule against employes owning or operating stations.

**Broadcasters are now liable** to forfeitures up to $1,000 a day for various violations, FCC having amended its rules to conform with changes in the Communications Act passed last year. The Commission summarized the new rules as follows: "The rules, effective Feb. 13, provide that the Commission give written notice of apparent liability & the forfeiture involved. The recipient has 30 days to make payment or contend that the forfeiture is excessive, or that he is not liable. If he fails to respond, an order for forfeiture will be issued, to which the licensee or permittee can, within 30 days, apply for remission or mitigation. If the licensee or permittee fails to take any action, the case may be referred to the Attorney General for civil action."

**FCC-recommended bills** (S-683 & 684), requiring painting of unused transmission towers (Vol. 17:5 p4) and cutting down on affidavit paper-work requirements for Commission documents, have been re-introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.).

**First fix on the hijacked Portuguese liner** Santa Maria was obtained by FCC direction-finding engineers who forwarded findings to the Navy.

## Congress

**Televised hearings on Capitol Hill** are "wonderful" for Senators conducting them, but they don't "deliver the goods" in investigative results, according to Senate minority leader Dirksen (R-Ill.). In a floor speech protesting increased appropriations for committees, he said: "It is wonderful to sit under the klieg lights, have the TV camera shine down, and then have the film appear all over the land." But Dirksen added that he didn't think TV makes "a good inquiry technique," and that too often "spectacular" proceedings are an end in themselves. He noted an exception, however—the Senate racket hearings.

**Another CBS-TV show** has been cited by Sen. Proxmire (D-Wis.), erstwhile critic of the networks (Vol. 17:3 p15), as an example of "timely, informative and fair TV." He said CBS-TV's report on "The Keeper of the Rules: Congressman Smith & the New Frontier" gave viewers a much-needed understanding of "complex & controversial issues" involved in the House fight over its Rules Committee (see p. 14). Proxmire said they "may have found this description of legislative maneuvering as fascinating as a good Western."

**"Staggering" TV-radio costs** of political campaigns, as totted up in Senate Commerce Communications Subcommittee hearings (see p. 2), have been cited by Rep. Monagan (D-Conn.) as proof that his bill (HR-2501) for govt. subsidies (Vol. 17:3 p16) should be enacted. Pointing to FCC Chmn. Ford's testimony that more than $14 million was spent for 1960-campaign air time, Monagan told the House that "this startling & frequently useless expenditure, which is unequalled anywhere in the world, should give us pause."

**"Backdoor influence** in some of the regulatory bodies" is being probed by the Senate Judiciary Administrative Practice & Procedure Subcommittee, Chmn. Carroll (D-Colo.) told the Senate in a speech to justify continuation of the unit for another year. He was voted $115,000—duplicating his 1960 appropriation—to carry on. Carroll said he may have to ask for more money later to keep the Subcommittee's staff together. White House may try to take away his "trained men" for other work, he explained.

**Anti-crime bill** (S-710) sponsored by Sen. Keating (R-N.Y.) sets up $10,000 fines and/or 5-year jail terms for anybody convicted of conspiring to use broadcasting facilities to "commit any organized crime offense." The measure would apply to "wire or radio communications" involving "gambling, narcotics, extortion, intoxicating liquor, prostitution, fraud, or false pretenses, or murder, maiming," etc.

**President Kennedy** has received a presentation copy of a volume of his campaign statements from Sen. Yarborough (D-Tex.) in a White House ceremony Feb. 3. The book was one of a half-dozen volumes prepared as equal-time case documentation for Yarborough's Commerce Freedom of Communications Subcommittee (Vol. 17:5 p8).

**Congressional attack** on CBS-TV's "Harvest of Shame" documentary on migratory farm labor (Vol. 17:4 p7) has been renewed by Rep. Michel (R-N.Y.). He told the House that the show contained "obvious misrepresentations & inexcusable omissions," that it represented "a strange type of reporting—the cub type."

**Amateur radio week** would be observed nationally during the 3rd week of June under a resolution (H. J. Res. 188) sponsored by Rep. Ryan (D-N.Y.).

# Television Digest

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WALTER H. ANNENBERG, *President*
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PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
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WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Kenneth L. Bagwell, ex-WTVJ Miami, named station mgr., WAGA-TV Atlanta. He replaces Terry H. Lee, who will supervise Storer TV stations WITI-TV Milwaukee, WSPD-TV Toledo and WAGA-TV.

Edwin S. Friendly Jr. elected NBC-TV program administration vp; Lester Gottlieb, recently named special programs dir., elected vp . . . Robert Rheineck promoted from chief engineer, CBS News, to technical operations mgr.; Egon Pohoryles promoted from asst. mgr. of film production to mgr., motion picture photography . . . Joseph J. Jacobs resigns as Metropolitan Bcstg. Corp. gen. attorney to resume private practice, specializing in bcstg., entertainment & federal regulatory matters.

James H. Burgess promoted from sales mgr., WLWA Atlanta to gen. mgr., succeeding Harry LeBrun, resigned. Burgess also replaces LeBrun as vp, Crosley Bcstg. of Atlanta . . . Jim Dooley named sports dir., WTVJ . . . Jules Bergman named to new ABC post of science editor.

George Finnegan named gen. sales mgr., Clyde Dutton local sales mgr., WTVH Peoria, Ill. . . . Don V. Lindsey promoted from regional sales mgr. to commercial mgr., WTVP Decatur, Ill. . . . Adrian S. Fisher, vp & counsel of Washington Post Co. WTOP-TV & WTOP Washington and WJXT Jacksonville), appointed deputy to White House disarmament advisor John J. McCloy.

Kenneth Adam named TV dir., BBC-TV, replacing Sir Gerald Beadle, who retires in June. Stuart Hood succeeds Adam as programs controller . . . James Pearson Anderson, ex-*London Daily Mail*, named asst. chief of Westinghouse's European News Bureau, headquartering in London.

Joseph Friedman named mgr., H-R Reps San Francisco office . . . Herman Lowe, former *Variety* Washington correspondent, recently dir. of public relations & development at Albert Einstein Medical Center, Philadelphia, returns to Washington to establish a public relations firm; Mrs. Lowe, also ex-*Variety*, is now Washington representative of Metropolitan Bcstg. Co.

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A. Prose Walker, NAB engineering mgr., resigns as of May 16 after the annual convention, to take an unspecified industry position. Accepting the resignation, NAB Pres. LeRoy Collins said that Walker's departure "will be keenly felt by the Association and by the membership which he has served so devotedly."

Frank B. Ellis, new OCDM dir., turns out to have a direct interest in the TV industry. A New Orleans attorney, he owns 6⅔% of WVUE (Ch. 13), has been active in its affairs. Our report on his appointment (Vol. 17:5 p13) had a typographical error which garbled the following rather pertinent sentence: "Announcing his choice of Ellis as the successor to OCDM dir. Leo A. Hoegh, President Kennedy said 'a thorough-going review of our non-military defense & mobilization programs' would be the agency's 'first order of business.' "

NASA administrator succeeding T. Keith Glennan will be James E. Webb, 54, pres. of Educational Services Inc. and a dir. of Kerr-McGee Oil Industries Inc. and McDonnell Aircraft Corp. Webb was Undersecretary of State & Budget Bureau dir. in the Truman administration. During the Eisenhower administration he served on military-aid & stockpile advisory committees. Hugh A. Dryden, deputy space chief under Glennan, will keep his post.

New officers of Broadcasters Club, Washington: chmn., Robert Richards, public-relations consultant; pres. Ben Strouse, WWDC Washington; first vp, Joseph Goodfellow, WRC-TV Washington; 2nd vp, Arthur Scharfeld, attorney; secy., Vincent Wasilewski, NAB; treas., Richard Stakes, WMAL-TV Washington.

Meetings next week: Assn. of National Advertisers cooperative advertising workshop (Feb. 14-15). Hotel Ambassador, Chicago • IRE 1961 international solid-state circuits conference (15-17), U. of Pa., Philadelphia.

Law firm of Lyon, Wilner & Bergson has moved to 1343 H St., N.W., Washington 5 (MEtropolitan 8-6900).

## Educational Television

Federal-aid-to-ETV prospects brightened Jan. 31 when the House voted 217-to-212 to liberalize the conservative-controlled Rules Committee by expanding its membership from 12 to 15. The action assured Kennedy Administration supporters of a majority of at least 8-7 on the Rules Committee. Last year that Committee prevented ETV legislation from reaching a House vote—although it has been passed by the Senate and endorsed by the House Commerce Committee (Vol. 16:20 p5). With White House backing this year—and with no Rules Committee roadblock—similar proposals probably will be pushed through to final enactment. New Democratic members named to the Committee are Rep. Elliott (Ala.), a political moderate who is an expert on education legislation, and Rep. Sisk (Cal.), long a member of the liberal bloc in the House. Both are counted on by ETV advocates to vote to clear any aid bill for floor action. Republicans delayed naming the 3rd new member. House hearings on the legislation haven't been set yet, but Chmn. Magnuson (D-Wash.) of the Senate Commerce Committee will start another round on his $1-million-per-state bill (S-205) at hearings March 1-2.

Stratovised ETV will be delayed "a few weeks" because of technical difficulties. Dr. John Ivey, pres. of the Midwest Council on Airborne TV, said that start of the experiment, due at the end of January, had been held up by problems met by Westinghouse engineers (Vol. 16:52 p4).

Tropical African radio systems will get increased UNESCO aid under terms of an education program adopted at the UN agency's 11th general conference in Paris. A need for more educational broadcasting in the area was stressed at the sessions.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**IMPORTS—NO LET-UP, NO 'SOLUTION':** Exports of Japanese electronic products & components to U.S. increased about 40% in 1960 over 1959, and leaders of the U.S. electronics industry unanimously predict another rise this year. Those who say imports are hurting their business see no strong possibility of relief in near future. Single ray of hope is perceived in increasing public awareness of buy-American campaigns—such as the ones being conducted by some IBEW locals (Vol. 17:5 p15).

Official 1960 Japanese export figures aren't available yet, but data for first 9 months—released last week by Commerce Dept. and printed on p. 17—tell enough of the story. For full-year 1960, it's estimated that nearly 7 million radio receivers of all types came from Japan to U.S. (vs. 6 million in 1959), that tape recorder exports to U.S. tripled (41,000 to 120,000). Component shipments rose comparably—speakers more than doubled to 1.5 million, capacitors rose to 15 million (from 9 million), tubes to 13 million (from 8 million). Only shipments of transistors declined—to about 1.6 million from 2.4 million.

Within radio category, the 3-or-more-transistor type remained stable at about 4 million units, due to Japan's export quota system. Tube-radio shipments, however, hit at least 800,000 (from 457,000), while "toy" radios (1 & 2 transistors) climbed to about 2.4 million from 1.6 million. TV sets began arriving in quantity.

Electronics manufacturers are still divided into 2 camps on import question—the lick-'ems & the join-'ems. Most of the join-'ems, however, even though importing Japanese parts or sets, say they're all for any measures which would stem the tide of imports and insist they themselves must import to remain competitive. In radio industry, prominent among the lick-'ems, of course, are Zenith, Admiral, Philco. The join-'ems include such names as Motorola (parts), GE (parts), Magnavox (radios), Olympic (radios).

There's more disposition now within electronics industry to call for direct federal legislation to stem tide of imports than there was a year ago—but there's also the realization that Kennedy administration, committed to freer trade & reciprocal trade agreements, will be mighty hard to convince. In this connection, and in connection with EIA's official stem-the-imports-tide policy, some unusual alliances appear to come up —although they're not as incongruous as they may seem at first glance. Examples: Edward R. Taylor, chairman of EIA's consumer-products executive committee, which is continually grappling with problem of imports, is exec. vp of Motorola's consumer products div., which uses Japanese parts in its radios. EIA Pres. L. Berkley Davis is member of Board of Trustees of Trade Relations Council, which favors legislation to protect domestic industry from mushrooming imports; he's also vp-gen. mgr. of components div. of GE—which uses Japanese parts in its domestic radios.

Question of imports again will get top priority at EIA's spring conference next month. Still pending is EIA-requested OCDM investigation of whether Japanese exports are hurting defense-readiness of U.S. transistor plants. It's understood that investigation results are due to be sent to White House soon, and decision could come in about a month—but may take considerably longer.

In consumer electronics, imports from Japan are diversifying. The 6-transistor pocket radio is still the bread-&-butter item, but bottom may be dropping out of this market due to dumping & price-cutting. Improvement of products & prices of comparable radios by U.S. manufacturers—together with first noticeable results of buy-American campaign—is said by some to have made Japanese sets harder to sell. Other U.S. manufacturers say that service problems and difficulty in obtaining parts for off-brand imports is cutting into market for Japanese shirt-pocket sets. Some of this may be wishful thinking.

Summing up our conversations on imports with many segments of industry (digested on p. 15): Importers of Japanese equipment say sales are good and going up, but see far heavier competition (and less profit) in pocket radios. U.S. manufacturers who use Japanese parts do so either because some small components are not available here or because combination of high quality & low cost can help keep their products

competitive with imported end-equipment. Manufacturers who import & sell complete Japanese radios say their own brand names, quality control & warranty policies have protected them from any consumer hesitancy to buy imported goods, and some insist they'll drop imports as soon as some kind of "protection" from import competition is available.

Those who spurn imported parts & end-products think combination of moral suasion and quality of domestic goods will win out in end—although they see tough road again. Many manufacturers hailed IBEW's proposed boycott of imported parts as heavy propaganda weapon, and more of them are stressing made-in-America theme. Example: Prominently featured in ads for Zenith's new transistor-radio line is the phrase "American made—no Japanese parts."

Summary of opinions in set & parts industries on p. 15.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Jan. 27 (4th week of 1961):

| | Jan. 21-27 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 108,626 | 100,152 | 141,111 | 360,520 | 526,494 |
| Total radio | 320,837 | 257,037 | 383,424 | 1,054,964 | 1,355,788 |
| auto radio | 112,124 | 82,389 | 175,535 | 388,478 | 632,461 |

**Giannini Buys Conrac:** Conrac Inc., Glendora, Cal. manufacturer of broadcast studio & closed-circuit TV monitoring equipment and maker of Fleetwood TV sets for custom installations, will be sold to Giannini Controls Corp., Duarte, Cal. The sale, subject to approval of Conrac stockholders, involves the transfer of Conrac's business & assets for an undisclosed amount of Giannini stock. Conrac will be operated under its present management as an independent division of Giannini, whose principal product lines are precision instruments & control sub-systems for aircraft, missiles & space vehicles. Giannini's plants are located in Southern Cal. & N.J. Other merger news last week:

**International Resistance** has entered the semiconductor field via the cash purchase of 51% of the common stock of **North American Electronics**, Lynn, Mass. maker of more than 600 types of silicon rectifiers & Zener diodes, as well as silicon-controlled rectifiers with unique characteristics. NAE will continue independent operation, with its present officers. IRC will hold 6 of NAE's 11 board seats, up from 7.

**Siegler Corp.** and **Jack & Heintz** obtained stockholder approval of their merger Jan. 27 (Vol. 16:40 p17). J&H, Cleveland manufacturer of aircraft & missile components and electric control systems, will operate as a wholly-owned subsidiary of Siegler (Olympic Radio & TV, Hallamore Electronics, David Bogen Co., Presto Recording, other divisions & affiliates). J&H stockholders have the option of exchanging one share of J&H common for 55/100 shares of Siegler common, or accepting a share of Siegler $5.75 preferred for each 7 shares of J&H common.

**Raytheon** is acquiring **Trans-Sil Corp.**, Englewood, N.J. manufacturer of high-power silicon rectifiers.

**General Railway Signal**, Rochester, N.Y. maker of electronic & electric control systems, has acquired controlling interest in **Cardion Electronics**, Westbury, N.Y. manufacturer of electronic control & communications equipment.

**Ling-Temco Electronics'** efforts to secure additional stock in **Chance Vought** (Vol. 17:4 p19) ran into a legal roadblock last week. Chance Vought filed suit in Federal District Court in Dallas to block Ling-Temco from buying more of its stock and voting what it does hold, and to force the company to sell its holdings. Hearing has been set for March 13 to consider the request for a temporary injunction. Ling-Temco is believed to hold 10% or about 19,700 of 1,190,000 Chance Vought shares outstanding.

Factory sales of transistors in November declined in unit & dollar volume from the preceding month but continued to run substantially ahead of the year-earlier pace. Unit sales for the 3rd consecutive month topped the 12-million mark. Cumulative sales for Jan.-Nov. totaled 114.6-million units, compared with 82.3 million for all of 1959. The 11-month dollar volume climbed to $273.5 million vs. 1959's $222 million. Here are EIA's figures:

| | 1960 | | 1959 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 9,606,630 | $24,714,580 | 5,195,317 | $13,243,224 |
| February | 9,527,662 | 24,831,570 | 5,393,377 | 14,550,056 |
| March | 12,021,506 | 28,700,129 | 6,310,286 | 18,117,560 |
| April | 9,891,236 | 23,198,576 | 5,906,736 | 16,864,049 |
| May | 9,046,237 | 24,714,580 | 6,358,097 | 19,007,293 |
| June | 10,392,412 | 27,341,733 | 6,934,213 | 18,031,593 |
| July | 7,070,884 | 18,083,802 | 6,030,265 | 15,618,315 |
| August | 9,732,993 | 22,739,969 | 7,129,696 | 18,054,138 |
| September | 12,973,792 | 28,442,229 | 8,652,526 | 20,851,290 |
| October | 12,168,632 | 25,945,195 | 8,710,913 | 22,109,748 |
| November | 12,149,077 | 25,372,480 | 7,846,500 | 22,742,525 |
| TOTAL | 114,581,061 | $273,516,636 | 74,467,926 | $199,189,791 |

**General Dynamics/Electronics** was announced last week as a new GD division, absorbing the Stromberg-Carlson div. and the electronics activities of other divisions. Stromberg-Carlson Pres.-gen. mgr. James D. McLean is president of the new division, and S-C vp George J. Dickey becomes vp-gen. mgr. Consumer & telephone products will continue to use the S-C brand name. GD/E will have 4 operating divisions—commercial products & telecommunications (both located in the S-C facilities in Rochester, N.Y.), military products (in Rochester and in Convair Electronics' San Diego facilities) & information technology (S-C San Diego facilities).

**Crosby-Teletronics Corp.** announced last week that it has signed an exclusive licensing agreement to make & distribute Integrand speaker systems. The "revolutionary" systems employ transistorized servo systems. Pres. Murray Crosby explained: "A small search winding is used on the voice coil of each speaker, moving with the cone. It reports back to the transistorized amplifiers that are an integral part of the speaker system, and the information it reports is compared with the electrical signal coming in. If there are any differences, or distortions, the amplifiers take immediate corrective action." Crosby-Integrand systems will range from $350 to $850.

## Japanese Exports of Electronic Products to U.S.

Source: U.S. Commerce Dept. 360 yen = $1

| Product | Quantity in thousands of units | | | | Value in thousands of dollars | | | |
|---|---|---|---|---|---|---|---|---|
| | | | Jan.-Sept. | | | | Jan.-Sept. | |
| | 1958 | 1959 | 1959 | 1960 | 1958 | 1959 | 1959 | 1960 |
| TV receivers | 1 | * | * | 3 | 3 | * | * | 132 |
| Radio receivers, total | 2,507 | 6,052 | 3,900 | 5,247 | 17,904 | 62,373 | 37,445 | 47,987 |
| tube type | † | 457 | 303 | 536 | † | 2,552 | 1,547 | 3,896 |
| 3 or more transistors | † | 3,990 | 2,449 | 2,944 | † | 57,272 | 34,721 | 39,001 |
| other | † | 1,605 | 1,148 | 1,767 | † | 2,549 | 1,177 | 5,090 |
| Radio-phonographs | 2 | 21 | 12 | 21 | 59 | 547 | 322 | 648 |
| Sound recorders & reproducers | 8 | 41 | 18 | 93 | 449 | 1,617 | 711 | 3,311 |
| Amplifiers | † | 34 | 22 | 66 | † | 460 | 253 | 466 |
| Microphones | 80 | 161 | 113 | 170 | 177 | 321 | 220 | 293 |
| Speakers | 129 | 455 | 285 | 1,156 | 420 | 1,155 | 805 | 1,442 |
| Condensers | 6,166 | 8,925 | 5,709 | 11,509 | 288 | 533 | 345 | 695 |
| Earphones | † | 2,741 | 1,902 | 1,917 | † | 619 | 432 | 396 |
| Electron tubes, total | 1,238 | 7,911 | 4,856 | 10,665 | 314 | 2,088 | 1,241 | 2,934 |
| receiving tubes | † | 7,704 | 4,667 | 10,651 | † | 2,034 | 1,194 | 2,918 |
| other | † | 207 | 189 | 14 | † | 54 | 47 | 16 |
| Transistors | 11 | 2,393 | 1,828 | 1,235 | 7 | 1,581 | 1,145 | 821 |
| Other semiconductor devices | † | 597 | 529 | 123 | † | 92 | 81 | 22 |
| Phonograph parts & accessories | — | — | — | — | 757 | 824 | 534 | 688 |
| Other electronic products | — | — | — | — | 1,397 | 3,432 | 2,632 | 3,217 |
| TOTAL | — | — | — | — | 21,775 | 75,642 | 46,166 | 63,052 |

* Less than 500. † Not shown separately.

***More about***

**VIEWS ON IMPORTS:** How much of a threat are Japanese imports (see p. 15)—and what should be done about them? The answer still depends on where you sit. Here are some assorted views on different aspects of the situation by various segments of the industry:

**Delmonico International**—Exec. vp Herbert Kabat of this large electronics importer, the first to bring in Japanese TV sets in quantity, says business is excellent. Last November, he adds, saw a 21% increase in business over Nov. 1959. December was up 50%, January 36% ahead of a year ago. Asked about standard 6-transistor pocket sets, he said: "Sales are still there, but the profit is out of the market. The competition is too heavy, both from domestic sets & other imports. We've switched our emphasis." Tube radios, both AM & AM-FM, phonographs & stereo consoles are featured in Delmonico's line.

**GE**—A spokesman said GE is still using imported parts not available in the U.S. (including tuners) in its transistor radios. No imported transistors are used. GE hasn't increased its consumption of Japanese parts in the past year, and hopes to switch to domestic items when they're available.

**Motorola**—Consumer-products div. exec. vp Edward R. Taylor recently said Motorola buys approximately 3% of all components from foreign sources, principally Japan & Germany. Consumer-products mktg. vp S. R. (Ted) Herkes told us the company has a policy of "buying components any place in the world where we can get good ones at the best price." He chided IBEW for "blaming all layoffs on imports," stating that economic conditions are undoubtedly much more responsible. "More transistor portables were built in the U.S. in 1960 than in any other year," he pointed out. "It's TV that's down—and TV imports don't amount to anything."

**Olympic**—Pres. Morris Sobin said Japanese transistor radios are just as salable now as in the past. He said the Olympic trade name, warranty & quality control were important in reassuring customers of the quality of the imported sets his company merchandises. "Our engineers closely inspected Japanese facilities before we decided on any products," he said. He added that "the import base is broadening; the 6-transistor pocket set is still the biggest item, but now there's a much wider variety of Japanese products—stereo components, for example, and TV has its foot in the door."

Will Olympic import TV sets? He said he didn't know yet. "We're in close touch with all products. We may import TV if the situation remains the same." As to the whole question of imports, he said Olympic is importing to remain competitive in certain lines. "Since it is going on, we're doing what many others are doing."

**Sylvania**—Sylvania Home Electronics Pres. Peter Grant was optimistic over the future of all-American radios. Said he: "I believe we can beat them with greater efficiency, streamlining of market functions. Sylvania is sticking with U.S.-made radios." Pres. Don G. Mitchell of parent GT&E meanwhile told AIEE's winter meeting in N.Y. that the challenge of overseas competition can be met by increased emphasis on research & development, greater automation & mechanization of manufacturing & administrative processes, and more effective marketing.

**Zenith**—"There are only 2 possible solutions to the problem of imports—and neither of them is likely to happen," said Zenith Sales Corp. Pres. Leonard Truesdell: "Higher U.S. import duties or a meaningful export quota imposed by the Japanese." However, he saw some falling

off of Japanese pocket radio business due to American-made competition. He pointed to the success of Zenith's transistor-radio line as proof that American firms can meet the challenge. He also cited servicing problems met by some imports.

Sprague Electric—Chmn. Robert C. Sprague, who is also chmn. of EIA import committee, feels "the tide of imports is increasing." Because of their high labor content, he said, semiconductors "represent the most dangerous of imports." He also observed that, "generally speaking, the quality of Japanese components is as good as and in some cases better than the products of some of our competitors." However, he said, Sprague's business hasn't been noticeably affected by imports because of its diversified nature. "The companies that really suffer are the one-product outfits." As to EIA action, he said his import committee will continue to press for protective legislation, such as a law requiring stricter labeling of products with imported components. He added that he sees no indication of increasing industry support of such action.

The Muter Co.—Pres. Leslie F. Muter agreed that Japanese imports are on the rise. "They're not doing much to us on large speakers, but they're raising the devil with that small stuff that can be flown in to meet production schedules. On that basis they can give one-week delivery." He saw the greatest hazard in the field of small lightweight components with high labor content, such as capacitors & resistors. As to a solution, Muter proposes: "We should balance the labor content in any foreign product to American labor rates with an import tax. This would make for fair competition—and if we can't beat the pants off them in fair competition, we deserve to get licked."

### 'Situation Is Sufficiently Serious'

Although Muter's 1960 sales & profits were down from '59, he said he didn't know how much of the dip was due to import competition. "I do know that the situation is sufficiently serious now so that we must have action. It's true that the balance of trade is in our favor—but the stuff we're exporting is basic material; we're importing Japanese goods with high labor content."

Centralab—Pres. W. S. Parsons says most of the impact of imports so far has been in the consumer-products field. Pointing out that 60% of the radios sold in 1959 were imports, he said: "If they had been made here, each one would have represented about 10¢ worth of components to us—that's a total of more than a half-million dollars. He added that imports of transistors, because of their high labor content, probably represent the greatest threat. "These imports affect our own ability to cut costs through increased production." He was optimistic that educational campaigns, such as IBEW's action, will help bring home to the administration the need for action.

Howard W. Sams & Co.—We asked operations vp Bill Hendler of this large publisher of servicing aids about the service problems of Japanese sets. He said that the big problem comes with lesser-known sets or sets of dubious parentage. The technician has 2 tough problems with these sets: First, he must identify the set so he can obtain servicing materials, such as schematics, etc. If he can do this successfully, locating the trouble usually isn't a big problem—but replacement parts are. Some simply are not available, or are available only from the importer—or sometimes the importer must send to Japan for them. "The majority of Japanese transistors, too, are different from those made here."

"An alarming percentage of transistor radios will never be repaired," said Hendler, because of difficulty in obtaining parts or high service cost due to lack of adequate identification of some sets. He said a higher percentage of replacement parts is available for U.S.-made transistor radios, but a wait is sometimes involved even for them.

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Sylvania may re-enter color TV this year, according to Sylvania Home Electronics Pres. Peter Grant. The decision to go into the color business hasn't yet been made, he told us, "but the indications suggest that we probably will." He said Sylvania distributor sales mgrs., working on retail floors last Christmas season, noted a "very real" consumer interest in color TV. Meanwhile Feb. 1 *Wall Street Journal* noted a "cheery contrast" between sales of color sets and the "otherwise bleak" TV picture. It quoted "RCA officials" as forecasting color sales of more than 200,000 units this year. "Though no official industry-wide figures on color TV output are published," said the *Journal*, William Boss, RCA's color-TV coordinator, estimates sales last year at more than 150,000 sets, 30% above the 115,000 units produced in 1959." He said January sales were 50% higher than Jan. 1960. **Note:** TELEVISION DIGEST, in its 1961 forecast last month, estimated 1960 color sales at 150,000, predicted about 225,000 for 1961 (Vol. 17:1 p16).

U.S.-made "convertible" radio was announced last week as one of 4 new transistor sets by Zenith. Determined to beat the Japanese at their own game, Zenith has attached a $44.95 list price to its Converta Royal 55 shirt-pocket radio with its own auxiliary speaker cabinet which makes it a cordless table radio. Other new Zenith transistor sets are a new pocket radio at $34.95 and 2 portables with top carrying handles, at $44.95 & $59.95, designed to play in autos, planes, trains and other difficult locations. Advertising for the sets prominently features the message: "American made—no Japanese parts!"

Automation has eliminated 50,000 jobs in TV-radio manufacturing in the last 10 years. So said Rep. Elmer J. Holland (D-Pa.), a member of the House Education & Labor Committee, in a report to President Kennedy. He predicted that 4 million office & clerical jobs will be eliminated in the next 5 years, urged a Committee investigation of the situation. His report, based on union figures, said electronic machines had eliminated 25% of the country's office & clerical jobs in the last 5 years, that 33,000 telephone & 80,000 electrical machinery jobs have been displaced since 1953.

Senate probe of reports that U.S. industry has been pricing itself out of world markets will be conducted by the Judiciary Anti-Trust & Monopoly Subcommittee headed by Sen. Kefauver (D-Tenn.). The Senate authorized the investigation—along with other Subcommittee projects—in approving a $450,000 appropriation for Kefauver for '61.

Ampex Audio (consumer products) & Ampex Professional Products Co. (broadcast & institutional products, including audio & Videotape recorders) are being merged, reportedly as an economy measure because of a $2-million loss by parent Ampex Corp. for the fiscal quarter ended Jan. 31. Both are wholly owned Ampex Corp. subsidiaries.

Closed-circuit TV for the home will be marketed experimentally by Ling-Temco Electronics. Carrying a $700 list price, the camera & monitor will be merchandised through large appliance stores & builders.

Sign of the times: Lafayette Radio is closing out discontinued RCA all-channel uhf converters at $4.95 (WR-21A) & $7.95 (WR-22A).

**Trade Personals:** W. G. E. Vreeland promoted from international mktg. operations dir., RCA International, to div. vp of international mktg. operations; **J. R. Reist** named div. vp of associated companies operations.

**Marc A. deFerranti**, ex-GE, named pres., ITT Europe & European gen. mgr. of ITT, headquartering in Brussels; **John Lienhard** appointed vp & export dept. gen. mgr., ITT's International Standard Electric Corp. . . . **Amory Houghton** resumes his post as Corning Glass chmn. after serving as Ambassador to France since 1957.

**Robert S. Bell**, pres. of Packard-Bell, named also chmn., succeeding his uncle **Herbert A. Bell**, who will remain as a dir. & senior consultant . . . **Harry B. Miller**, ex-Clevite, named mgr., General Dynamics/Electronics' (formerly Stromberg-Carlson) new electroacoustics advanced development lab; **Otto J. Howe**, ex-Sylvania, named production control mgr., commercial products div.; **Orval L. Buckner**, ex-Magnavox, appointed quality control mgr., same div.; **Richard L. Knight** promoted from vp-treas. to senior finance vp, General Dynamics Corp.; **Edward J. Williams** appointed mfg. vp . . . **R. K. Lockhart**, ex-color TV advanced development mgr., named mgr., development engineering, for an RCA Navy ultra-high-speed computer project.

**Donald B. Shaw** retires as vp-treas., Howard W. Sams . . . **George L. Wilcox** promoted from pres., Canadian Westinghouse, to vp & asst. to the pres., Westinghouse Electric . . . **Dr. Rudolph G. E. Hutter** appointed chief engineer, Sylvania electronic tube microwave device operations . . . **J. Burton Henry** named to new post of resistor product mktg. dir., International Resistance . . . **Wilson R. Smith** promoted from chief engineer to plant mgr., CBS Electronics semiconductors.

**C. J. Harrison**, Rixon Electronics, Silver Spring, Md., named chmn., EIA Small Business Committee . . . **Glenn M. Bergmann** promoted from sales dir., Collins Radio Eastern region, to mktg. dir., Cedar Rapids div. . . . **Joseph F. Houdek Jr.** named vp-gen. mgr. of operations, Seeburg Corp. . . . **Francis A. Boehm** named editor *Sylvania News*, replacing **Alan D. Pospisil**, who will head distributor national & local ad campaigns . . .**William P. Maginnis**, ex-ITT, named Maxson Electronics research & development vp.

■

**AIEE Edison Medal** was awarded to Dr. Harold S. Osborne, retired AT&T chief engineer, and Dr. Mervin J. Kelly, retired Bell Labs chmn., received the first Mervin J. Kelly Award "for outstanding contributions in the technology of telecommunication" at the Institute's winter meeting last week in N.Y. Nominated as president for 1961-62 was Warren H. Chase, Ohio Bell Telephone.

**Hybrid U.S.-Japanese clock radio** is now being marketed by Westclox under its own brand name. Clock is made in U.S., radio in Japan.

## *Obituary*

**George A. Landry**, 71, a former Western Electric vp and pres. of its subsidiary Sandia Corp., died Jan. 30 of a heart attack. He had been asst. dir. of the Office of Defense Mobilization from 1954 to 1958. Surviving are his wife, 2 sons, 3 daughters, 2 brothers, a sister, grandchildren.

**James L. Bernard**, 63, pres. of Communication Products Co., died Jan. 31 in Red Bank, N.J. He had been a Navy radio operator during World War I, and later studied with Marconi. He also worked on FM transmission with RCA. Surviving are his wife, a son, 2 sisters, grandchildren.

## Finance

**Zenith's 4th-Quarter Sag:** Zenith had a good 1960—but failed to close out the year with its customary big finish. Sales & earnings in the December quarter slipped from the 1959 levels. The extent of the profit decline still awaits year-end adjustments, and sales were slightly below the indicated $84-million volume of Oct.-Dec. 1959.

"While 1960 was not as good as we thought it was going to be," noted Pres. Joseph S. Wright, "it still was an obviously good year and our second best in history." Wright said the sales sag developed mainly in TVs & hi-fi phonos. He attributed the profit decline to competitive price-cutting & dumping, reduced sales, effects of Zenith's first strike, a 4-day walkout last Aug. (Vol. 16:34).

"TV has been a highly competitive & confusing market in the last half of 1960," Wright said. "Introduction of 19-in. & 23-in. screens created heavy pressure to cut prices on other sets. Similarly, the less-than-expected sales volume left some manufacturers with heavy inventories which they dumped at lower prices. While our inventory was held tightly in line throughout the year, Zenith was naturally affected by the pricing situation."

Analyzing 1961, Zenith's president said: "We feel business should be all right in the coming half. We don't think it will set any records, but it should be very satisfactory."

■

**Desilu Productions** has reduced the mortgage on its Hollywood and Culver City studios purchased from RKO Teleradio Inc. in 1958, with payment "in excess of $1 million," including principal & interest. Desilu Pres. Desi Arnaz said notes outstanding on the mortgage have been reduced to about $2,480,000, and will bring a savings in interest of $49,000 a year. Desilu bought the 55-acre RKO properties for $6,150,000.

**Lynch Corp.**, parent of Symphonic Electronic Corp., plans to acquire Peninsular Metal Products Corp., maker of instrumentation & test equipment for aircraft, missiles, etc. The Lynch board Feb. 2 approved an exchange offer to be made to Peninsular stockholders, subject to SEC approval and approval of Lynch stockholders of an increase in authorized stock at the June 14 stockholders meeting and the acceptance by Peninsular holders of "a fixed percentage of the shares of Peninsular."

**Corning Glass has sold** to Sylvania its share of Sylvania-Corning Nuclear Corp., which they established in 1956 to develop & manufacture fuel elements for nuclear power reactors (Vol. 12:46 p15). In its 1960 financial report (see financial table) Corning listed a net loss of $2,334,924 on the sales of investments, later explained that the bulk of the loss stemmed from its sale of its 50% interest in Sylvania-Corning. Sylvania will now operate the facility as its Sylcor division.

**Transitron Electronic** scored record sales of about $23.5 million in fiscal 1961's first half ended Dec. 31, compared with $22 million in the year-earlier period. Pres. David Bakalar noted, however, that earnings may just about or not quite match the year-ago profit of $3,807,262 (51¢ a share). He attributed the slowed earnings pace to increased R&D spending & start-up costs for Transitron's new East Boston plant. Bakalar said the company's order backlog tops $14 million, 60% of which is in military orders from govt. contractors.

**Meredith Publishing Co.** has submitted an SEC registration statement (File 2-17562) covering 77,064 shares for use in its restricted option plan for key employes.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Corning Glass<br>Story on p. 19 | 1961—52 wks. to Jan. 1 | $214,871,286[1] | $40,080,741 | $22,054,741[7] | $3.23[3] | 6,754,600 |
| | 1960—53 wks. to Jan. 3 | 204,887,424 | 44,635,899 | 24,335,899 | 3.57[3] | 6,754,600 |
| GE | 1960—year to Dec. 31[2] | 4,197,500,000 | — | 200,100,000 | 2.26 | — |
| | 1959—year to Dec. 31 | 4,349,508,529 | — | 280,242,123 | 3.19 | — |
| | 1960—qtr. to Dec. 31[2] | 1,144,277,000 | — | 31,165,000 | .35 | — |
| | 1959—qtr. to Dec. 31 | 1,207,211,529 | — | 90,730,123 | 1.03 | — |
| Hewlett-Packard | 1960—year to Oct. 31 | 60,206,918[1] | — | 4,226,645[1] | .43 | — |
| | 1959—year to Oct. 31 | 47,745,073 | — | 3,899,941 | .40 | — |
| P. R. Mallory | 1960—year to Dec. 31 | 83,586,283 | 8,917,403 | 4,367,403 | 2.84[3] | 1,469,743 |
| | 1959—year to Dec. 31 | 86,504,443 | 8,909,042 | 4,339,042 | 2.82[3] | 1,441,009 |
| Minneapolis-Honeywell | 1960—year to Dec. 31[2] | 426,225,682 | 56,313,539 | 26,228,539 | 3.74 | 7,012,128 |
| | 1959—year to Dec. 31 | 381,408,597 | 62,713,399 | 29,399,399 | 4.20 | 6,997,328 |
| | 1960—qtr. to Dec. 31[2] | 113,449,185 | — | 7,869,713 | 1.12 | 7,012,128 |
| | 1959—qtr. to Dec. 31 | 107,605,636 | — | 8,618,742 | 1.23 | 6,997,328 |
| Narda Microwave | 1960—6 mo. to Dec. 31 | 1,236,204 | — | 53,121 | .10 | — |
| | 1959—6 mo. to Dec. 31 | 1,080,596 | — | 26,530 | .04 | — |
| Trav-Ler Radio | 1960—6 mo. to Oct. 31 | 10,996,000 | — | 230,000 | .27 | 865,765 |
| | 1959—6 mo. to Oct. 31 | 12,445,000 | — | 453,000 | .53[4] | 827,445 |
| Universal Pictures | 1960—year to Oct. 29 | 58,429,592 | — | 6,313,357[1] | 6.92 | — |
| | 1959—year to Oct. 29 | 52,639,256 | — | 1,031,066[5] | .95 | — |
| Varian Associates | 1960—13 wks. to Dec. 31 | 12,747,932 | — | 865,008 | .26 | 3,374,695 |
| | 1959—13 wks. to Jan. 2[6] | 10,795,951 | — | 776,710 | .25 | 3,142,983 |
| Warner Brothers Pictures | 1960—qtr. to Nov. 26 | 23,367,000 | 3,373,000 | 1,773,000 | 1.16 | 1,527,900 |
| | 1959—qtr. to Nov. 26 | 24,092,000 | 3,453,000 | 1,753,000 | 1.16 | 1,505,196 |

Notes: [1]Record. [2]Preliminary. [3]After preferred dividends. [4]Adjusted for Nov.-1960 5% stock dividend. [5]Excludes $3,367,387 profit ($4.07 a share) on sale of studio properties. [6]Adjusted to include Semicon Associates, acquired June 1960. [7]Excludes non-recurring loss of $2,334,924 from sale of investments.

Ampex anticipates a loss of about $2 million for its 3rd fiscal quarter ended Jan. 31, compared with earnings of $683,000 (28¢ a share) on $16.3-million sales in the year-earlier period. Pres. George I. Long Jr. attributes the loss to "substantially lower sales than had been forecast, higher costs of placing certain new products into production during this period," and inventory write-offs.

Reports & comments available: **Ampex**, discussion, Purcell & Co., 50 Broadway, N.Y. 4 • **International Resistance**, study, J. A. Hogle & Co., 40 Wall St., N.Y. 5 • **Indiana General**, analysis, Laird, Bissell & Meeds. 120 Broadway, N.Y. 5 • **CBS**, review, Fahnestock & Co., 65 Broadway, N.Y. 6 • **Thompson Ramo Wooldridge**, report, Dean Witter & Co., 14 Wall St., N.Y. 5 • **Walt Disney Productions**, memo, Hardy & Co., 30 Broad St., N.Y. 4 • **Electronic Tube Corp.**, prospectus, Harrison & Co., 67 Wall St., N.Y. 5 • **MGM**, profile in Feb. 1 *Financial World* • **Howard W. Sams**, analysis, First California Company, 300 Montgomery S., San Francisco 4.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| General Electric Ltd. .. | — | 3% | Apr. 17 | Feb. 27 |
| GT&E ..... | Q | .19 | Mar. 31 | Feb. 21 |
| General Tire & Rubber | Q | $0.25 | Feb. 28 | Feb. 13 |
| Internat'l Resistance .. | Q | .07½ | Mar. 1 | Feb. 15 |
| Lear Inc. ..... | Q | .10 | Mar. 1 | Feb. 10 |
| P. R. Mallory ..... | Q | .35 | Mar. 10 | Feb. 15 |
| Maxson Electronics ... | — | .05 | Mar. 1 | Feb. 14 |
| Siegler ..... | Q | .10 | Mar. 1 | Feb. 15 |
| Speer Carbon ..... | Q | .17½ | Mar. 15 | Mar. 1 |
| Zenith ..... | Q | .40 | Mar. 31 | Feb. 10 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 2, 1961

Electronics TV-Radio-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 22 | 23⅞ |
| Aerovox | 8¼ | 9⅛ |
| Allied Radio | 21 | 22¾ |
| Astron Corp. | 1¾ | 2¼ |
| Baird Atomic | 24¾ | 26⅝ |
| Centron Electronic | 5⅜ | 6 |
| Control Data Corp. | 80¾ | 84½ |
| Cook Elec. | 12¾ | 13⅞ |
| Craig Systems | 13¼ | 14⅝ |
| Dictaphone | 34 | 36⅜ |
| Digitronics | 23 | 25⅛ |
| Eastern Ind. | 14¼ | 15⅜ |
| Eitel-McCullough | 17⅞ | 19¼ |
| Elco Corp. | 16 | 17½ |
| Electro Instruments | 25 | 27¾ |
| Electro Voice | 9⅜ | 10¾ |
| Electronic Associates | 32¾ | 35⅛ |
| Erie Resistor | 13⅛ | 14⅛ |
| Executone | 22¼ | 24¼ |
| Farrington Mfg. | 25½ | 27½ |
| Foto-Video | 3¼ | 3-11/16 |
| General Devices | 9¾ | 10¾ |
| G-L Electronics | 8¼ | 9½ |
| Gross Telecasting | 21¼ | 23¼ |
| Hallicrafters | 35½ | 37⅞ |
| Hewlett-Packard | 28⅜ | 30¼ |
| High Voltage Eng. | 200 | 214 |
| Infrared Industries | 15¾ | 17⅝ |
| Interstate Engineering | 18¼ | 19⅞ |
| Itek | 50 | 54½ |
| Jerrold | 7 | 7¾ |
| Leb for Electronics | 48 | 51¾ |
| Lel Inc | 5⅛ | 5¾ |
| Magna Theater | 2⅝ | 3-1/16 |
| Magnetics Inc. | 9 | 10 |

| Stock | Bid | Asked |
|---|---|---|
| Maxson Electronics | 10 | 11 |
| Meredith Pub. | 41¾ | 44⅞ |
| Metropolitan Bcstg. | 22 | 23⅝ |
| Milgo Electronics | 23 | 25¼ |
| Narda Microwave | 5⅝ | 6⅜ |
| Nuclear of Chicago | 39½ | 42½ |
| Official Films | 2½ | 2⅞ |
| Pacific Automation | 4½ | 5¼ |
| Pacific Mercury | 6 | 6⅞ |
| Philips Lamp | 150½ | 156¼ |
| Pyramid Electric | 3 | 3-7/16 |
| Radiation Inc. | 26½ | 28⅞ |
| Howard W. Sams | 43½ | 47 |
| Sanders Associates | 39½ | 43 |
| Silicon Transistor | 5¼ | 6¾ |
| Soroban Engineering | 45½ | 49 |
| Soundscriber | 14¼ | 15¾ |
| Speer Carbon | 18¼ | 19⅞ |
| Sprague Electric | 58¾ | 62 |
| Sterling TV | 7½ | 9 |
| Taft Bcstg. | 12¾ | 14⅛ |
| Taylor Instrument | 42 | 45½ |
| Technology Inst. | 6 | 7¾ |
| Telechrome | 10¾ | 11¾ |
| Telecomputing | 8 | 8¾ |
| Telemeter | 10¼ | 11¼ |
| Time Inc. | 93 | 98 |
| Tracerlab | 9½ | 10¾ |
| United Artists | 6⅞ | 7⅝ |
| United Control | 15½ | 17¾ |
| Universal Trans. | ¾ | 1-3/16 |
| Vitro | 13 | 14 |
| Vocaline | 2⅜ | 2⅞ |
| Wells-Gardner | 23½ | 25½ |
| Wometco Ent. | 13 | 14¼ |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *Stations*

**COLLINS RESETS NAB COURSE** in his first speech as President to Board at Palm Springs sessions. Clair McCollough named chmn.; Code operations expanded again (pp. 1, 5 & 11).

### *FCC*

**MINOW'S HONEYMOON ON THE HILL:** Senate hearing produces strong agreement between new FCC chairman and Commerce Committee members who endorse him unanimously (pp. 2 & 7).

**FORD STRIKES BACK** at Landis Report for "derogatory generalizations" about FCC (p. 7).

### *Networks*

**ADMEN'S REACTIONS TO NEW CBS PLAN** for rotating daytime minutes, 10 a.m.-noon, are generally favorable, although reps hate it passionately (pp. 3 & 9).

**CBS CUTS PRE-EMPTIONS** for the 1961-62 season, returning to policy of 2-pre-emptions for specials on 60 days notice (p. 10).

**$520,000 IN TV TIME** has been given by the networks for the 3 Presidential press conferences held this far (p. 4).

### *Advertising*

**TRUST-BUSTER NAMED FTC CHIEF.** Paul Rand Dixon moves from Kefauver Subcommittee to replace Earl W. Kintner (p. 3).

### *Congress*

**HARRIS COMMITTEE IS SET** in House, with the Democratic-GOP ratio changed from 21-12 to 20-13. Broadcasters will see 2 new Commerce faces: Republicans Sigal & Thomson (p. 14).

### *Consumer Electronics*

**DEC. RETAIL UPSURGE** brought 1960 TV sales to 5,945,045 sets, home radios to 2,378,853. Final EIA 1960 figures (p. 16).

**NO "RECESSION"** in consumer electronics, despite softness in market, set makers say. Most firms now in fighting trim, expect sales at 1960's level (p. 17).

**TV EXPORTS ROSE** sharply in October & November, although 1960 total was lower than 1959 (p. 18).

**EMPLOYMENT IS STABILIZING** in home-electronics industry, with signs here & there of recalls of furloughed workers and of beefing up sales & marketing staffs (p. 19).

**HOFFMAN ENDS TV MANUFACTURE,** may return when "market is stabilized." Will continue radio-phono output. Stromberg-Carlson may market TV combinations this year (p. 20).

### *Film & Tape*

**DESILU SPLITS WITH NTA.** Long-simmering dispute over re-run payments causes the break, and SAG charges residuals delinquent on NTA-Desilu series (p. 12).

**20TH-FOX PLANS TV EXPANSION.** Studio to build revolutionary, new multiple-level TV film stages, says Levathes (p. 12).

**WHAT IA PACT WILL COST TV FILM.** Below-the-line costs vary, but average hike is $2,500 for half-hour (p. 13).

### *Other Departments*

**FOREIGN** (p. 8). **PROGRAMMING** (p. 15). **PERSONALS** (p. 15). **FINANCE** (p. 22). **TECHNOLOGY** (p. 24). **AUXILIARY SERVICES** (p. 24). **EDUCATIONAL TELEVISION** (p. 24).


**COLLINS RESETS NAB COURSE:** In his first full-dress speech to NAB's Board, new Pres. LeRoy Collins last week lamented the networks' pre-eminence as industry spokesmen, decried the influence of the rating systems, deplored fissures in broadcasting's public front—and proposed to reorganize NAB's structure to make it more effective.

A standing ovation was given Collins by Board members at conclusion of wide-swinging—& frequently biting—address winding up 5-day business sessions in Palm Springs, Cal. (see p. 5 & 11). He said he would be ready in June to give the Board detailed plans to raise NAB's stature, strengthen its govt. relations, co-ordinate the industry's public relations and improve broadcasting itself. Much depends on the last point, he added: "We can wear ourselves out in Washington & talk ourselves hoarse trying to impress the public. But if we do not make some substantial progress in the improvement of our product, we will be whipped before we start."

NAB's "voice should be stronger than the voice of any part of it," Collins told Board. Instead, he said, networks speak louder: "When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are. I do not quarrel with the networks about this. Prestige is something that must be earned & deserved, and it is simply up to NAB to build by its own merits its position to this status of acceptance."

Collins said he's been "shocked" to discover extent of rating systems' grip on broadcasting: "In effect, their reporting is determining in large measure not only what the American broadcasting diet will be,

but also at what time the meals will be served." He pointed out NAB has no "checkrein or oversee status over what the raters do, or how they do it." Result: broadcasting allows "an outsider to become master of its own house, and does not even check his health card."

Collins called for "fresh look" at industry's public relations. Complaining that "multitude of voices" —NAB, TIO, networks, individual stations—now talk for broadcasting, he said: "We should seek a formalized method for coordinating NAB & non-NAB public relations activities as they affect the profession as a whole."

Three alternatives were offered Board by Collins: (1) "We can make of NAB a first-class, typical trade association." (2) "We can concentrate more on defensive operations in Washington, dodging & ducking the efforts of those who seek, with good intentions or bad, to take over our responsibilities and tell us how we must run our businesses." (3) "We can become the captain of our own industry, the prime-mover, the principal innovator."

**MINOW'S HONEYMOON ON THE HILL:** Newton Minow had no trouble at all with the Senate Commerce Committee. He saw eye-to-eye with members on just about everything, and they voted immediately & unanimously to recommend confirmation after his hearing last week. He expects to take over as FCC Chairman about March 1 for 2 terms—one ending July 1, the other for the full additional 7-year stint. "I plan to serve as long as President Kennedy wants me," he said. He paid tribute to Chmn. Ford, whom he'll succeed, for smooth transition.

On virtually every subject, Minow agreed with his questioners or showed satisfactory concern with problems mentioned. This is par for the course. New appointees just don't antagonize committees.

Minow showed occasional glint of something else, however—a substantial mind of his own. Good illustration: Sen. Yarborough (D-Tex.) noted that FCC had granted Ch. 10 Albany, N.Y. to WTEN, partially because stockholders included congressmen and station was credited by FCC with their presumed knowledge of public's needs. Minow said he didn't know the case but that the congressmen angle "shouldn't have a thing to do with it." That's one he could have sidestepped easily.

Minow was also treated to a quick & harsh lesson in Washington jungle warfare—and it was well that he was exposed to it early rather than late. After his hearing, he left the witness table to talk to Senators —leaving his briefing notes. A UPI reporter picked them up and excerpts were published in Washington News Feb. 9, Post Feb. 10.

As Minow explained later, the notes comprised a series of suggested answers, given him by various people, to potential questions. They included methods of hedging, if necessary. There also was a suggestion on how to shuffle Commission staff members. It included unflattering comments about a veteran employe. Washington News printed his name, Post had the grace to omit it.

Minow later told UPI that the notes "positively do not represent my own considered opinions." He called the affected employe and assured him directly, as did Chmn. Ford.

Hearing touched on just about every major subject—and Minow satisfied the Committee with responses on all, including:

Programming: "FCC has a role in elevating programming, and I intend to do something about it . . . The FCC must never engage in censorship, but if a licensee is not operating responsibly and in the public interest, it's FCC's job to find someone who will . . . A poor Western is none of our business, but if they put on nothing else for 3 years, FCC should be concerned." He agreed that fiction should be labeled fiction.

ETV: Hopes that FCC can liberalize rules so that stations "can get some income." Intends to retain channel reservations. Commercial stations can do much more in educational field.

Allocations: "High priority . . . We've got to find a way to use all channels to produce a truly nation-wide, competitive system."

Program ratings: "A proper area of concern for FCC. Ratings differ, so they all can't be right. I feel that they underestimate the tastes of the American people." Magnuson said that the Committee's files on ratings will be given to FCC after FTC is through with them—which he hoped would be soon.

CATV & boosters: "A delicate problem. The object is to protect local service while giving a variety of services."

Space & satellites: A uniform telecommunications policy is "much needed . . . one of the chief areas of concern." Will do "whatever I can" to have FCC assume leadership in this field for the government.

AT&T telephone rates: "Will devote much time" to studying whether they're too high.

Local vs. network programming: "My approach is to give local stations as much freedom of choice as possible."

There was so much talk of "crime & violence" that the topic may well emerge as the major TV theme of this session of Congress, (for details of discussion, see p. 7).

Strikingly conspicuous by its absence was any discussion of the Landis Report. When the report was issued, there was a big to-do about White House putting a large oar into regulatory agency operations. But Landis in his recent speeches (Vol. 17:6 p4) has shown that this notion has cooled considerably. And President Kennedy virtually deep-froze it last week when he said: "The Congress bears special responsibility in this area for these agencies, and, therefore, I think it is probably not likely that major responsibility in this area would be released to the White House, and I am not completely sure it is wise." He said he had talked about it with Rep. Harris (D-Ark.)—and, though he didn't mention it, he has also gone into the subject with Sen. Magnuson (D-Wash.). They're chairmen of the Committees most affected—Interstate & Foreign Commerce.

Minow is now lining up assistants but won't confirm anything until Senate finally approves him. It's understood that Henry Geller, former FCC attorney now in Justice Dept. Anti-Trust div., will become his administrative asst., and that Tedson (Ted) Meyers, ABC N.Y. attorney & campaigner for Stevenson, is slotted for a key job—probably Minow's legal asst. There's no evidence that Minow has cleared preferences for new general counsel and Broadcast Bureau chief—and it's assumed he'll maintain status quo for chiefs of Common Carrier and Safety & Special Radio Services Bureaus.

**CBS-TV's OWN DAYTIME DRAMA:** CBS-TV will go ahead with "rotating minutes" plan, due to start Feb. 13 in Mon.-Fri. 10 a.m.-noon periods, despite complaints from station reps & grumbling from several important CBS affiliates. Network's attitude is that it is tired of losing some $5 million annually on unsold morning programming, and that CBS must become as competitive as NBC & ABC for daytime dollars.

This doesn't mean that CBS is wedded forever to the low-priced, rotational plan as presently drafted (Vol. 17:3 p7). The network told us last week that it hopes eventually to "upgrade" its morning block with new programming paid for by new revenue, and may eventually return to quarter-hour-block selling or at least a rate boost.

Reps are complaining bitterly in the meantime, and say that the entire plan is nothing more than a network attempt to siphon off the creamiest national spot revenue (in which affiliates obviously have a stake) into network coffers. "An encroachment on the station profit margin," is how James F. O'Grady Jr., exec. vp of rep Adam Young, described the CBS plan to us. No such thing, says CBS, which believes "most" affiliates will go along with the plan after it's been in operation for at least 60 days.

How do buyers feel about the CBS plan? We queried several, found that most like it, some with reservations. (For details, see p. 9.)

**TRUST-BUSTER NAMED FTC CHIEF:** President Kennedy's search for a Democratic replacement for Republican Earl W. Kintner as crusading FTC chairman ended last week with selection of Senate investigator Paul Rand Dixon, 47, whose demonstrated zeal as champion of consumer matches Kintner's.

American industry may expect intensified FTC drives against price-fixing & monopolistic practices under Dixon, who was a trial attorney at FTC (1938-57) before going on the Hill to head up the staff of Senate Judiciary Anti-Trust & Monopoly Subcommittee. Dixon & Subcommittee Chmn. Kefauver (D-Tenn.) made headlines with slashing probes of price policies in the drug, steel, automobile and milk industries.

Also tapped for FTC appointments by President Kennedy were 2 other govt. veterans of anti-monopoly campaigns. They are political independent Philip Elman, 42, who has worked as asst. in Solicitor General's office since 1946, and Democrat Everette MacIntyre, 60, gen. counsel of House Small Business Committee since 1955 and an FTC staffer for 25 years before that.

Dixon will take over Kintner's desk as soon as he wins confirmation by Senate for 7-year term.

Kintner then will go into private law practice in Washington. Elman will replace lame-duck Republican Edward K. Mills, whose recess appointment ends Sept. 23, 1963. MacIntyre will fill the first available FTC Democratic vacancy. That will probably come when Comr. Robert Secrest's term runs out next Sept. 25. Dixon & MacIntyre had figured in the speculation about FTC jobs (Vol. 17:3 p17). Elman was a dark-horse choice.

Lone Republican FTC member when change-over dust settles will be Sigurd Anderson. With hold-over Democrat William C. Kern carrying on, political lineup of 3 Democrats, one independent and one Republican will satisfy the legal requirement that not more than 3 on the 5-man FTC may belong to one party.

Broadcasters & advertisers may look for no let-up in the Kintner-spurred FTC enforcement programs against deceptions & frauds on the air. At same time, there is nothing in reported records of Dixon, Elman or MacIntyre to support any industry suspicions that they may turn out to be anti-broadcasting zealots. On the Hill and in earlier work at FTC, Dixon & MacIntyre have concentrated on monopoly cases, and Elman's Justice Dept. work has covered the same field.

In goodbye-&-good-luck statement, Kintner said he will leave office with one big hope: That successors Dixon & Co. will operate on the principle that the surest health insurance for free enterprise is more industry self-regulation & less govt. control. Kintner also confirmed reports that the Kennedy administration asked him to step down as FTC chmn. and continue as a member, but that he turned down the offer.

"If the advertising industry does not restrain itself, the public will demand increased govt. restraints," Kintner told the Detroit meeting of American Assn. of Advertising Agencies Feb. 8. "If the advertising industry wishes to demonstrate that increased govt. control over its activities is unnecessary, then it must provide an immediate demonstration of effective self-regulation."

**COMPLIMENTS OF TELEVISION:** $520,000 "gift" to the public has been made by the networks —in terms of free time accorded so far for the 3 Presidential TV press conferences.

ABC estimates the value of its time at $90,000, CBS at approximately $205,000, NBC at $225,000 (all gross, one-time charges). Prime-time revenue loss will of course be considerably greater if evening press conferences become numerous. But the Feb. 8 arrangement, under which networks taped the 10-10:35 a.m. conference for telecast in "convenient" time-slots (CBS 11:30-noon, NBC 1-1:35 p.m., ABC 5-5:30 p.m.), may be the answer both for networks & public.

On a related financial front, although network expenditures for last fall's Great Debates totaled $5.5 million ($1.5 million for ABC, $2 million apiece for CBS & NBC), worried network stockholders have this consolation: Busy schedules or other considerations kept the 2 candidates from accepting offers of an additional $2.45-million worth of TV & radio time ($1 million by NBC, $750,000 by ABC, $700,000 by CBS).

Last week we learned that White House rules for President Kennedy's news conferences, which have been televised live & on tape to try out varying formats (Vol. 17:6 p11), may be changed again. Press Secy. Pierre Salinger said the President may return to the Eisenhower administration practice of permitting conferences to be filmed & recorded for delayed broadcasts only—or he may decide to allow live cameras & microphones at all of them. In any event, Salinger said, procedure for the President's 3rd conference Feb. 8, when networks used tape, raised an unexpected problem. Print-media reporters were permitted for the first time to dispatch stories to their offices while the conference was in progress, but a strict embargo was placed on any release of news—by broadcasters or others—until the conference ended. UPI's Washington Capital News Service ticker started carrying the news 10 minutes ahead of time, however. UPI said local transmission was "inadvertent," but Salinger cited the slip in reporting that Feb. 8 format may be abandoned.

## Stations

**Daytime tower-lighting** demonstration will be conducted for FCC & FAA representatives Feb. 20-21 by WMTV (Ch. 33) Madison, Wis. The station has 6 white rotating lights which give an effective candlepower of 200,000. The Wis. State Aviation Commission had opposed WMTV's proposed increase from 500 to 1,200 ft., and the station leveled off at 1,000 ft. but installed the lights to demonstrate how to diminish hazards. Also on hand will be Orrin Towner, enginering chief of WHAS-TV Louisville & pioncer in daytime lighting.

**Back on the air:** WWTV (Ch. 13) Cadillac, Mich. resumed with network and filmed programming Feb. 7, two weeks after fire destroyed its transmitter & studio (Vol. 17:5 p14). Its 1,282-ft. tower wasn't damaged, and FCC has authorized use of a lower-power RCA transmitter than before. It is installed in the building that was to have been an addition to the one destroyed by fire. Workmen began completion of this structure while firemen were still getting the fire under control. New temporary frame buildings house the studio-control room and engineering office & workroom. The production office is in a trailer. Live programming awaits cameras & control equipment.

***More about***

**McCOLLOUGH NAMED NAB CHMN.:** NAB's chief policy-maker in the interregnum between Fellows & Collins administrations—Clair R. McCollough of Steinman stations—last week was elected chairman by the 43-member TV & Radio Board.

Voting unanimously for McCollough to work with new Pres. LeRoy Collins as NAB's presiding officer for a term ending in June, 1962, the Board acted in Palm Springs, Cal. after hearing Collins lash out at faults he said he'd found within the industry (see p. 1). The late Pres. Harold E. Fellows, who died in March 1960, had been pres. & chmn.

In a further move to provide rank-&-file NAB guidance for Collins's Washington hq administration, the Board picked a 3-man advisory committee headed by McCollough. Other members are Thomas Bostic (Cascade Bcstg. Co.) & W. D. (Dub) Rogers (KDUB-TV & KDUB Lubbock, Tex.). In effect, they replace NAB's 3-man Policy Committee—also headed by McCollough—which guided NAB after the death of Fellows. The Board gave the policy committee a rousing vote of thanks for its service.

Another longtime NAB leader—ex-Pres. Justin Miller, who preceded Fellows in office—also was singled out for recognition by the Board. It named Miller the winner of NAB's distinguished service award for 1961. Now living in Pacific Palisades, Cal., Miller was president from Oct. 1945 until June 1951, then served as chmn. & gen. counsel until April 1954.

Miller will receive the award—citing him for "a significant & lasting contribution to the American system of broadcasting"—at the NAB's May 7-10 Washington convention.

NAB board members also:

Applauded reports that NAB membership (363 TV stations & 3 networks, 2,261 radio stations & 4 networks) had reached another all-time high.

Heard CATV Committee Chmn. Eugene S. Thomas (KETV Omaha) sound a staff "alert" for "signs of growth" of CATV. He said more NAB research on CATV operations is needed to determine their "unfavorable impact on licensed TV stations."

Got Washington lowdowns on Congressional & regulatory-agency developments from NAB govt. affairs vp Vincent T. Wasilewski & chief counsel Douglas A. Anello.

Resolved that the govt. should reappraise requirements for its Conelrad warning system in view of weapons development.

Planned a reception for govt. leaders in Washington May 8 in conjunction with the 39th annual NAB convention May 7-10 in the Sheraton Park Hotel, revised the convention format to include all-day joint TV-radio sessions May 8, and designated May 7 "FM day."

Approved proposals for increased TV Code monitoring, and further tightened the Radio Code (see p. 11).

Heard TIO Dir. Louis Hausman report that TV stations in 21 cities are now circulating joint bulletins listing cultural, educational and public-service programs.

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NAB's 3rd annual seminar for TV & radio station executives will be held July 9-21 at the Harvard Graduate School of Business Administration. Participants will be charged $575 for the 2-week course, for which applications will be accepted by NAB broadcast personnel & economics mgr. James Hulbert until March 31. Harvard's Dr. J. Sterling Livingston will be academic dir. of the seminar.

**NEW & UPCOMING STATIONS:** CFTM-TV (Ch. 10) Montreal, Que. began programming as an independent French-language outlet Feb. 13-18 with movies & news shows. It will hold official opening ceremonies Feb. 19. It's this year's 2nd independent outlet in the city where CBC has operated French- & English-language TV stations since the early 1950's. The other Montreal starter this year is English-language CFCF-TV (Ch. 12), which began Jan. 20 (Vol. 17:4 p. 6). CFTM-TV raises the Canadian operating total to 82 outlets.

CFTM-TV has an 18-kw Marconi transmitter and is using a temporary 125-ft. tower, pending the move next summer to a special tower which will provide space for all Montreal TV & FM stations. At that time its 3-bay Alford antenna will be mounted 354-ft. above the ground. Owner is Tele-Metropole Corp., with principals being J. A. DeSeve, pres.; Andre Ouimet, exec. vp; Paul L'Anglais, vp & commercial dir. Roland Giguere is station mgr., with Jean-Paul Landouceur, dir. of programs, and Maurice Doucet, dir. of technical operations. Base hourly rate is $1,000. Reps are Forjoe, Paul L'Anglais (Montreal & Toronto) and Stovin-Byles (Winnipeg-Vancouver).

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In our continuing survey of upcoming stations, here are the latest reports received from principals:

**KVLF-TV (Ch. 12) Alpine, Tex.** hasn't ordered a transmitter or set a target as yet. Grantee Big Bend Bcstrs. Inc., owner of radio KVLF, needs "to do a lot of planning . . . because this will be the smallest town in America to have a vhf station," writes Pres. Gene Hendryx. Plans are to house TV in the same plant as radio KVLF. No rep yet.

**CHCC-TV (Ch. 10) Coronation, Alta.**—call letters pending approval—plans March 15 start as satellite of parent CHCA-TV (Ch. 6) Red Deer, Alta., according to Pres. G. A. Bartley. It has ordered a Canadian GE transmitter, and tower footings have been installed for a 200-ft. Wind Turbine tower.

**CHAT-TV-1 (Ch. 4) Pivot, Alta.** is expected to be on the air the 3rd week in March as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, Alta., reports Sid Gaffney, chief engineer. Construction has begun and the station will use a GE transmitter and a 500-ft. Wind Turbine tower. The outlet will be included as bonus to CHAT-TV.

**Chicoutimi Ch. 2 & Roberval Ch. 8,** satellites licensed in Que. to CKRS-TV (Ch. 12) Jonquiere, P. Q., won't be on the air until next July according to Tom Burham, gen. mgr. of CKRS-TV. Construction is scheduled to start late in January. They will be automatic unattended repeaters of CKRS-TV and sold as bonus to that station, which has a $300 hourly rate.

**Riviere-du-Loup, P. Q. Ch. 7,** licensed to Radio CJFB Ltee., doesn't expect to start programming until September 1961, writes Luc Simard, pres., who points out that first the station must build a road to the transmitter site. It hasn't ordered a transmitter as yet, but will use a 170-ft. tower with a 60-ft. 3-bay Alford antenna.

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Sale of WROC-TV (Ch. 5) Rochester to Ch. 10 sharetimers WHEC-TV & WVET-TV has been agreed upon (Vol. 17:5 p14). WVET-TV will pay Transcontinent TV Corp. $6.5 million for WROC-TV, and WHEC-TV will give WVET-TV $3,817,500 for its half of Ch. 10—WVET-TV winding up full time on Ch. 5, WHEC-TV full time on Ch. 10. WROC-FM isn't involved in the sale.

**Canada's TV-Radio Code:** Canadian TV-radio code went into effect Feb. 6 upon acceptance by 75% of CAB's station membership—35 of 48 privately-owned TV-station members and 122 of 168 private radio-station members.

Among the code's principal provisions: (1) "Full, fair & proper presentation of news, opinion, comment & editorials is the prime & fundamental responsibility of the broadcast publishers." The term "publishers" is applied to station owners & managers as "an integral part of the press of Canada." (2) Honesty & fairness in business & advertising are required, and stations are pledged to "guard against advertising appeals which might be in poor taste or which might encourage activities of a dangerous social nature." (3) Programs "shall be based upon sound social concepts and presented with superior craftsmanship [and] reflect respect for parents, adult authority, law & order, and honorable behavior."

Responsibility for enforcement rests with a 5-man committee: Gordon Love, CFCN-TV & CFCN Calgary; Gerry Gaetz, Selkirk Holdings Ltd., Edmonton; W. T. Cruikshank, CKNX-TV & CKNX, Wingham, Ont.; Henri Lepage, CHRC Quebec; D. Malcolm Neil, CFNB Fredericton, N.B.

Stations can be deprived of use of the code symbol if violations are found to have been committed.

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Nine applications for Canadian satellites will be considered by the Board of Broadcast Governors at its Feb. 22 meeting in Ottawa. They are: Ch. 5 Salmon Arm, B.C. by CHBC-TV Kelowna, B.C.; Ch. 3 Stranraer, Sask. by CFQC-TV Saskatoon, Sask.; Ch. 3 Kindersley, Sask., Ch. 2 Eastend, Sask., and Ch. 2 Val Marie, Sask. by CJFB-TV Swift Current, Sask.; Ch. 7 Carlyle Lake, Sask. by CKOS-TV Yorkton, Sask.; Ch. 13 Edmundston, N.B. by CJBR-TV Rimouski, Que.; Ch. 7 Harrison Brook, Que. by CKCW-TV Moncton, N.B., to pick up its other satellite CKAM-TV Campbellton, N.B.; Ch. 6 Bon Accord, N.B. by CHSJ-TV, Saint John, N.B. Also on the agenda are a change in the tower height of CKBL-TV Matane, Que. from 629 ft. to 2,336 ft. above average terrain, and move of satellite CFCL-TV-2 from Elk Lake, Ont. to Kearns, Ont., along with a slight drop in power.

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Broadcast engineering conference sessions in conjunction with NAB's annual convention in Washington May 7-10 will have these presiding officers & coordinators: May 8—a.m. session, A. Prose Walker (NAB), Warren L. Braun (WSVA-TV Harrisonburg, Va.); luncheon, Frank Marx (ABC); p.m. session, George W. Bartlett (NAB), Benjamin E. Windle (radio WCLT Newark, O.). May 9—a.m. TV session, J. D. Bloom (WWL-TV New Orleans), Jack Petrik (KETV Omaha); a.m. radio session, Leslie S. Learned (MBS), Clure Owen (ABC); luncheon, James D. Parker (CBS). May 10—luncheon, Virgil Duncan (WRAL-TV Raleigh-Durham); p.m. session, Andrew L. Hammerschmidt (NBC), William S. Duttera (NBC).

Bcstrs.' Promotion Assn. will publish this spring a compilation of promotion ideas entitled *The Best of BPA*. Bruce Wallace of WTMJ-TV & WTMJ Milwaukee is editing the work which will include sections on audience promotion, sales promotion and merchandising.

KOTV Tulsa raised more than $75,000 for the March of Dimes with an 18-hour telethon that featured such TV & Hollywood personalities as Raymond *(Perry Mason)* Burr, Bob Crosby, Red Foley, Kirby *(Sky King)* Grant.

$100,000 KPIX San Francisco campaign is being used to drum up audience interest & new spot business for the station, one of the 5 TV outlets owned by Westinghouse Bcstg. Co. The promotion drive is part of a $500,000 revamp of the station's local shows in the Mon.-Fri., 4-7:30 p.m. and Sat.-afternoon lineup which KPIX has labeled "Operation: Entertainment 5." The station has so far scheduled newspaper and *TV Guide* ads in the San Francisco area, outdoor advertising, spot radio, posters on municipal buses, bread labels, hamburger wrappers, milk-bottle collars, handbills, and truck signs. To introduce the revised local schedule, KPIX gen. mgr. Louis Simon invited timebuyers from all San Francisco agencies to a luncheon at the station's studios, currently undergoing an expansion program. Chief elements in the program shuffle: An afternoon dance-party show, an across-the-board slot in early evening (6-6:30 p.m.) for cartoon shows like *Deputy Dawg*, increased local news coverage by KPIX teams, more new syndicated telefilm shows such as *Assignment: Underwater* and *The Blue Angels*.

NAB's engineering achievement award this year will go to Raymond F. Guy, who retired last October as NBC's senior staff engineer after nearly 40 years' service with the network & its parent RCA. Guy, picked by a subcommittee of NAB's broadcast engineering conference committee, will receive the 3rd annual award May 10 at the conference in Washington. He entered broadcasting in 1921 as an engineer-announcer at old radio WJZ N.Y. Subsequently he was an active participant in RCA's research & development in international broadcasting, TV and FM. Guy for many years was NBC's radio & allocations engineering dir. and served on scores of industry & govt. committees. Since his retirement he has been an engineering consultant in Haworth, N.J., and now is on a technical mission in Saigon.

Stauffer Publications Inc., owner of WIBW-TV & WIBW Topeka, Kan., has sold its interest in Home Farm Publications Inc. to the firm's other owner Harman-Slocum Publishing Co. Inc. of Cleveland. It acquired the stock when it bought all Capper properties, including the Topeka TV & radio stations, in 1956. This transaction cuts Stauffer's interest in semi-monthly farm papers from 8 to 2 as it continues to publish papers in Kansas & Missouri that are not part of Home State Farm Publications.

KYW-TV & KYW Cleveland have agreed with NABET on a new 5-year contract covering 58 technicians at the 2 stations. The pact, effective to Jan. 31, 1966, replaces the 3-year agreement which expired last month. Among the major changes: Starting weekly wage is increased to $104.10 from $99 and will rise to $124.50 in the 5th year. The previous weekly high of $162.50 will now increase to $188 over the 5-year period. Agreement on the new contract was announced jointly by Westinghouse Bcstg. area vp F. A. Tooke & NABET Local 42 Pres. Dominic Lolli.

Financing TV & radio stations will be the exclusive business of new Communications Capital Corp. (Time-Life Bldg., N.Y. 20; Circle 5-2870). Its officers, most of them with long experience in various branches of the broadcast field: Lazar Emanuel, pres.; George G. Weiss, vp-gen. mgr.; Lewis R. Cowan, N.Y. attorney, vp-gen. counsel; Blair Walliser, former MBS exec. vp, secy.-treas. The new firm announced it will make secured long-term loans and will purchase installment notes resulting from the sales of TV & radio stations.

WAFB-TV (Ch. 9) Baton Rouge boosted to 316-kw Feb. 4. It had been operating with 275 kw since Aug. 9 when it shifted to Ch. 9 from Ch. 28.

## The FCC

***More about***

**FCC, SENATE & PROGRAMS:** The difficulties besetting FCC, Congress or any other governmental agency which seeks to influence TV-radio programming were well displayed last week during Newton Minow's hearing on his nomination to FCC (see p. 2). As the questions & discussions developed, members of Senate Commerce Committee began to show how they split.

Senator Pastore (D-R.I.) started out by asserting that "we can't legislate in programs," but that FCC needs to provide "leadership." He then told how he had watched a succession of horsewhippings, shootings, etc., and that "the public deserves something better than this." He complained, too, indirectly, about the prevalence of Italian gangsters on *The Untouchables.*

Sen. Yarborough (D-Tex.) told how foreign visitors are amazed at our good news programs—because all they see from the U.S. is "shoot-'em-ups."

Chmn. Magnuson (D-Wash.), reporting about a discussion of *The Untouchables* with Federal Prison Dir. James Bennett & Minow, asserted that "fiction should be labeled fiction," and "FCC has that authority." Minow said he'd "try to do something about that."

Pastore said that there can be no censorship but that FCC "can admonish networks & stations." If the Commission had done so earlier, he said, "there wouldn't have been quiz & payola scandals."

Sen. Cotton (R-N.H.) asked whether FCC can revoke the license of a station that puts on a program that is "revolting & offensive to everyone." Replied Minow: "Legally yes, but not as common sense. There are lesser methods than revocation." Cotton pushed further: What if the station broadcasts several such programs? Minow said that FCC's power to revoke has been confirmed by the courts—"there are precedents."

Magnuson stressed industry self-policing, stating that there is a good Code which "has made good progress in the last couple of years."

Then came Sen. McGee (D-Wyo.), who believes very much in a tough FCC (congratulating Minow on his "tough backbone"). More seriously than humorously, he urged that nobody monkey around with "cowboy folklore." Why, he said, tourists are the 2nd largest industry in the West, and everyone wears cowboy suits to attract them. But, asked Magnuson, "don't you think the programs should be accurate?" McGee retorted: "That would spoil it."

Sen. Bartlett (D-Alaska), sounding like a wise old sourdough, then proceeded to give the synopsis of a Western he had watched, building up suspense slowly: Good guy & bad guy, both "one of the fastest guns in the West," draw in a saloon. Hero is killed. Heroine walks into sunset alone. Pause. "What I want to know, Mr. Minow, is that good or bad?" Quickly, he added that he doesn't want an answer now, will ask for it in a year.

Minow allowed as how that there was "a most unusual Western."

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Ch. 13 Panama City, Fla. was finally awarded to Bay Video Inc. FCC anounced that an initial decision favoring the grant became effective Feg. 6.

New TV CPs granted by FCC: Lamar, Colo. Ch. 12 and Gallup, N.M. Ch. 3 to Televents Inc. (Denver broker Bill Daniels & Associates).

**FORD HITS BACK:** Carefully refraining from mentioning the name of James M. Landis, FCC Chmn. Ford last week castigated President Kennedy's regulatory-agency advisor for making "derogatory generalizations" about the Commission.

In an obvious reference to caustic criticism of FCC in Landis's report to Kennedy on operations of the agencies (Vol. 17:1 p1), Ford said bitterly:

"There are those who would like to ignore the vigor & resolution with which the Commission has attacked the almost insurmountable problems which confronted it a year ago—and who with derogatory generalizations seek to have the accomplishments of the Congress & the Commission, working in close cooperation, brushed into oblivion."

In a lengthy speech to the Bcstg. & Film Commission of the National Council of Churches of Christ in N.Y. Feb. 8, Ford then ticked off a list of actions completed & policies adopted by FCC in 1960 (Vol. 17:1 p8). This one-year record alone should prove "the Commission's courage, resoluteness, firmness in its decisions & ability to cope with its problems," he said.

Ford also pointed out that most critics of FCC never look beyond its work in the broadcasting fields, which represents "only about one-third" of the Commission's scope. Citing FCC's responsibilities in wide areas, ranging from amateur radio operations to international telecommunications, he said:

"Accomplishments in these areas have been as important to our economy—if not more so—than in TV & radio, and they are carried on with little fanfare or public recognition."

All in all, Ford told the church group, he had no apologies to make as he prepared to step down from the chairmanship to make way for President Kennedy's appointee Newton N. Minow (see p. 2).

"I know of no commission or board in Washington during the past 25 years that in a period of one short year can equal the record of progress made by this small group of men in Washington known as the FCC," he said. "I am very proud to have been their chairman for the past year."

As for "important & complex" problems of govt. ethics outside & inside agencies, Ford deplored the lack of any central organization which could provide "leadership and issue authoritative opinions." He suggested a Commission on Ethics in Govt. under the White House.

The Commission's first job, Ford said, "would be to organize a comprehensive program to clarify & define the standards of ethics expected of federal officials."

Relating that during his long govt. service he had "seen the mistakes in judgment of too many competent & honest men bring heartache & misery to themselves & their families," Ford asked: "Can we longer afford to bring competent men to Washington ignorant of the ethical pitfalls that abound here?"

Supplied with standards spelled out by the top-side Commission, federal employes would provide "far fewer instances of clouded reputations or public disgrace occasioned not by bad faith or violation of law, but by a lapse of judgment or an insufficient knowledge of the unwritten standards of govt. conduct," Ford argued.

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Shift of WNOK-TV Columbia, S.C. from Ch. 67 to Ch. 19 has been authorized by FCC. Final allocations rule-making deleted Ch. 31 from Lancaster, S.C. and substituted Ch. 67, added Ch. 31 to Columbia for educational use and made educational Ch. 19 available for commercial use.

**Anti-Trust Convictions and FCC Licenses:** Sentences imposed last week upon companies in the electrical equipment anti-trust case may eventually involve properties of GE & Westinghouse, the 2 with TV-radio interests.

There's thinking at FCC that it's obligated to weigh the convictions to determine whether the 2 firms are so "tainted" that they're unfit to retain licenses. Particularly on spot at the moment is Westinghouse, which is seeking to buy radio KLAC Los Angeles and has renewals pending for WBZ-TV & WBZ Boston, latter on payola questions.

Commission may or may not start proceedings on its own, calling for hearings, but even if it doesn't, attorneys who practice before the FCC say there's strong possibility that private interests, with eager eye on prime facilities will attempt to wrest them away.

GE & Westinghouse would have defenses, of course. Arguments would include: (1) Violations weren't in broadcast field. (2) Very top management wasn't responsible. (3) Good broadcast records.

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Reluctant Hollywood witnesses in FCC's TV film hearings have been "commanded" by chief hearing examiner James D. Cunningham to turn up at reconvened public sessions next month. Setting March 8 for the start of resumed hearings in the federal court house in Los Angeles, Cunningham called on Dick Fishell, Betty Langley, Dick Fishell & Associates, Mary Rothschild, MCA's Taft B. Schreiber and Promotions Unlimited to be on hand. Citing the Commission's order supporting him in his hassles with the witnesses (Vol. 17:5 p4), Cunningham instructed them "to produce all of the information & data required." The parties have stated they intend to appeal FCC's order. In Hollywood, an MCA spokesman, asked if Schreiber would appear & testify, replied, "We prefer not to discuss it at this time." Oliver B. Schwab, attorney for Fishell, Rothschild, and Langley, said: "We're not going to disregard a govt. order. We will appear at the hearing. We're analyzing the FCC order. We haven't determined our course as yet."

Cornhusker TV Corp. (John E. Fetzer) will operate KGIN-TV (Ch. 11) Grand Island, Neb. as a satellite of its KOLN-TV Lincoln. Electron Corp. transferred its CP for KGIN-TV to Fetzer in an FCC-approved agreement providing for payment of $2,500 out-of-pocket expenses. The Commission extended the station's completion date to June 13. Comr. Bartley dissented from the CP assignment.

Allocations rule-making has been started by FCC on conflicting proposals by (1) KHOL-TV (Ch. 13) Kearney-Holdrege, Neb. to add Ch. 4 to Superior and Ch. 8 to Albion, and (2) Neb. Council for Educational TV to add Ch. 4, 3 and 8 respectively to Kearney, Basset and Albion for educational use and reserve commercial Ch. 13, Alliance, and Ch. 9, North Platte, for educational purposes. The Commission asked for comments by March 13.

Simultaneous vhf-uhf operation of Triangle's KFRE-TV Fresno until April 15 has been authorized by FCC to insure "orderly transition" in the all-uhf deintermixture which shifted the station from Ch. 12 to Ch. 30 (Vol. 16:28 p6 *et seq.*). The Commission said the dual operation, scheduled to start Feb. 16, will not only provide continuity of service to the area, but will permit determination of precise locations of uhf boosters or translators to provide satisfactory service.

WTOC-TV (Ch. 11) Savannah received program test authorization, will boost power soon from 209 to 316 kw.

New international allocations agreement, signed in Geneva in 1959 but not yet ratified by the U.S., is the basis of a rule-making proceeding started by FCC last week. The Commission proposed a number of changes in between 108 & 40,000 mc, none affecting basic TV & radio allocations. The proposal is Docket No. 13928. Copies are available from the Commission. Comments due Feb. 28, replies March 10.

Lower uhf channels for Harrisburg, Pa. were authorized by FCC as it finalized rule-making. WHP-TV was granted a shift from Ch. 55 to Ch. 21; off-air WDTV from Ch. 71 to Ch. 33. WTPA remains on Ch. 27. The Commission also ordered CP-holder WTLF Baltimore to change from Ch. 18 to Ch. 24 and CP-holder WRAK-TV Williamsport to change from Ch. 36 to Ch. 26.

Uhf WKAK-TV (Ch. 36) Williamsport, Pa. has been granted more time to build, FCC acting favorably on a petition for reconsideration filed by grantee WGAL-TV Lancaster. A similar petition by WLAN-TV (Ch. 21) Lancaster was denied because of "untimely filing."

## Foreign

Getting ready for world TV, Japan's Postal Service Ministry hopes to join in any space-satellite TV program which gets started between now and 1964, the year of the Tokyo Olympics. In April, the Ministry will form the Space Communication Cooperation Council to unify the research of 10 organizations. It already has started construction of a 100-ft. parabolic space-communication antenna, largest in Asia, in Togane.

NBC Pres. Robert E. Kintner leaves for Latin America this week (Feb. 17) to "explore the potential for expansion of NBC news coverage & international business operations." He will meet with William H. Phelps, Radio Caracas owner, Curt Lowe and Dr. Ildefonso Recalde, owners of Argentina's Cadete. Visits to the new TV stations in Mar del Plata, Argentina and Brasilia are also planned before Kintner's return to N.Y. March 5.

Model prison with TV rooms, cinema, swimming pool and other niceties for the best of the captive audience will be built at Muret, France. Unmellowed "toughs" who refuse to watch their ps & qs won't get to watch TV either. Minimum entrance requirement: A 10-year sentence.


FACTBOOK NO. 32 CLOSES MARCH 3

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Networks

***More about***

**CBS DAYTIME PLAN:** "Daytime TV," a network sales executive told us last week in a candid moment, "has become, at the network level, primarily a matter of cost efficiency. The moment your ratings put you in the top position, you'll get a rush of business—if your prices are reasonable. If you're on the losing end of the ratings race, you're in trouble because you'll almost certainly be the guy who's losing the business."

This, in essence, is what's been happening to CBS-TV's 10 a.m.-noon line-up lately. NBC-TV has pulled ahead in competitive ratings & has jumped higher than 30% in business. CBS's answer has been—for CBS—a fairly drastic action: The new "rotating minutes" plan which has aroused considerable industry controversy (see p. 3). As CBS sees it, the network had little choice but to take the step. "We were taking a beating," a CBS official told us privately last week. "We had to make ourselves competitive in the daytime market place."

Some segments of the industry are taking a wait-&-see attitude toward the CBS plan, because some things about it are not clear. It's not at all certain just how many stations will accept the plan in the first place. Several large station groups, notably Corinthian Bcstg. Co.'s outlets, all CBS affiliates, are playing it very cozy and still haven't notified the network whether they'll go along with the rotating participations.

Even those stations who intend to clear for the new CBS plan don't know exactly how much they'll be paid in station compensation. The way the plan now works out, CBS will receive a standard amount for each spot announcement and the "station compensation" portion will be divided up among the stations carrying the schedule. Actually, the longer the lineup, the less each individual station gets.

### Network Busily Selling Plan

CBS salesmen are meanwhile involved in a crash program of agency & client calls. Although they may not be able to talk firmly of station lineups, the price for the new package is so low ($3,200 per 60-sec. announcement in the winter-spring season, dropping to a winter low of $2,500 with discounts) that business is already coming in. Signed (or expected to sign shortly) are Lever Bros., S. C. Johnson, Bon-Ami, and Mentholatum. Of 100 weekly commercial minutes in the 10 a.m.-noon block, CBS has so far sold a little over 40, hopes to sell more before the plan debuts Feb. 13.

The final decision on the CBS plan, actually, rests not with reps (who hate it) or the affiliates (who aren't sure about it) or the network (which feels it is the only course left); it rests with agency buyers, media planners, marketing strategists and others who reflect the client viewpoint. To sample such opinion, we contacted a number of leading N.Y. admen (several of whom asked for anonymity for various competitive reasons, or because of their relationships with the network or with clients). The comments below are typical:

**Maxwell Ule**, senior vp, Kenyon & Eckhardt: "The new CBS plan could be an interesting step in terms of increasing coverage of market, reducing variance of coverage within the market, and obtaining a more balanced frequency in the market. There will be little, if any, loss in the effectiveness of commercials on a rotating basis, as the CBS morning shows have a fairly steady audience."

**Media director** of a medium-sized N.Y. agency handling several TV accounts, including an auto firm: "I'm all in favor of the plan, strictly as a media buy. We may even move some of our national spot money into it. However, the CBS plan is also causing me some headaches. We have one advertiser who buys a fairly heavy schedule of daytime i.d. spots on CBS stations. We've already been advised by the CBS o&o outlets that the i.d. schedule will have to be yanked because of the loss of middle station breaks and the shift of closing station breaks to 60 seconds plus an i.d., which creates new product-protection problems."

**Ann T. Janowicz**, media supervisor, Ogilvy, Benson & Mather: "CBS very definitely had to do something to meet the competition. They had 2 choices—either improve daytime program ratings or reduce the price to compete. So, they are not dealing from strength. Back in November, we did an extensive network daytime analysis for one of our clients, and found that both ABC and NBC represented a more efficient, flexible buy than CBS. The new CBS plan has altered that. We have now made a revision in our recommendation, and the CBS plan could affect this client. In general, it is my interest to get the best possible buy for clients, and I'm not concerned if the CBS plan is 'raiding the spot field' as reps claim."

**Media director** of one of the "big 3" soap-detergent-food firms: "I don't think the new CBS plan is a substitute for spot TV. It is a wise competitive move to stay in business. The stations would do well to listen to CBS. The plan could be of mutual benefit, and total revenue—network & spot—could be greater to stations than it is now. From the advertiser standpoint, I don't see a great loss in shifting from 15-min. segments to rotating 60-sec. announcements. Any program identification loss to the advertiser is not worth considering, compared with the price reduction being offered."

**Jeff Fine**, chief timebuyer, Wexton: "It's a realistic plan, an important aid to the small advertiser. Of course, at the moment we have no guarantee of how many stations will clear for it. Within our own shop, we have Golden Press (Golden Books) which has been advertising on a limited spot basis. Golden Press can now get full network identification for the same price, so the CBS plan will undoubtedly be considered."

**Leslie L. Dunier**, TV-radio vp, Mogul, Williams & Saylor: "I think the plan was inevitable. CBS is only competing with other networks. Although stations have reacted unkindly toward the plan, it will enable advertisers to spread out & reach an unduplicated audience. It will also enable small-budget advertisers, who have been restricted in the past, to enter the daytime TV field. We've had little participation business on CBS-TV in the past, but the new plan might make a real difference."

* * *

**Praise for magazine-format** TV came recently from Foote, Cone & Belding Chmn. Fairfax Cone. By spreading advertiser messages around on a rotating basis between low- & high-rated shows, he said, networks could "experiment more & do more programming for minority tastes," since all advertisers would share the cost. "As it is now, the advertiser has to take all the risks," Cone added. "That's why we see so much copying of a successful format." Magazine-format TV also makes for firmer pricing of network program availabilities, in Cone's opinion, unlike the present situation in which hard-to-sell shows (informational, public-affairs and special events programs) have to be sold frequently at cut rates.

**CBS Cuts Back Pre-emptions:** Because CBS-TV's nighttime schedule "suffered substantially by reason of numerous interruptions" during the 1960-61 season, CBS's William H. Hylan, sales administrative vp, informed the network's "Class A" clients last week that the network was abandoning its experiment of planning "as many as 4" pre-emptions per program for nighttime specials & public-affairs shows, 2 of which were to be on a mandatory basis.

During the 1961-62 season, the relationship between CBS & "Class A" advertisers will be for 52 shows in 52 weeks "with the right to exercise 2 contractural omissions on 60 days notice." Public-affairs programs will be confined as much as possible to "a fixed, weekly nighttime hour for the remainder of the season."

Next fall, there'll be no heavy bumping of regular nighttime fare (with consequent disruption of regular rating patterns). Hylan said that special shows scheduled via pre-emptions will be "on a very limited basis" and "of a highly selective character."

CBS's problems in the 1960-61 season in this area apparently were, in part, due to a fairly heavy schedule of entertainment specials (although not as big as NBC's) which broke into the pattern of regular bread-&-butter fare. Adding to the problem was the unexpectedly heavy schedule of political shows (debates, pre-election shows, the election itself, etc.) which sometimes ousted such CBS audience blockbusters as *Gunsmoke* and *Have Gun, Will Travel.* In effect, CBS is thus returning to a programming theory whereby a special must be something pretty "special" indeed before it can lay claim to a valuable nighttime slot occupied by a well-rated show.

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Growing network program control, with its parallel trend toward magazine-type participations in 60-min. nighttime shows, is typified by the ABC-MGM deal for *The Asphalt Jungle*, which replaces *The Islanders* on April 2 in the 9:30-10:30 p.m. slot. The show is a direct purchase by the network from MGM-TV, with ABC-TV in for a share of ultimate residuals and a slice of overseas revenue. In turn, the network has sold the show to a client list which, within the frame of the hour-long show, reads like a roster of full-program-sponsorship clients on a major network a few years ago. There will be no less than 11 sponsors when the show begins its run. The usual buy is a 1/6th-sponsorship, alternate-week arrangement. The lineup, with agencies: Gillette Co. (Maxon), Liggett & Myers (McCann-Erickson), Beecham Products (Kenyon & Eckhardt), Cluett, Peabody (Lennen & Newell), Union Carbide (William Esty), American Chicle (D-F-S), Carter Products (Ted Bates), Pepsi-Cola (BBDO), Simoniz (D-F-S), Polk Miller Broducts (Ayer), Speidel (McCann-Marschalk).

CBS-IBEW negotiations for a new contract replacing one that ran out Jan. 31 (Vol. 17:6 p11) continued last week in Washington, but were reported nowhere near an end. Union spokesmen were attempting to wrap up a job-security package before getting down to wage demands—as yet unspecified. Job-security issues centered on displacement of IBEW technicians by automation and on the network's shutdown of its N.Y. production sales unit (Vol. 17:4 p11). Also in issue: Definitions of IBEW's jurisdiction. "We've been unable to pin down anything yet," a union source told us.

Leonard H. Goldenson, AB-PT pres., will discuss international broadcasting's relation to world trade and the U.S. economy before the San Francisco Ad Club March 1. A reception at the World Trade Club will follow.

## NETWORK SALES ACTIVITY

ABC-TV

The Roaring Twenties, Sat. 7:30-8:30 p.m.; The Untouchables, Thu. 9:30-10:30 p.m., part. eff. March & April respectively.
*Corn Products* (Lennen & Newell)

NBC-TV

50 major league baseball games, Sat. & Sun. aft., half-sponsorship on regional basis.
*Anheuser-Busch* (Gardner)

Laramie, Tue. 7:30-8:30 p.m., part. eff. April 18.
*Quaker Oats* (J. Walter Thompson)

Chet Huntley Reporting, Sun. 5:30-6 p.m., part. eff. Feb. 26.
*Mutual of Omaha* (Bozell & Jacobs)

Daytime programming, part. eff. March 31 & April 1 resp.
*Whitehall Pharmaceutical* (Ted Bates)
*Cracker Jack* (Leo Burnett)

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Biggest TV plum of the season, the estimated $20-million spent annually in nighttime business on CBS-TV by General Foods Corp., is staying right where it is—at CBS. This was the upshot last week of an intense rivalry between the 3 networks. NBC and ABC, armed with evidence of their rating strength against CBS and tentative 1961-62 season schedules, made extensive pitches, by invitation, to General Foods' top brass & marketing strategists. For a few days (so rumor ran), NBC had the inside track. Then CBS moved in, armed with its own research facts & planned lineup. GF mulled the pitches over, gave the nod to CBS, we learned last week. The GF lineup includes full sponsorship of the *Danny Thomas* and *Andy Griffith Shows*, co-sponsorship of *Hennesey, Angel, Ann Sothern*, and *Twilight Zone*, and a one-third sponsorship of *Rawhide*. There is, however, no GF daytime business now on CBS-TV.

NBC Board of Delegates (executives of the key affiliates) held its annual meeting last week in Phoenix. NBC-TV program vp David Levy briefed affiliates on that portion of the network's fall schedule which is reasonably firm at this point. A few highlights: A Walt Disney-produced 60-min. show in color, from 7:30 to 8:30 p.m. on Sunday. Earlier that day, *The Nation's Future* will occupy an afternoon slot, moving over from Saturday. Four Star Productions' big entry on NBC this fall will be a 60-min. anthology hosted by Dick Powell. David Brinkley, of the Huntley-Brinkley team, will have a weekly 30-min. feature news show of his own.

40 NBC-TV employes have been discharged in Hollywood because of decreased production, and more are slated to go, we're told by network sources. Those given notices to date were 14 technical operators, 22 stage hands, 2 asst. directors, 2 stage managers. We're told the cutbacks are caused by completion of production of the *Shirley Temple Show* for this season, and the fact that there are fewer specials. An additional factor: NBC-TV will not be carrying the Oscar awards show this spring, for the first time in years. It'll be on ABC-TV (Vol. 16:36 p6).

CBS-TV affiliate executives will hold their annual conference May 4 & 5 at N.Y.'s Waldorf-Astoria. Agenda includes discussion of sales and programming plans for the 1961-62 season, the network's competitive position, developments in the new daytime sales plan.

## Advertising

***More about***

**Code Monitoring Step-up:** NAB's TV Code Review Board plans to monitor TV stations for about 150,000 hours this year compared with about 90,000 in 1960, Chmn. E. K. Hartenbower (KCMO-TV Kansas City) reported last week.

Appointed for another term in his job as Review Board chief, Hartenbower also told NAB's TV Board at a Feb. 9 session in Palm Springs, Cal. (see p. 5) that the industry's self-regulating activities are being stepped up in all 3 Code offices—Washington (central administration), Hollywood (films), N.Y. (commercials).

The TV Board reappointed Mrs. A. Scott Bullitt (KING-TV Seattle) & Joseph Herold (KBTV Denver) to 2-year terms as Review Board members. It also named a new member—Lawrence H. Rogers II (Taft Bcstg. Co.). Rogers replaces Gaines Kelley (WFMY-TV Greensboro, N.C.), who turned down reappointment because of his health.

Meeting a day earlier in Palm Springs, NAB's Radio Board accepted a recommendation by the Radio Code Review Board that Code rules specify the maximum amount of advertising time acceptable for announcement and multiple-sponsorship programs (Vol. 17:3 p16).

Effective May 1, the Radio Code amendment will read: "The maximum time to be used for advertising in anouncement and/or multiple sponsorship programs shall not exceed an average of 14 min. an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 min. in any single hour or 5 min. in any 15-min. segment. For the purpose of determining advertising limitations, such programs as 'classified,' 'swap shop,' 'shopping guide,' and farm auction programs shall be considered as containing 1½ min. of advertising for each 5-min. segment."

Cliff Gill (KEZY Anaheim, Cal.) was reappointed Radio Code Review Board chmn., along with other members—Richard O. Dunning (KHQ Spokane), Elmo Ellis (WSB Atlanta), Herbert L. Krueger (WTAG Worcester), Robert L. Pratt (KGGF Coffeyville Kan.).

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**Good time-buyer needs curiosity,** conviction & courage, William S. Vernon, Blair TV account exec. told the Feb. 7 RTES timebuying and selling seminar. He must have curiosity to explore all available tools and determine the most efficient way to handle specific media situations; conviction to suggest new, unorthodox, off-beat approaches; and courage to stick his neck out. Speaking to sellers of time, Sam B. Vitt, Doherty, Clifford, Steers & Shenfield vp & media dir., also suggested 3 basics: (1) Understand the rudiments of the ad business and, "above all, understand the time buyer." (2) Be helpful—"a salesman's success increases in direct proportion to the degree in which he helps a time buyer." (3) "Keep everlastingly at it." Helpful as these tips were, the most memorable moment came with William Vernon's opening remark: "On Jan. 20 I was home watching the inauguration . . ." whereupon smoke gushed profusely from the RTES podium. The "genie powder" trick tickled time buyers & sellers alike, was easily extinguished.

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**Ad People:** Robert L. Scurlock, ex-Dancer-Fitzgerald-Sample, named a Ted Bates vp . . . **Marvin Antonowsky** and **Sy Lieberman** elected Kenyon & Eckhardt vps . . . Richard C. Anderson named dir., media relations & planning dept., Y&R Chicago office.

**Return to TV Fold:** In contrast to recent TV defectors Shell Oil (Vol. 16:47 p9) and Schick (Vol. 17:6 p5), Pepsi-Cola and Hillman autos (Rootes Motors group) announced their return to the medium last week.

Pepsi Cola, inactive in TV since 1955 (with the exception of two 1957 specials) will put a large portion of its $34-million ad budget into network TV, with participations in ABC's *Cheyenne* and *Asphalt Jungle*, NBC's *The Americans*, *Laramie* and *Outlaws*, and in CBS's *Aquanauts*. Plans also include April sponsorship of an NBC Jane Powell special. Pepsi is now being sold by BBDO as the drink for "those who think young," the "sociables" having gone out with ex-agency Kenyon & Eckhardt.

Hillman was one of the first foreign cars to try TV, but pulled out in 1960. Sales figures fell from 32,000 cars in 1959 to 21,000 last year, forcing British parent Rootes Motors to wage a stepped-up 1961 campaign. Present plans call for a newspaper drive, with TV limited to 4 West Coast markets. "More TV may be in store for the spring," Hillman's agency, Mogul Williams & Saylor, told us.

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Carlsberg Beer is "considering" the use of soft-sell—humorous spot-TV film commercials—in 1961. This would make the Danish-brewed lager the first European beer on U.S. TV. Announcement of fall ad plans was made by Leif Wium, pres. of the Carlsberg Agency Inc. (the U.S. import firm handling Carlsberg) at a Longchamps "rathskeller" press party. Guest of honor at the affair was Mrs. Rose W. Klapp, a grade-school teacher in Jersey City, N.J., winner in a contest seeking a "one-word description of the joys of quaffing Carlsberg." (Her winning word: "Cheeribeer-ibeer.") As consolation prize for thirsty press members invited to the affair, a case of Carlsberg was offered for another one-word description from 4th-estaters. The winner —we blush modestly—was our own N.Y. bureau, whose members submitted "Skoalossal!"

**Tactical switch for Timex** is in the works, now that the watch firm has changed agencies. A major portion of the 1960 ad budget went for TV "specials" featuring the successful "torture test" commercials. "We will continue with specials for the time being," sales & ad dir. Robert E. Mohr told us, "but some changes are now being discussed with our new agency, Warwick & Legler. Its a little too early to reveal our new TV plans," he added. Prime reason for the agency switch last week, according to Mohr: Although Timex has been very happy with W. B. Doner, where billings grew frow $75,000 in 1952 to the present $3.5 million, the company is now broadening its line with new products like the Timex Electric. A new agency can supply "fresh creative thinking needed at this time," said the Timex adman.

**Ad agency receipts** totalled $4.3 billion in 1958, the U. S. Census Bureau reported in belated but authoritative statistics. The bureau counted 4,240 agencies in its survey 2 years ago. Detailed information obtained from 3,367 of them indicated they received $508.2 million in Commissions & $136.8 million from sales of ad materials & services.

### U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| WJAR-TV Providence | $1300 to $1500 | $325 to $350 | Feb. 1 |
| KXTV Sacramento | 1000 to 1100 | 275 (no change) | Jan. 15 |
| WHTN-TV Huntington, W.Va. | 1000 (no change) | 120 to 150 | Jan. 1 |
| WFGA-TV Jacksonville | 875 to 925 | 250 (no change) | Jan. 1 |
| WTRF-TV Wheeling, W.Va. | 700 (no change) | 155 to 180 | Jan. 1 |
| WTVR Richmond, Va. | 525[1] | 160 to 175 | Jan. 1 |
| KOLN-TV Lincoln, Neb. | 500 to 550 | 115 to 126 | Jan. 1 |

[1]This is half hour rate, hour available only upon request.

## Film & Tape

**DESILU SPLITS WITH NTA:** Desilu Productions has terminated distribution agreements on a number of NTA-syndicated series on the grounds that NTA is in default on payments. And Desilu, partially because of its problems with NTA, is considering establishing its own distribution company. Meanwhile, Screen Actors Guild is demanding residual payments from Desilu on Desilu-NTA series. And in another move boding trouble for NTA the Guild is planning legal action regarding allegedly delinquent residuals on 3 NTA series produced by 20th Century-Fox TV.

SAG is after Desilu for residuals on these NTA-Desilu series: *The Walter Winchell File, Official Detective, The Sheriff of Cochise, Grand Jury, This Is Alice* and *U.S. Marshal.* The Guild's position is that inasmuch as NTA has not assumed the responsibility of making residual payments directly to SAG, action to get the money will therefore be taken against Desilu.

Desilu administrative-finance vp Edwin E. Holly readily acknowledged to us that Desilu originally was responsible for such payments—and, in fact, is emphatically interested in seeing to it that actors get their residuals. But, he pointed out, when Desilu ended its distribution agreements with NTA "we felt there was a change." Conversations toward a general settlement of the dispute are being conducted by attorneys for NTA and Desilu, Holly said. SAG has flatly rejected the Desilu position that it's not responsible for payments following cancellation of the NTA contracts.

He also explained that Desilu's deal with NTA called for NTA to finance & Desilu to produce and hold ownership or profit participation in the series. "We want to get this liability off our back, but NTA is just sitting & arguing," Holly complained. Desilu had made certain demands (for money) on NTA, and when they weren't satisfactorily complied with, the distribution agreements were declared in default by Desilu, he said.

SAG is trying to collect approximately $250,000 in allegedly delinquent residual payments on 11 series. In addition to fees on the NTA-Desilu shows, it seeks payment from NTA on the *20th Century-Fox Hour, Man Without a Gun* and *How to Marry a Millionaire* (all 20th) and *Reader's Digest* and *Crossroads* (Bernard L. Schubert Inc.). SAG has filed suit in N.Y. Supreme Court against Schubert to collect on a series of promissory notes which it claims guaranteed payment of residuals on the 2 Schubert series.

SAG's board will meet this week (Feb. 13) to consider approval of filing of a law suit against NTA regarding the 3 series produced by 20th. SAG has the record of how NTA had assumed obligations for payment of residuals on these series.

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Screen Actors Guild is asking members to approve a dues hike, reporting that for the past 2 years it has operated in the red. Its deficit for 1960 was over $100,000; for 1959, over $40,000. SAG terms the dues raise an "absolute necessity." Factors contributing to increased operating costs are: Handling of residuals & claims checks, the pension & welfare plan, and the negotiation & administration of basic contracts. The proposed new dues structure ranges from $15 to $125 semi-annually, compared with the present $12-$80 semi-annually.

**20th-Fox Plans TV Expansion:** An ambitious expansion plan including the construction of revolutionary new multiple-level stages is under way at 20th Century-Fox TV. Like other major movie studios, 20th has been utilizing its movie stages for TV, but the time has come to construct stages with innovations designed to meet the requirements of TV film, says Peter G. Levathes, 20th Century-Fox TV pres. He told us last week that architects are now drawing the multiple-level-stage plans for more efficient production & utilization of space, and construction can begin in a year.

Much of the need for the new stages, Levathes says, stems from the increased importance of the 60-min. series, in which "you must have distant locations, elaborate sets and movement, otherwise you have a static show."

Next season 20th's *Adventures in Paradise* will be filmed in Tahiti; *Hong Kong* has filmed much of its background footage in that city; *The House on Rue Riviera* (a pilot) will be filmed in Italy & France if it's sold; and *The Hunters* will be shot in East Africa if that pilot is sold. Principals of the series will go abroad for the filming of authentic background shots, but interiors will be filmed at the Westwood studio.

For its *Bus Stop* series, the studio does not plan to confine its photography to the sound stages, will film "on all the highways of America," said Levathes. *Bus Stop* is one of several pilots being filmed at the studio.

Because a 60-min. show requires 7 days of shooting, it becomes difficult and a tight situation to meet air dates. Levathes says the only feasible way to get around this is by having 2 leads & 2 production units in each series. Accordingly, next season, 20th will have 2 companies on each of its 60-min. series, often filming simultaneously.

Levathes also told us that 20th has merged its TV-film & movie facilities, thereby giving the TV operation the use of the parent company's physical facilities, contract players, writers, directors, and vast film library ("we have 90 million feet of film in N.Y. alone"). For example, the TV unit will undoubtedly use footage from *Snows of Kilimanjaro* and *Roots of Heaven* for its *The Hunters* series, if that sells. "There was more footage shot in those pictures that was never used than was used," said Levathes.

Approximately $1 million is invested in the company's pilot production this season, said the executive, but part of this sum is network money. On another subject, he said 20th is "very much" interested in pay TV, and is watching developments closely. "We're studying it. I don't see how any company in the business can ignore it. It's too important a factor, and we're going to get into it," he told us. He said he expects pay TV to be a big factor in 5 years. He added that discussions with Skiatron are no longer on, mainly because the Skiatron system is not "fully developed," in his opinion.

Levathes said he does not believe in pay TV via cable, is certain that it must be accomplished "through the air, somehow, to be successful."

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No sales tax will be assessed against TV & movie studios in transactions with independents, where the studio has an interest in the picture. The decision, by California's State Board of Equalization, is the outcome of a test case by Warner Bros., and is expected to save millions for the TV & movie industries. Last April WB was notified it would be assessed $1.8 million in taxes, penalties and interest for sales tax from July 1955 to March 1959. The Burbank studio fought the case, and as a result of the tax board's new interpretation of the statute, the tax against Warners has been cut to about $20,000.

## HOLLYWOOD ROUNDUP

**How TV-Film Cost Will Rise:** Hollywood TV-film executives who prepare the budgets for the thousands of TV-film shows churned out annually have come up with what they say is an accurate estimate of how much the newly negotiated IATSE contract will cost. Their figures: $2,500 more for a half-hour on below-the-line costs, $5,000-to-$5,500 more for the 60-min. segment (Vol. 17:6 p8).

Executives we talked to emphasized that while these figures represent the average, there is a great deal of flexibility in TV budgets in both below-the-line (technical) & above-the-line (creative) costs. One budget shown us had $15,000 allocated above the line, $21,000 below. Another had $27,000 above, $25,000 below.

In anthology series, signing a name star or famous producer can raise above-the-line costs considerably. Some shows have elaborate sets, which bring up below-the-line costs. Because most studios have been stressing location work and more attractive physical accoutrements, below-the-line costs per telefilm have risen considerably recently.

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**Hollywood's AFL Film Council** has mailed to more than 1,200 unions a resolution condemning "runaway" production of movies as well as stars who "run away" to other countries to make pictures. The message asks support of the "Buy America" campaign by patronizing U.S.-made movies. The council charges that production of films abroad deprives American workers of jobs, and contributes to the nation's gold crisis.

**Bulova** has bought a Desilu Productions film special starring Lucille Ball for approximately $500,000. The show, to be filmed this summer, will be seen next season. Date & network haven't been set . . . **Desilu-Anso** (Anso is owned by Ann Sothern) has filmed a pilot, *Always April*, starring Constance Bennett & John Emery. They plan another, *Pandora & Friend*, starring Pat Carroll. Arthur Hoffe is producer of both.

**Thayer-Hamilburg Enterprises Ltd.** has been formed by Guy Thayer & Mitchell J. Hamilburg for the production of TV films & movies. Thayer is in charge of offices being opened in London, and is negotiating for studio space there . . . **20th Century-Fox TV** has signed John Ericson & Richard Anderson to star in *The House on Rue Riviera* pilot, and Paul Richards to appear in TV & movies.

**Libra Enterprises**, recently formed by producer-writer John Robinson, plans 4 series with Ziv-UA, the first of which is *Acapulco*, replacement for *Klondike* on NBC-TV. The second project is *Kovack*, a private eye. Robert Ginter Sr. and Malcolm Stuart are partnered with Robinson.

**AFTRA** has elected Tyler McVey pres. of the Los Angeles chapter. McVey won over John Kennedy. Other officers: Willard Waterman, 1st vp; Don Rickles, 2nd vp; Ted deCorsia, 3rd vp; Vince Pelletier, 4th vp; Alice Backes, secy.; Stanley Farrar, treas.

**Four Star Television and Calvic Productions** will pilot the 60-min. adventure series tentatively called *Caribbean* late this month. Calvic is owned by Rory Calhoun & Vic Orsatti. Calhoun will star . . . **George Schaefer** won the Directors Guild of America's TV directorial award of the year for "Macbeth."

## NEW YORK ROUNDUP

N.Y. Emmy awards will be colorcast live for the first time as a result of a WNBC-TV-ATAS agreement concluded last week. The event will originate from NBC's N.Y. Ziegfeld Theater May 13 (10:20-11:15 p.m.). ATAS N.Y. Pres. Henry S. White said the broadcast "is an expression of our strong desire that the N.Y. public recognize the creative & service achievements of local stations & their personnel." A special station achievement award for overall programming will be presented in addition to honors for individual programs. NBC-TV will carry the national Emmy awards on May 16 (10-11 p.m.).

Add syndication sales: **C&C Films**, TV Industries subsidiary, announced sale of its 100-feature RKO film package to NHK-TV, Japan, "the largest deal of its kind ever made for Japanese telecast" . . . **Official Films** has sold its library of *My Little Margie* to 4 CBS-TV stations, including WCBS-TV N.Y. . . . **Flamingo Films** has sold its 104-episode rerun *Superman* series in 10 new markets, upping the total to 35. New sales include WREC-TV Memphis, WJW-TV Cleveland, KPHO-TV Phoenix.

**Contract negotiations** between **Marilyn Monroe** & NBC were postponed last week when the actress, slated to play Sadie Thompson in a fall production of W. Somerset Maugham's "Rain," entered N.Y. Hospital. Needing "rest & recuperation following a very arduous year" (2 films and marital problems), her condition was reported as "satisfactory." The show will be video-taped next month as scheduled, according to exec. producer Ann Marlowe.

**Writers Guild of America** has set March 1 as the deadline for submission of scripts for its annual TV-radio writers awards (8 TV, one radio). Scripts must have been broadcast between Jan. 1, 1959 and Aug. 31, 1960 to be eligible. Beginning next year, the eligibility period will be from Sept. 1 of one year to Aug. 31 of the next.

**Fremantle International**, independent foreign distributor, sold 49 series in 35 countries, according to the firm's 1960 annual report. Canadian network sales accounted for much of the year's volume, with CBC purchases including *Silents Please* and *Klondike*.

**Transfilm-Caravel** executive offices will move to 445 Park Ave. on Feb. 20, although the production div. remains at 20 West End Ave., N.Y. And Feb. 13 is moving day for ARB, whose N.Y. sales office relocates at 1 Rockefeller Plaza.

**People: Jack P. Martin** has been named Ziv-UA northeastern div. sales mgr. **Jim Grubb** becomes north central sales mgr. . . . **Kevin O'Sullivan** has been appointed ITC gen. sales mgr. of N.Y. and network sales. **Jack Rhoades** is named central div. sales mgr.

### *Obituary*

**Lew Schreiber**, 60, Twentieth Century-Fox studio-operations mgr. and production executive, died in Hollywood Feb. 7. A former song-plugger & talent agent, he became Al Jolson's business mgr. in 1927. Later Schreiber joined William Morris as head of the movie-booking dept., leaving there to become casting director for 20th Century, then talent director after the firm's merger with Fox Film. He is survived by his wife, 2 daughters, a brother and 2 sisters.

## Congress

**Harris Committee Is Set:** The House Commerce Committee under Chmn. Harris (D-Ark.) was ready for business again last week, reorganized for the 87th Congress. The Republican quota was strengthened by one member but otherwise the Committee remained virtually unchanged.

Although the 21-12 Democratic-GOP ratio in the last session changed to 20-13, no re-elected Democrat lost his Commerce seat. Rep. Brock (D-Neb.), next-to-last ranking majority member, was defeated last November (Vol. 16:46 p5), so Harris had no party problem in adjusting to the new ratio.

The 4th ranking GOP member, Rep. Derounian (N.Y.), dropped off the Committee. A member of the now-dissolved Legislative Oversight Subcommittee, he was tapped by the Republican leadership for an assignment to the more important Ways & Means Committee instead. To replace Derounian & fill the extra Commerce spot, the House Republican Conference picked freshman reps. Sibal (Conn.) & Thomson (Wis.). They go to the bottom of Commerce's GOP roster.

Meanwhile, Republican Reps. St. George (N.Y.), Smith (Cal.) and Hoffman (Ill.) were assigned to the expanded Rules Committee, which is counted on this year to clear any federal-aid-to-ETV legislation for a floor vote (Vol. 17:6 p14). All are political conservatives opposed to school-aid bills, but pro-ETV Democrats still had an 8-7 edge on the traffic-controlling committee.

The House reorganization left Harris in his usual control of the Commerce Committee machinery, but cogs in his personal political machine back home in Ark. may need some oiling before the 1962 election. Because the state's population dropped and the Ark. legislature was forced into redistricting which joined districts represented by Harris & Rep. Norrell (D), one of the legislators faces elimination in 2 years.

Commerce member Moulder (D-Mo.), first Oversight Subcommittee chmn. who narrowly won re-election (Vol. 17:2 p4), was back at his old stand, but it still was shaky. His GOP opponent, Baptist minister Robert Bartel, filed an official election protest with the House Administration Committee, alleging irregularities at the polls. The Administration Committee made no immediate move for any investigation, however.

Investigative work by the Commerce Committee this year was laid out in a House-approved jurisdictional resolution (H. Res. 108) authorizing probes in a dozen areas. Among them: (1) "Allocation of radio spectrum, color TV, pay TV, educational TV, ownership & control of communications facilities, technical developments in the communications field, and the administration by the FCC of the statutes which it administers." (2) "Advertising, fair competition and labeling, and the administration by the FTC of the statutes which it administers."

———— ■ ————

FCC-requested bill (S-683), cutting down on the Commission's paper work by eliminating some requirements for sworn documents in cases (Vol. 17:6 p13), has been approved by the Senate Commerce Committee. Action on a companion FCC measure (S-684) by Chmn. Magnuson (D-Wash.), requiring painting of unused transmission towers, was held up by the Committee pending a possible amendment obliging owners of abandoned structures to tear them down. Identical bills (HR-4113 & 4114) have been introduced in the House by Commerce Chmn. Harris (D-Ark.).

**Power to reorganize** any area of the govt.'s executive branch—subject to Congressional veto—has been approved by the Senate for President Kennedy. With little debate, the Senate passed & sent along to the House a bill (S-153) extending the Reorganization Act of 1949 to June 1, 1963 (Vol. 17:5 p8). The House is expected to approve the measure, which will pave the way for plans the President may submit in line with agency-reform proposals by White House advisor James M. Landis. The Senate vote came after Commerce Committee Chmn. Magnuson (D-Wash.) was given assurances by Administration floor leaders that his jurisdiction over regulatory bodies such as FCC won't be impaired by terms of the bill.

Cabinet status for a revamped expanded USIA, whose new dir. is ex-CBS commentator Edward R. Murrow (Vol. 17:6 p3), has been recommended to Congress by the U.S. Advisory Commission on Information. Headed by Yale's Mark A. May, the Commission said in its 16th report that all foreign information, general education and cultural programs should be consolidated in a single independent agency. The top man in the agency should have direct access to the President, attend cabinet meetings and participate in National Security Council sessions, the Commission said. It criticized lack of coordination now between programs administered by the State Dept. and other govt. offices as well as by USIA.

**Attack on Edward R. Murrow**, new USIA dir. (Vol. 17:6 p3), by the St. Paul Catholic weekly *The Wanderer* has been carried into the House by Rep. Knox (R-Mich.). Inserted in the *Congressional Record* by Knox, an editorial in the weekly said Murrow "has been widely regarded as soft on Communism." At the same time, Sen. Wiley (R-Wis.) told his colleagues that he's "delighted" with Murrow's appointment. Wiley said Murrow's "great ability" is needed by USIA.

**CBS Inc. Pres. Frank Stanton** deserves his nomination by the Jan. 21 *Saturday Review* as "businessman of the year," Senate Commerce Committee Chmn. Magnuson (D-Wash.) told his colleagues. Inserting the text of the magazine's citation in the Feb. 6 *Congressional Record*, Magnuson said: "I have known Frank Stanton for many, many years and join with the *Saturday Review* in saluting him. I commend the article to my colleagues & to the general public." The magazine singled out Dr. Stanton's Great Debate campaign last year, called him a "communicator-turned-crusader" for higher public service by broadcasting.

Chorus of complaint in Congress against CBS-TV's "Harvest of Shame" expose of migratory farm workers' living conditions (Vol. 17:6 p13) has been joined by Sen. Holland (D-Fla.). He said in a Feb. 6 floor speech that the show was "grossly unfair to both migrant agricultural workers & their employers."

**Advice to Congress & FCC** on how to "improve broadcasting for our country" has been sent to N.C. Senate & House members by mgr. Lincoln Faulk of radio WCKB Dunn, N.C. Among other things, Faulk supported moves to prevent "fast-dollar" station sales within 3-year license periods. He also said "FCC has the power & duty to look into programming, and, short of censure, use its power to influence programming in the public interest." The recommendations were inserted in the Feb. 9 *Congressional Record* by House Commerce Committee Chmn. Harris (D-Ark.), who was praised by Faulk for "fair & impartial" treatment of broadcasting's problems.

## Programming

Burke Ormsby, KFSD-TV San Diego program dir., writes to inform us about a column in the Feb. 2 *San Diego Evening Tribune* which charges that oldie Hollywood movies stuffed with anti-American propaganda are now going into U.S. homes via TV. The column, by entertainment editor Dave McIntyre, roasts TV stations because, it claims, there is no "thorough effort to sift & evaluate the content of pictures . . . The general practice is simply to line up the reels & play them off." Rebuts Ormsby: "To baldly state that all stations run every film in a given feature package displays a lack of proper research into the industry. Many stations like ourselves delete a large number of pictures simply because we do not feel these are good program material. I know that all our motion pictures are screened very carefully, and many are rejected or edited to remove any objectionable material." NAB gave exactly this advice in its recent regional meetings.

British TV "specials" are being offered to U.S. buyers by Independent TV Corp., owned by Britain's Associated TV Ltd., in a move to exploit ATV's live-TV production facilities in the international market. The ITC package consists of 13 hour-long shows, taped at Elstree Studios, starring American singer Jo Stafford. Pre-production orders have been received from program buyers in Canada, Japan, Australia, Germany, France, Italy, Mexico, Portugal and the Scandinavian countries, in addition to the obvious British commercial deal with ATV itself, reported Michael Nidorf, chmn. & pres. of ITC.

Block-booking injunction orders were filed last week by Federal Judge Archie O. Dawson, confirming his Dec. 2, 1960 decision that TV sales of features in mandatory blocks are illegal (Vol. 16:50 p5). The order permits distributors "to sell or license for exhibition over any TV station, or group of stations, any number of films for any number of runs in a single agreement in an aggregate price or fee." The conditioning of one feature film sale on the buy of another in TV is illegal—but there's nothing to prevent a station from buying a complete package group if it desires.

TIO's annual report has "noted with satisfaction" the events of 1960. Bulletins on cultural & educational programming were distributed by 60 stations in 19 cities, with circulation approaching 100,000. *Interaction*, a book of public-affairs case histories, is currently in 1,900 schools & public libraries "and broadcasters are using it to plan their public-affairs programs." The information agency picked up 4 new sponsors in 1960—WTVJ Miami, WOAI-TV San Antonio, KPAC-TV Pt. Arthur, KDAL-TV Duluth.

Betty Furness returns to TV Feb. 20, but not with her hand on a refrigerator door. Her stated desire to be "useful" & "purposeful" in the TV public-affairs area will finally be realized when she debuts as hostess of a WNTA-TV N.Y. viewer-question program, *At Your Beck & Call* (Mon.-Fri. 1-2:30 p.m.). Telephoned queries will be tackled by Miss Furness and a changing 4-member panel of physicians, educators and public-service officials.

### *Obituary*

Kieran T. Murphy, 46, vp-treas. of Crosley Bcstg. Co., died unexpectedly, apparently of a heart attack, while off the coast of Venezuela on a vacation cruise. He started in radio with the Hearst organization, was business mgr. of radio WINS N.Y. when Crosley bought it in 1946. In 1949, he was named WINS mgr. & controller, came to Cincinnati in 1950 as Crosley controller, was elected vp-treas. in 1951.


**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** John D. Kelly promoted from national sales mgr., WJW-TV Cleveland to Eastern sales mgr., Storer Television Sales Inc., the company's new spot-sales organization. George U. Lyons appointed Midwest sales mgr. He was national sales mgr., WSPD-TV Toledo.

Carl W. Vandagrift named to new post to staff coordinator for special corporate projects, Westinghouse Bcstg. Co. . . . Edward R. McCauley named controller & asst. secy., TelePrompTer . . . Richard L. Linkroum, special programs vp, NBC-TV, resigns to become independent producer . . . Don Searle of radio Farm & Home Stations ex-mgr. of KOA-TV & KOA Denver and formerly ABC Hollywood vp, joins Hamilton-Landis Associates, Los Angeles.

Arch Madsen resigns as asst. dir. of AMST to take over management of TV-radio operation in substantial market, details to be announced shortly . . . Lauren A. Colby leaves Washington communications law firm of Fly, Shuebruk, Blume & Gaguine to open own offices at 945 Pennsylvania Ave., NW, Washington (DIstrict 7-0236) . . . Frank H. Nowaczek promoted to NCTA special asst. from public relations manager.

Carl Haverlin, BMI pres., presented with first "Lincoln Award of the Year" by the Lincoln Group of the District of Columbia . . . Sherry Shourds resigns as Y&R's West Coast production center head to resume directing TV and movies . . . Robert E. Clark, ex-*Washington Evening Star* named ABC News Washington correspondent . . . William Alcine named to new post of exec. producer, KNXT Los Angeles . . . Van Cantfort named program mgr., WAVY-TV Portsmouth-Norfolk . . . Phil Corper named sales development & promotion vp, George P. Hollingbery Co. . . . Warren Nelson appointed TV sales vp, Hollingbery Chicago office.

Charles A. Wilson, sales development mgr., WGN-TV Chicago, named also national sales dir., KDAL-TV & KDAL (Duluth) Chicago office . . . Edward J. Hennessy promoted from gen. sales mgr., WAVY-TV Portsmouth-Norfolk, Va., to TV sales vp and Ned G. Sheridan, WAVY radio gen. mgr., named vp for radio div. Clifford A. Frohnhoefer, asst. treas. & asst. secy., named treas. & controller, and continues as asst. secy. . . . Thomas B. Cookerly promoted from national sales mgr. to gen. sales mgr., WBTV Charlotte, N.C. J. W. Timberlake Jr. promoted from sales mgr. for the Carolinas to Southeast regional sales mgr.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 ENDED WITH RETAIL UPSURGE:** December retail sales provided a surprise ending to 1960's TV story and a really socko finish to radio's best retail year since 1948. Final retail sales results for 1960, as tallied & released by EIA last week: TV, 5,945,045 sets—3.4% more than the 5,748,676 sold in 1959. Radio (excluding auto), 10,705,128 sets—up 20% from 1959's total of 8,897,451.

December TV sales to consumers showed a more-than-seasonal upturn, reversing a 4-month trend and resulting in higher retail sales for 1960 than had been predicted in last few months of the year. Retail sales for the last month of year totaled 768,140 sets—9.4% more than the 701,705 reported for Dec. 1959. This compares with November's 12% dip (under Nov. 1959), and October's 13%, September's 9% & August's 13% declines. For January through July, 1960 retail sales had been well ahead of corresponding 1959 months.

Radio registered phenomenal December retail sales of 2,378,853—more than 35% higher than those of Dec. 1959—and provided a smash climax to a year which saw excellent radio sales across the board, despite intense Japanese competition.

EIA also issued final TV-radio production figures for 1960, replacing preliminary ones reported here last month (Vol. 17:3 p19).

Other highlights of EIA statistical report: Production of uhf-equipped TV sets, which ran 50% higher than 1959 during 1960's first half, tapered off during 2nd half, and final figure was slightly lower than 1959's total. FM radio production for the year totaled 904,766 sets—67% more than in 1959. (EIA includes only FM & FM-AM table models in its tally; sales of all FM receiving devices, including phono combinations, are believed to have totaled about 2 million last year.)

Official EIA TV-radio production & retail sales figures for 1960, compared with 1959:

**TELEVISION**

| Month | Total Production 1960 | Total Production 1959 | Uhf Production 1960 | Uhf Production 1959 | Retail Sales 1960 | Retail Sales 1959 |
|---|---|---|---|---|---|---|
| January .... | 526,494 | 437,026 | 50,119 | 35,841 | 590,867 | 501,704 |
| February .... | 503,453 | 459,492 | 43,537 | 34,678 | 507,673 | 448,173 |
| March ..... | 549,500 | 494,032 | 45,411 | 32,112 | 501,829 | 425,751 |
| April ..... | 422,551 | 389,251 | 39,240 | 20,501 | 351,214 | 268,998 |
| May ..... | 442,176 | 431,911 | 32,295 | 28,247 | 334,283 | 279,536 |
| June ..... | 518,870 | 671,004 | 34,245 | 29,064 | 371,661 | 344,795 |
| July ..... | 268,854 | 350,360 | 14,621 | 21,022 | 392,858 | 370,575 |
| August ..... | 462,286 | 547,445 | 26,829 | 32,847 | 429,346 | 492,449 |
| September .. | 678,937 | 808,337 | 46,161 | 51,555 | 620,810 | 684,773 |
| October .... | 499,999 | 706,503 | 38,999 | 55,113 | 554,478 | 637,147 |
| November .. | 429,757 | 560,770 | 34,381 | 46,544 | 521,886 | 598,070 |
| December .. | 405,469 | 593,170 | 22,689 | 48,047 | 768,140 | 701,705 |
| TOTAL .. | 5,708,346 | 6,349,380 | 428,527 | 435,571 | 5,945,045 | 5,748,646 |

**RADIO**

| Month | Total Production 1960 | Total Production 1959 | Auto Radio Production 1960 | Auto Radio Production 1959 | Retail Sales (excl. auto) 1960 | Retail Sales (excl. auto) 1959 |
|---|---|---|---|---|---|---|
| January .... | 1,355,788 | 1,124,737 | 632,461 | 420,052 | 803,388 | 700,490 |
| February .... | 1,442,368 | 1,125,385 | 596,872 | 432,551 | 611,479 | 474,888 |
| March ..... | 1,667,550 | 1,347,554 | 633,761 | 511,219 | 664,441 | 515,563 |
| April ..... | 1,230,323 | 1,040,183 | 399,963 | 422,346 | 547,889 | 388,863 |
| May ..... | 1,277,040 | 1,039,562 | 463,165 | 476,222 | 548,322 | 400,882 |
| June ..... | 1,551,451 | 1,430,165 | 596,870 | 637,806 | 702,889 | 678,195 |
| July ..... | 890,359 | 829,035 | 328,009 | 254,725 | 573,363 | 526,827 |
| August ..... | 1,048,406 | 1,009,423 | 340,860 | 279,424 | 794,608 | 671,713 |
| September .. | 1,945,092 | 1,981,208 | 788,961 | 717,501 | 1,102,092 | 928,457 |
| October .... | 1,727,560 | 1,795,718 | 639,357 | 531,116 | 1,036,333 | 839,912 |
| November .. | 1,468,847 | 1,346,079 | 491,026 | 290,815 | 941,521 | 1,016,634 |
| December .. | 1,521,734 | 1,553,308 | 520,907 | 581,378 | 2,378,853 | 1,755,027 |
| TOTAL .. | 17,126,518 | 15,622,357 | 6,432,212 | 5,555,155 | 10,705,128 | 8,897,451 |

**FM radio production** (1959 figures in parentheses): Jan. 33,816 (30,235), Feb. 56,515 (29,145), March 83,127 (32,994), April 68,196 (31,425), May 65,438 (48,841), June 105,317 (50,783), July 49,707 (24,553), Aug. 71,125 (42,866), Sept. 111,745 (76,942), Oct. 88,596 (62,959), Nov. 86,323 (50,131), Dec. 52,437 (59,628). **Total for year:** 904,766 (540,522).

Note: Canadian TV & radio distributor sales to dealers fell sharply in 1960 from 1959, EIA of Canada reported last week. TV shipments totaled 340,755 sets, down 16% from the 405,956 units in 1959. Radio sales to dealers dropped 13% to 540,844.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 3 (5th week of 1961):

| | Jan. 28-Feb. 3 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 112,301 | 108,626 | 135,438 | 472,821 | 662,942 |
| Total radio | 289,045 | 320,837 | 379,076 | 1,344,009 | 1,735,877 |
| auto radio | 101,244 | 112,124 | 173,361 | 489,722 | 806,125 |

**SELLING IS TOUGH—BUT 'NO RECESSION':** Manufacturers are going to need 3 eyes in 1961. They'll have to keep one eye on sales, one on inventories—and one on the government. That seems to be the feeling of many TV-radio-stereo makers after first 6 weeks of new year and 3 weeks of new administration in Washington. But even with only 2 eyes apiece, manufacturing & merchandising officials can still be described as cautiously optimistic that this year will be at least as good as 1960.

"The only thing we have to fear is recession talk." That's recurrent theme in our interviews with set makers. Market isn't as firm as it might be, "but it's a helluva long way from being a recession"—is how Zenith Sales Corp. Pres. Leonard C. Truesdell put it to us (despite Kennedy administration's official use of "recession" label). Public will buy if properly stimulated and not scared off by recession talk, manufacturers say. And, to back up this view, some point to sales last month equal to or better than Jan. 1960.

It's still a wait-&-see period: Will Kennedy administration's anti-recession measures give public increased buying power? Will it restore confidence in state of economy? How will consumers react to new-model consumer-electronic instruments, now just coming on market?

There are plenty of plus factors: Set makers are in fighting trim, having cut out the fat in their organizations while beefing up sales efforts. They're playing it very close to the chest, keeping inventories low, working on short-term schedules to respond quickly to any change in consumer buying habits. Good December sales (see story on opposite page) have buoyed industry spirits.

Picture for 1961 is still pretty fuzzy, however. January apparently was quite good in TV market (distributor sales only 3% lower than Jan. 1960), poor for radio (down at least 35% in unit sales from Jan. 1960), reversing recent trends. Image is obscured, however, by snowstorms in East, which kept customers from the stores—and which are expected to hold down February results, too.

"This is only the first round of a 15-round fight," said RCA Sales Corp. Chmn.-Pres. W. Walter (Wally) Watts, "but I am optimistic that we will meet our forecasts for the first quarter. I don't think there is anything basically wrong with the economy that can't be cured by a change in the public's attitude." He added that widespread gloom & recession talk is damaging public confidence.

Industry generally "must have much tighter control over inventories & expenses," he said. "Unless you watch very closely, you can stub your toe & end up with an inventory or expense situation that will kill you—or you can slim down too much & miss out on a sudden upturn in the market."

Watts predicted a "shakeout period" in consumer electronics. "Some people are going to get hurt. The smart ones will stay." As to RCA: "We have made great strides in setting up controls, and are in a good position to ride with the punches"—through streamlined operations (consolidation of consumer-electronics operations in Indiana, staff reorganization, etc.). "RCA did not get caught in an inventory situation at the end of the year," he added. "We're not in the dump business." RCA is going to have a bigger share of the TV market in 1961, he predicted—"and we're going to make money at the same time."

"The problem is not discouraging, but stimulating to more effort by everybody," Watts summed up. "We have a very optimistic outlook for 1961."

Among other industry comments on 1961 business:

Zenith Sales Corp. Pres. Leonard C. Truesdell: "So far the market doesn't have much power to it, but this is no recession. People ought to stop this 'recession' talk." Our business last month was about the same as Jan. 1960, when we had sensational sales. For the rest of this model year—through May—we're setting up to sell the same number of TV sets as last year, plus a greater amount of stereo & radio. Our dealers bought more TV & radio at December-January showings than a year ago."

Sylvania Home Electronics Pres. Peter Grant: "January started out slow for us, but went out like a lion. This end-of-month pickup should sustain itself well into February, at least. Dealer inventories are at satisfactory levels."

Olympic Pres. Morris Sobin: "We just completed an excellent year and expect another one, both sales- & profit-wise. Our higher-priced items continue to sell well, and a huge part of our business is in TV-stereo combinations. Our combinations are continuing to increase this year in sales as a percentage of our total business."

Among other set makers, Magnavox reported January business better than a year ago. Parts makers,

who must make it their business to anticipate end-product sales, displayed various degrees of optimism, as represented in these 3 views from 3 leaders in the component field:

Sprague Electric Chmn. Robert C. Sprague: "The key is the ratio of inventory buildup to inventory liquidation. In times of confidence, manufacturers build up their inventories; in times of fright, they liquidate. Set makers are pretty trim right now—or they should be—and this is good for the components industry." Sprague predicted a higher Gross National Product this year than last, and expressed belief that increased federal spending will help increase the level of business by 2nd half of year.

Muter Co. Pres. Leslie F. Muter: "We'll get going in 1961. Inventories are in good shape. It'll be a slow first quarter, but things will pick up as we go along. I think it's possible to make 6 million TVs and 15-to-18 million radios this year."

Centralab Pres. W. S. Parsons: This won't be a "runaway year," Parsons believes. He speculates that consumer electronics sales may be equal to or slightly below last year. However, Centralab expects a 20% increase in sales this year as result of new products & new markets.

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**TV EXPORTS RISE:** Although U.S. exports of TV sets in 1960 dropped to $14 million from $19 million in 1959 (Vol. 17:5 p17), Census Bureau reports for November & December show a sharp upturn in the latter part of 1960—largely due to big orders from Egypt, Argentina, Venezuela, Mexico, Peru & Canada.

October saw shipment of 14,776 TV sets (at $2,073,-445) and 17,386 TV chassis ($862,529), November 11,487 TVs ($1,601,691) and 6,281 chassis ($412,746). This was a sharp increase from September's 8,164 sets ($1,147,048) & 3,873 chassis ($142,141).

Biggest shipment during the October-November period was 5,195 complete sets at $739,662 to Egypt in October, presumably by RCA, which has the exclusive concession for TV transmitting-&-receiving equipment in the United Arab Republic (although Census Bureau summaries don't name shippers). Other large October shipments: To Venezuela, 2,338 sets at $342,385; to Peru, 1,810 sets at $247,205; to Canada, 1,267 sets at $182,686; to Italy, 9,600 chassis at $410,672; to Argentina, 7,500 sets at $430,187.

Big November shipments include: To Venezuela, 2,758 sets at $408,320; to Canada, 1,529 sets at $221,782; to Peru, 1,293 sets at $176,860 & 1,000 chassis at $67,417; to Mexico, 1,267 sets at $147,487 & 2,400 chassis at $412,746; to Argentina, 1,555 chassis at $136,406; to Uruguay, 1,267 chassis at $87,742.

Some indication of foreign-TV station construction activity can be gained from statistics on export of TV transmitting-&-studio equipment. In October & November, these countries were the recipients of large TV broadcast gear orders: Japan was the biggest customer, buying $225,-020 of studio equipment in October, $230,858 in November, $2,604 in transmitting equipment in October; Australia, studio equipment, $233,125 (Oct.), $53,372 (Nov.); Egypt, studio equipment, $196,446 (Oct.), $25,719 (Nov.), transmitting equipment, $99,718 (Oct.), $6,835 (Nov.). Other large customers for U.S. TV station equipment in October & November were U.K., Argentina, New Zealand, Syria, Venezuela, Mexico, Canada, Thailand, Brazil.

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**Stromberg-Carlson employed 9,000** at the end of 1960—an all-time high & 15% greater than the year before, reports James D. McLean, pres. of General Dynamics/Electronics, newly formed GD division which incorporates S-C (Vol. 17:6 p16). In his 1961 predictions, McLean forecast that GD/E will supply radios for 35% of the non-factory-equipped cars in the U.S.

Huge damage suits were threatened at week's end against the 29 manufacturers convicted last week of fixing prices & rigging bids in sales of heavy electrical equipment. The threats came from govt. bodies & private utilities, which claimed they had been overcharged. Both GE & Westinghouse announced studies in progress to determine whether any customers had been overcharged, and GE stated that its study so far showed that purchasers had "received fair value by any reasonable standards." The 29 firms & 44 officials were fined a total of $1,924,500 in 20 separate anti-trust cases. Seven men received 30-day prison terms—a Westinghouse vp & a Westinghouse div. sales mgr., 2 GE vps & one GE div. mgr., a Cutler-Hammer vp and a Clark Controller vp. Among other companies fined: Allis-Chalmers, McGraw-Edison, Moloney Electric, Wagner Electric, Federal Pacific Electric, I-T-E Circuit Breaker, Allen Bradley Controller, Cutler-Hammer, Square D, H. K. Porter Co. Products involved in the cases where heavy power transformers, power switchgear assemblies, turbine generator units, industrial control equipment, power-switching equipment, condensers.

Crosby Electronics is ready to fight its stereo standards opponents, principally GE & Zenith, on their own grounds if necessary, it's apparent from remarks made by Pres. Murray G. Crosby at a news conference in Washington last week. A big argument of opponents is that the Crosby system won't permit FM stations to continue their subsidiary communications services—storecasting, background music, etc. Although he doesn't recommend it, Crosby said that his system can also include the services—and do it better than competing systems can. Bitterly, he accused GE of distorting the whole concept & theory of FM in an attempt to persuade FCC. Crosby said that 20 companies have taken patent licenses on his system. Royalties are 50¢ per unit up to 25,000, 25¢ each for more than 25,000. For kits, royalties are 30¢ & 15¢ for the same quantities. He asserted that competing systems will produce restricted coverage & poorer quality and that their adapters won't work satisfactorily with "millions" of existing FM sets. His adapter will cost "from $39.95 up"—in addition to amplifier & speaker.

**Improvements in uhf TV sets** may be possible through a developmental nuvistor uhf amplifier—one of 2 new nuvistor types described by RCA engineers at the AIEE winter meeting in N.Y. Used as an RF amplifier at a frequency of 450 mc, a typical circuit described by RCA would have a noise factor of 7 db, gain of 13 db and bandwidth of 7 mc.

**EMPLOYMENT IS STABILIZING:** Although other industries, notably automotive, are experiencing short- & long-range labor fluctuations, the employment picture in the electronics industry is relatively stable.

At any rate, our survey last week of 9 manufacturers —from Admiral to Zenith—failed to turn up any signs of additional cutbacks this year, either among production personnel or so-called "middle-management" executives who take home $15,000-to-$30,000 annually. If anything, signs point the other way—to the recall of workers furloughed late last year and to the beefing up of sales & marketing staffs for strong spring offensives in the face of stiffening competition.

Apparently the electronics industry is rebounding more quickly than most other industries. The Labor Department last week, for example, called January's unemployment situation "equal to the worst for the month since the early 1940s." General Motors, Chrysler, Ford and American Motors have announced new plant shutdowns and/or furloughs. Frigidaire reported it will lay off 160 additional production workers Feb. 17, increasing the month's cutbacks to 710.

The employment picture for the immediate future isn't any more cheery, the Labor Dept. noted. Its survey found that manpower requirements by mid-March will be largely in seasonal activities—construction, apparel, and other nondurable goods industries. Outlook for the durable goods industries: "On balance, net losses may exceed advances (in employment) between mid-January & mid-March."

Generally, our survey found, the electronics industry seems to be in a trim inventory position and is stoking up for production on new lines. December traditionally is the layoffs-for-inventory-cleanup month, and industry last year cut back earlier & heavier than usual to offset the poor market. The flow now has begun in the opposite direction. Industry is sounding the traditional new-year recall.

Rumors of pruning at the "middle-management" level proved to be just that—rumors. Magnavox, for example, noted its recent hirings of executives Jack S. Beldon & A. Robert Baggs (Vol. 16:52 p23). Sylvania & Zenith, among others, told us about recent additions at the executive levels. Hoffman said it had shuffled some executives to non-consumer activities, but there were no severances.

Summing up, the electronics industry seemingly has just about squeezed out the fat in both personnel & inventory, is now carefully adding sales & marketing talent and rebuilding production forces for what undoubtedly will be a year of tooth-&-claw selling & competing to stay ahead of the pack (see p. 17).

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**Engineers are recession-proof,** and they make money faster than most, the Engineers Joint Council noted last week, after surveying 200,000 engineers in industry, government and education. Three factors provide the graduate engineer with immunity to layoffs, EJC concluded: Shortage of engineers, technological complexities of modern living, military demands. The engineer keeps earning more, too. Since 1953, EJC found, the annual median salary of an engineer has increased 49% from $6,500 to today's $9,600. In that same period, average weekly wages of production workers increased 27%. Among the 200,000 surveyed engineers, only 570 reported annual salaries of less than $5,000; 2,500 earn $25,000 and up.

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**Thompson Ramo Wooldridge subsidiary** Pacific Semiconductors has received orders totaling $2.1 million from North American Aviation for silicon computer diodes.

Factory sales of picture & receiving tubes in 1960 slumped markedly from 1959 levels both in unit & dollar volume. The slump was even more evident in December. Picture-tube sales in 1960's final month totaled 531,747 units valued at $11,042,159, compared with 816,787 units at $15,941,040 in Dec. 1959. Receiving tubes also skidded badly in Dec. 1960: 27,066,000 units at $23,571,000 vs. 37,248,000 units at $32,401,000 in the year-earlier month. Here is the official 1960 picture-&-receiving tube summary, as released last week by EIA:

| | Picture Tubes | | Receiving Tubes | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 795,250 | $15,831,430 | 31,367,000 | $26,872,000 |
| February | 741,233 | 14,495,480 | 32,734,000 | 27,881,000 |
| March | 794,375 | 15,654,281 | 36,382,000 | 31,751,000 |
| April | 707,252 | 13,782,769 | 29,737,000 | 25,759,000 |
| May | 659,859 | 13,329,826 | 30,354,000 | 25,580,000 |
| June | 756,827 | 15,505,481 | 33,916,000 | 29,065,000 |
| July | 681,785 | 13,898,468 | 34,883,000 | 28,810,000 |
| August | 928,164 | 18,843,067 | 38,540,000 | 31,702,000 |
| September | 913,496 | 18,345,103 | 34,612,000 | 28,007,000 |
| October | 771,324 | 15,478,435 | 33,506,000 | 27,628,000 |
| November | 732,359 | 14,625,632 | 30,024,000 | 25,627,000 |
| December | 531,747 | 11,042,159 | 27,066,000 | 23,571,000 |
| 1960 Totals | 9,013,671 | $180,832,131 | 393,055,000 | $331,742,000 |
| 1959 Totals | 9,522,546 | 183,771,922 | 432,936,000 | 368,872,000 |

**Magnavox will franchise more dealers** "in areas where we are not getting a respectable market penetration," Pres. Frank Freimann stated in a letter to dealers. While predicting Magnavox and its dealers will have their best year in 1961, he said that "market penetration & exposure of Magnavox products are insignificantly small" in relation to the company's stature & product quality. The company is establishing marketing quotas for each area "with the object of getting an equitable part of the business consummated in that community." He pointed out that Magnavox has 1,500 franchised dealers and indicated that the company plans to continue working through franchised dealers exclusively. The top 25 dealers, he said, "averaged sales of over $1 million each" last year.

**GE entered a new field**—products designed for teaching & self-education—with the showing last weekend of a line of electronic science kits at Chicago's Hobby Industry Assn. Show. The 7 kits comprising the initial education projects will be manufactured by GE's radio-receiver dept. in Utica, N.Y., under educational projects mgr. Norman R. Huey. The new kits (with suggested list prices): Transistor Lab ($9.95), Basic Electricity Lab ($14.95), Advanced Electronics Lab ($39.95), Project Transistor Radio ($17.95), Project Transmitter ($19.95), Project Intercom ($24.95), Project Analog Computer ($29.95).

**ITT will acquire** in an exchange of stock San Jose, Cal.-based Jennings Radio Mfg., "world leader in the development & manufacture of high-power vacuum capacitors & switches." ITT Pres. H. S. Geneen said the acquisition "will represent an important position in an electronic component area which is the key to the development by ITT of a whole new field of products both in the U.S. & abroad." Jennings will operate with its present management & sales force as an autonomous subsidiary of ITT.

**Harman-Kardon Inc.,** newly acquired by Jerrold Electronics, has a substantial expansion & diversification program in the works. Pres. Sidney Harman states: "We plan to make an extensive effort shortly in public-address equipment & sound-distribution systems." Jerrold itself is quietly working toward broadening its own operations—including the establishment of more CATV systems, usually in combination with investors in the communities involved.

**HOFFMAN MAY QUIT TV:** Hoffman Electronics' TV business may become the first casualty of the 1960 slump. The West Coast manufacturer, a pioneer in TV whose set sales once ranked No. 1 among all brands in California, concedes that it is not now producing TV sets and is selling its inventory "because of uncertain market conditions."

"Once the market is stabilized, we will take another look at the TV picture," a Hoffman spokesman told us. Hoffman "fully intends" to remain in the radio, stereo & phono business, he added. The company last week indicated it will report a 1960 loss of about $961,000, due mainly to "drastic year-end reductions" as a result of military-contract losses (see p. 22), but the company's TV business admittedly had also been in trouble during 1960.

Meanwhile, another pioneering TV brand-name, which left the scene during the shake-out of 1956, apparently is in for a small-scale TV comeback this year. General Dynamics/Electronics is on the verge of a decision to incorporate some TV combinations in its Stromberg-Carlson stereo line.

Entry into TV field is being "strongly considered" by General Dynamics/Electronics (formerly Stromberg-Carlson), but no final decision has been made, a company spokesman told us last week. If the company does return to TV, we were told, it will be only in the field of high-end TV-radio-phono combinations—at least for any models introduced this year. On this limited-scale basis, presumably TV chassis for any Stromberg-Carlson combinations would be purchased from outside suppliers, rather than manufactured by GD/E. Both Fisher and Pilot have recently begun offering TV-phono combinations on this basis. GD/E's final decision on TV probably will be made within 30-to-60 days, with no deliveries of TV combinations before summer or fall. Among other plans for the Stromberg-Carlson home instruments: Broadening of the line with the addition of lower-priced consoles (though there's no intention of entering the low-price market) and increasing the number of dealers handling the line.

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**Admiral's 1962 electronics lines** will be introduced to 2,500 dealers at a series of "Dealer Convention Holidays" at Las Vegas's Flamingo Hotel beginning in the 2nd half of May. This follows the pattern of Admiral's successful Miami Beach & Las Vegas dealer trips last year. Dealers will be transported in chartered planes to the 4-day event, which will include one open day with no planned activities.

**Admiral's 8-millionth TV set** has been shipped with a congratulatory letter from Sales Corp. Pres. Carl Lantz to the eventual buyer, who is requested to notify Lantz of his purchase. Admiral plans a suitable memento. At last check, the TV set, a 23-in. stereo combo, had arrived at Admiral's Portland, Ore. distributor, Seaport Appliance.

**Admiral currently advertises** these promotional low-priced 23-in. models in the trade press: Table model, with base included, $188.88 (former list price of the same set was $199.95 without base); console, "$199.95 with trade" (formerly $249.96 list).

**Add implosion shields:** GE is using a safety window of Tenite butyrate plastic on its Designer portables. The lightweight tinted shield has mounting flanges on the corners, is curved to conform with the picture-tube face and is dry-sealed to the front of the tube to prevent dust collection on the tube face. The shield is made by Eastman Chemical Products, an Eastman Kodak subsidiary.

**Computer center for neighborhood businessmen** was opened in N.Y. recently by National Cash Register as the forerunner of more than 100 similar service centers which will dot the country. Pres. Robert S. Oelman said the service, available for as little as $25 monthly, will give small & medium-size retailers "a daily picture of their sales for the first time and enable them to place their operations on a much more efficient basis than was ever before possible" • **American Stock Exchange is buying** a $3-million electronic "brain" from Teleregister to speed & expand communications between the exchange & member firms. Part of the data-processing system, known as "Telefile," will be in operation in about 2 years.

**Opposing renewal of Renegotiation Act** of 1951, EIA has told Congress that the World War II & Korean War conditions under which the Act was passed are no longer present. In a brief filed with the Joint Congressional Committee on Internal Revenue Taxation, EIA also recommended that the flat-percentage profit limitations of the Vinson-Trammel & Merchant Marine Acts be repealed so that they do not become effective on expiration of the Renegotiation Act.

**Sylvania & IUE** local 352 have signed a new 2-year pact (to Sept. 30, 1962) covering hourly production employes at the Batavia, N.Y. home-electronics plant. The previous contract expired last September. The new agreement provides, among other changes, wage rises of 5¢ to 10¢ per hour, retroactive to Jan. 1, 1961; elimination of future cost-of-living adjustments; and a new non-contributory pension plan.

**Hamilton Watch has established** a precision metals & electronic div. by merging a newly-formed electronic components facility with its metals operation. The company produces miniature transformers, coils and other components for computers & other electronic equipment that require ultra-precise & reliable elements.

**Westinghouse has received** a contract to supply electrical home appliances & equipment for a $100-million housing development being erected in Bradenton, Fla. Depending on the total number of homes built, Westinghouse could furnish more than $3,750,000 in heat pumps, ovens, dishwashers, disposals, air conditioners, other items. Some 1,600 of a target 8,000 homes are slated for completion within 2 years.

**RCA has developed** electronic circuitry which operates "at a pace approximating 186,300 miles a second—the speed of light." The basic circuitry uses tunnel diodes, and is said to be 1,000 times faster than the circuits now used in most electronic data processors.

**Kriss Electronics Inc.**, Newark, has denied FTC charges that it misrepresented its rebuilt TV picture tubes as entirely new (Vol. 16:48 p22). The company said its merchandise was labeled "so as to give notice that the envelope or glass portion of the TV picture tube has been reused, but that all other parts are new."

**Dominion Electrohome Industries Ltd.** is extending to one year its former 90-day guarantee on all TV, radio and hi-fi parts, announces Pres. Carl Pollock. Parts will be supplied by the company and labor charges will be up to the dealers.

**New color-TV test instrument**, the WR-64A color bar-dot-crosshatch generator, is being offered by RCA.

**RCA Sales Corp. & home-instrument div.** are now officially located in Indianapolis, at 600 N. Sherman Drive.

**Trade Personals:** Frederick J. Kopesky, ex-Packard Bell planning dir., formerly with RCA, named product sales mgr., Sears sales dept., Warwick Mfg. Corp., with responsibility for Silvertone brand line . . . Richard W. Hanselman promoted to mgr., radio & "Victrola" product line development, RCA Sales Corp.

John Dundas Campbell elevated from exec. vp to pres., Canadian Westinghouse, suceeeding George L. Wilcox, now vp & asst. to pres. of parent Westinghouse Electric (Vol. 17:6 p19); D. C. Marrs named Canadian Westinghouse consumer products vp . . . J. Howard Schumacher Jr., ex-SMPTE, named EIA staff engineer for parts div., headquartering in N.Y.

Walter H. Powell, operations vp, elected to International Resistance board; Robert A. Bailey, former industrial sales mgr., named dir. of special product mktg. . . . Warren C. Wilson, ex-Servomechanisms, joins Eitel-McCullough as ad & sales promotion mgr. . . . Hamish T. Law, ex-Ferranti Ltd. (Scotland), appointed microwave engineering mgr., Westinghouse tube div.

Al Silvers, ex-Philco Distributors (N.Y.), named national sales mgr., Transistor World Corp. (Toshiba) . . . E. D. Graham appointed operations vp for Casco Products Corp., appliance-manufacturing subsidiary of Standard Kollsman . . . Richard A. Campbell named exec. vp., Pacific Semiconductors Inc. (Thompson Ramo Wooldridge).

Henry F. Callahan named a senior vp, Sylvania, taking charge of lighting-products div. operations. He replaces Frank J. Healy, who continues to head semiconductor div. operations.

Kevin J. Joyce named supervisor, entertainment equipment sales, Midwestern region, Sylvania electronic tube div., succeeding W. J. Peterson, who was recently named receiving-tubes & cathode-ray tubes product mgr. . . . Richard L. Knight appointed finance senior vp, General Dynamics; Edward J. Williams named mfg. vp . . . William A. Rabe, ex-Avco, appointed mgr., new surface-radar & electronic-warfare development lab, General Dynamics/Electronics military products div.

Robert S. Senator, ex-ITT, named mgr., Philco computer systems engineering lab . . . William J. deFremery, International Rectifier Corp. foreign sales dir., named a vp . . . Robert Bruce promoted from govt. sales mgr., RCA electronic data-processing div. to new post of mgr., govt.-mktg., commercial-systems dept. in the same div. . . . Richard A. Campbell promoted from Pacific Semiconductors operations vp to exec. vp in charge of 4 new divs. formed by the company to accelerate mktg. & development in semiconductor operations . . . Lewis T. Stein promoted from product merchandiser to dealer-div. mgr., Allied Radio, succeeding Sanford Levey, resigned. Jerry Drapekin promoted from merchandise controller to succeed Stein.

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**Promotion committee of 5 TV retailers** to coordinate the activities of "Operation Snowball" was named last week. All are NARDA members: NARDA Pres. Victor P. Joerndt (Joerndt & Ventura, Kenosha, Wis.), Mort Farr (Mort Farr, Upper Darby, Pa.), Joseph R. Whelan (Gerhard's Inc., Glenside, Pa.), M. B. Majors (Vesta Co., North Kansas City, Mo.), and Samuel M. Boyd (Bailey-Wagner Inc., Springfield, Mass.).

## *Obituary*

Samuel A. Ferguson, 44, vp-gen. mgr., Sylvania Electronic's Mountain View operations, died Feb. 5 of a malignant tumor in Palo Alto, Cal. His wife and 3 sons survive.

**EIA Spring Conference** in Washington March 14-17 will be highlighted by an address by Lt. Gen. Bernard A. Schreiver, commander of the Air Force Air Research & Development Command at the annual govt.-industry dinner March 16 at the Statler Hilton Hotel. Other top items on the agenda: (1) EIA Electronic Imports Committee, headed by Robert C. Sprague, will present recommendations to the Association's Board. Horace B. McCoy, pres. of the Trade Relations Council, will address the March 16 luncheon on the subject of imports, following which the legislative outlook for import controls will be discussed. (2) Govt.-industry panel discussion on the Darnell Report on Parts Specification Management for Reliability will be featured March 15. (3) "Planning for Limited War Requirements" will be the topic of the first-day session March 14. (4) Committees & sections will meet March 15, divisions March 16, EIA Board March 17.

**Electronic component output** suffered a contra-seasonal 5% drop in 1960's 3rd quarter, the Commerce Dept.'s Business & Defense Services Administration reported. Most of the decline in the period, which normally brings the year's peak in component shipments, was attributed to cuts in output for military end-use. However, a leveling-off in consumer equipment also was noted. Shipments of TV picture tubes, quartz crystals and transformers exceeded 2nd quarter levels last year, but other 3rd-quarter component shipments either dropped or stayed static.

"Kill the antenna, not the bird," advertises Levittown, N.J. home-builder Levitt & Sons, adding: "We felt the rooftop was beautified neither by the antenna nor the birds. So in doing away with one, we said good-by to the other. What we did was build inside the house—a TV-FM antenna system. The view outside is unmarred, yet reception is better than ever. As for the birds, they're off to find new places to roost."

**"Cook-it-yourself" electronic cafeteria,** which uses radar beams to transform pre-cooked, refrigerated dinners into steaming-hot meals within 60 seconds, was demonstrated by Raytheon recently. The Radarange microwave oven is designed to replace steam tables & automatic vendors. Radarange dept. mgr. Ralph E. Leader predicts that more than 3,000 industrial plants will be equipped with the electronic cafeteria by 1965.

**New approach to packaged-component hi fi:** Choose your cabinet, then pick your components. York County Chair Co. and Rek-O-Kut Corp. have joined forces in the venture, which gives consumers a choice of 3 component packages ($150, $350, $550) and a variety of 72-in. cabinets (about $200 each). Any package may be mounted in any cabinet. The cabinets are matched to other York County furniture ensembles such as dining room suites, etc.

**EIA's latest manuals** for electronics servicemen: *Satisfying Customers for Profit* (Howard W. Sams & Co.), a guide to the solution of servicemen's customer-relations problems. *Industrial Electronics: Laboratory Manual for Electronics Technicians* (McGraw-Hill), which presents 39 experiments "to provide the student with an understanding of basic circuits & their application." The manuals are being distributed by EIA member-companies.

**Raytheon has developed** an electronic switch that turns off or on in less than one-billionth of a second. The company says the switch is faster than any other available type, and can more than double the output of computers.

**Webcor will spend $900,000** this spring to advertise its '61 tape recorders, portable & console phonos & radios.

## Finance

**Officers-&-Directors** stock transactions as reported to SEC for January:

**Allied Artists.** Sberrill C. Corwin sold 1,500, held 21,900. Albert Zugsmitb bought 3,000, beld 174,500.

**American Bosch Arma.** F. William Harder sold 1,500, held 8,600.

**American Electronics.** Maurice Nelles sold 100, beld none.

**AT&T.** Jay Taylor bought 300, made gift of 300, beld 50.

**Ampex.** Neal K. McNaugbten exercised option to buy 120, held 918.

**Amphenol-Borg.** Byron C. Booth exercised option to buy 1,000, beld 3,034. Artbur J. Scbmitt sold 600, held 32,508.

**Avco.** Henry J. Oecbler bought 1,000, held 2,000. Curry W. Stoup sold 500, beld 9,220.

**Avnet Electronics.** Cbarles Avnet bougbt 100, sold 28,000, held 204,921 personally, 1,262 in foundation. Lester Avnet bougbt 100, sold 54,000, beld 295,643 personally, 1,964 in foundation, 975 as custodian. Louis A. Tepper exercised option to buy 445, beld 2,216.

**Belock Instrument.** Donald C. Walton sold 300, held 17,871 personally, 1,743 for wife.

**Capital Cities Bcstg.** Donald A. Pels sold 500, held none.

**Cinerama.** Nicolas Reisini bought 49,400 through Robin International Inc., exercised option through Robin International Inc. to buy 100,000 more, beld 243,850 in Robin International Inc., 350,000 himself.

**Clevite.** William G. Laffer exercised option to buy 600, beld 6,679. Wilbur D. Prescott exercised option to buy 166, beld 666.

**Columbia Pictures.** Louis Barbano made Fico Corp. stockbolder distribution of 2,121, beld 118,533 in Fico Corp., in which 13 otber officers & directors bave interests, none personally. Ruhe Jackter bougbt 2,000, beld 2,050. Abraham Schneider exercised option to buy 43,720, held 60,722.

**Crowell Collier Publishing.** E. J. McCaffrey exercised option to buy 1,950, beld 2,028.

**Daystrom.** Kennetb H. Klipstein sold 100, held none. John W. McLaren sold 100, held none.

**Electronic Communications.** Edward F. Coy bougbt 1,000, beld 1,000.

**Electronics Capital.** Alfred J. Coyle sold 100, beld 100.

**Emerson.** Harold Goldberg bougbt 885, beld 2,681.

**Filmways.** Leo Goodman acquired 141 as stock dividend, sold 700, held 7,225.

**General Dynamics.** Lisle W. Adkins sold 100, held 300.

**GE.** Robert L. Gibson bought 2,532, held 8,798. George L. Haller exercised option to buy 550, held 650. Jobn D. Lockton exercised option to buy 1,500, held 13,860. H. A. MacKinnon exercised option to buy 4,168, held 14,389. George F. Metcalf exercised option to buy 1,410, held 3,947 personally, 242 in profit sharing plan. J. S. Parker bougbt 2,900, held 8,000. Gerald L. Phillippe exercised option to buy 3,544, held 10,966 personally, 750 as custodian. Harold E. Strang bougbt 650, held 10,093. Cbauncey Guy Suits exercised option to buy 2,892, held 10,457. Nathan L. Whitecotton exercised option to buy 470, beld 3,068.

**General Telephone & Electronics.** Claude T. Downey acquired 300 througb employes stock plan, beld 300. Leon C. Guest Jr. sold 1,180, held 3,239. H. H. Howlett acquired 450 through employes stock plan, held 800. Don G. Mitcbell exercised option to buy 5,400, held 19,982 personally, 5,500 in Waldon Inc.

**Indiana General.** Ivan A. Dickey exercised option to buy 2,000, beld 5,000. Robert F. Smitb exercised option to buy 5,000, beld 10,000.

**IBM.** Jobn J. Black bougbt 247, beld 500. McLain B. Smitb exercised option to buy 500, held 595.

**International Resistance.** Walter W. Slocum exercised option to buy 200, held 1,000.

**ITT.** M. Richard Mitchell sold 361, held 3,900. Edward D. Phinney sold 300, held 4,205. Henry H. Scudder exercised option to buy 4,800, held 7,021.

**Lear.** James P. Brown exercised option to buy 300, held 1,146. Richard M. Mock exercised option to buy 1,500, held 17,810.

**Litton Industries.** Fred R. Sullivan sold 1,600, beld 13,660. Charles B. Thornton sold 1,000, held 283,151 personally, 31,191 in partnership.

**MGM.** Benjamin Melniker exercised option to buy 1,600, held 2,785. Robert H. O'Brien exercised option to buy 3,000, held 4,185.

**Microwave Associates.** Joseph C. Bothwell Jr. sold 500, held 5,200. Vessarios Chigas sold 2,500, held 10,915. Herman H. Kahn sold 16,800 through Lehman Bros., held 23,200 in Lehman Bros., 200 personally. Richard M. Walker sold 2,000, beld 35,760.

**Minn. Mining & Mfg.** Bert S. Cross exercised option to buy 600, held 38,200. Irwin R. Hansen sold 500, held 2,000 personally, 360 in joint tenancy.

**Muntz TV.** Daniel J. Domin bought 3,500, held 3,500. Wallace A. Keil bought 2,500, held 2,500. Jack Simberg bought 8,000, held 8,000.

**National Telefilm Associates.** Justin M. Goldenbock acquired 122 in distribution by National Theatres & TV Inc., beld 122.

**National Video.** Harold Cole sold 400, held 1,600.

**Packard Bell.** Richard B. Leng sold 400, beld 1,538. Robert J. Weston exercised option to buy 2,000, held 2,000.

**Pentron Electronics.** Richard F. Dooley sold 500, beld 1,863.

**Philco.** William Fulton Kurtz bought 200, beld 531 personally, 500 in trust.

**Raytheon.** Tbomas L. Pbillips sold 600, held 180.

**Reeves Bcstg. & Development.** B. Goodwin bought 100, held 100.

**Storer Bcstg.** Allan L. Haid acquired 150 in excbange, sold 200, held 10,350. Harry R. Lipson bought 100, beld 500.

**TelePrompTer.** Hubert J. Schlafly Jr. disposed of 2,000 as gifts & bargain purchase to asst. employes, held 35,355.

**Texas Instruments.** W. D. Coursey sold 500, held 5,245. Patrick E. Haggerty sold 500, held 119,412. John E. Jonson sold 5,500 privately, held 365,632. W. F. Joyce sold 500, held 7,045. Bryan F. Smith sold 600, held 9,059 personally, 172 in trust.

**Thompson Ramo Wooldridge.** James H. Coolidge sold 1,500, held 13,500. Horace A. Sbepard sold 1,000, held 4,400.

**Trav-Ler Radio.** Joe Friedman bought 100, held 278,868.

**20th Century-Fox.** Spyros P. Skouras exercised option to buy 62,200, held 85,000.

**Walt Disney Productions.** E. Cardon Walker bought 300, held 918.

**Westinghouse.** R. D. Blasier exercised option to buy 4,000, held 5,536. Buford M. Brown sold 3,400, held 600. John W. Craig sold 2,000, held none personally, 200 in trust. Mark W. Cresap Jr. exercised option to buy 8,150, held 8,785. Tomlinson Fort sold 534, held 1,484. W. O. Lippman sold 300, held 300. Dale S. McFeatters exercised option to buy 1,200, held 1,800. Gwilym A. Price sold 1,000, held 14,050. W. Waits Smith sold 200 and 300 more for wife, held 1,030 personally, 500 for wife.

**Zenith.** Albert J. Franczak sold 110, held 130. Clarence E. Isgrig exercised option to buy 400, held 400. Sam Kaplan exercised option to buy 1,500, held 2,160. Donald MacGregor sold 150, held 1,950. John A. Miguel Jr. sold 200, held 100.

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E.M.I. Ltd., big British appliance, electronics and music concern which owns 97.8% of Capitol Records, anticipates a slight sales increase but little or no change in profit in its 1961 fiscal year ending June 30. Chmn. Sir Joseph L. Lockwood said that TVs & refrigerators made by the company in Britain are not selling "as well as they had been;" phonograph-record sales are up in the UK, but "competition in the U.S. has been severe;" TV sales in Australia have softened, and "there is still a certain amount of pressure on costs, particularly wages." Sir Joseph broke down E.M.I.'s sales thus: About 40% from phonograph records made in 25 countries; 40% from industrial electronics, 20% from consumer durable goods made in several countries. E.M.I. is equipping a 120,000-sq.-ft. plant in Scotland to begin production of refrigerators & washing machines in September.

Reports & comments available: **Texas Instruments**, report, White, Weld & Co., 20 Broad St., N.Y. 5 • **General Instrument**, study, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • **Electronics Capital**, discussion, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • **Minneapolis-Honeywell**, comments, Oppenheimer, Neu & Co., 120 Broadway, N.Y. 5 • **Tele-Tronics**, review, Robinson & Co., 42 S. 15th St., Philadelphia 2 • **20th Century-Fox**, review, J. R. Williston & Beane, 2 Broadway, N.Y. 4 • **Perry Electronic Components**, offering circular, S. B. Cantor Co., 79 Wall St., N.Y. 5 • **Howard W. Sams**, report, Loewi & Co., 225 E. Mason St., Milwaukee 2 • **General Tire & Rubber** ("nation's largest independent TV-radio operation"), profile in Feb. 8 *Financial World* • **Screen Gems**, prospectus, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5.

**Hoffman Electronics** scored record sales in 1960, but turned in a net loss of $961,000 (see financial table) because of "drastic year-end adjustments." Vp-treas. Caroll E. Underwood attributed the adjustments primarily to losses on a $48-million military contract & to certain inventory losses on TVs. He said that "sales of TVs became progressively worse" during 1960 "and both sales & profits continued to decline." However, inventories are now "at a satisfactory level, and operations are profitable." Underwood forecast a return to profit in 1961: "It seems quite evident that we have taken the proper steps to resume profitable operations," he said.

**Paramount Pictures'** profit is on the rise, and 1960's first 2 quarters should be "considerably better" than the year-ago periods, reported vp Paul Raibourn. Through 1960, he added, Paramount had received $16 million from its 1958 sale of pre-1948 movies to TV. Another $34 million in pre-tax income is expected, $6 million of it in 1961. Raibourn said Paramount has no plans at present to sell its 200 post-1948 films, estimated by industry observers to be worth a minimum of $20 million. Raibourn commented that the value of the newer films will increase as TV's backlog of pre-1948 movies decreases.

**Faradyne Electronics Corp.**, Belleville, N. J. electronic-component manufacturer, is offering the public $1.5 million of 6% convertible subordinated debentures at 100% of the prinicpal amount. An SEC registration statement (File 2-17546) said the due date of the debentures and underwriting arrangements would be reported in a later filing.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Burroughs | 1960—year to Dec. 31[6] | $389,210,550[1] | $17,539,867 | $9,235,867 | $1.39 | 6,634,686 |
| | 1959—year to Dec. 31 | 359,778,068 | 16,806,369 | 7,109,567 | 1.07 | 6,614,730 |
| CBS Inc. | 1960—year to Dec. 31 | 464,598,318[1] | — | 23,235,074 | 2.77 | — |
| | 1959—year to Dec. 31 | 444,311,357 | — | 25,267,187 | 3.02 | — |
| Crosby-Teletronics | 1960—year to Dec. 31 | 1,683,010[1] | — | 35,263[1] | .05 | — |
| | 1959—year to Dec. 31 | 463,179 | — | (213,858) | — | — |
| Walt Disney Productions | 1960—qtr. to Dec. 31 | 8,687,750 | — | 115,589 | .07 | 1,626,023 |
| | 1959—qtr. to Dec. 31 | 9,731,841 | — | (165,939) | — | 1,626,023 |
| Electronic Communications | 1960—qtr. to Dec. 31 | 4,361,000 | — | (25,000) | — | 597,209 |
| | 1959—qtr. to Dec. 31 | 5,620,000 | — | 69,500 | .11[2] | 593,684 |
| Espey Mfg. & Electronics | 1960—6 mo. to Dec. 31 | 2,464,977 | — | 96,689 | .41 | 235,721 |
| | 1959—6 mo. to Dec. 31 | 1,989,648 | — | 93,613 | .40 | 235,721 |
| Faradyne Electronics | 1960—9 mo. to Oct. 31 | 2,610,942 | — | 269,031 | — | 524,920 |
| | 1959[3] | — | — | — | — | — |
| GPE | 1960—year to Dec. 31 | 244,000,000[1] | — | 5,300,000 | 3.46 | — |
| | 1959—year to Dec. 31 | 215,588,430 | — | 4,198,200 | 2.63 | — |
| Hewlett-Packard | 1960—year to Oct. 31 | 60,206,918 | $8,472,110 | 4,226,645 | .43 | 9,845,012[4] |
| | 1959—year to Oct. 31 | 47,745,073 | 8,148,315 | 3,899,941 | .40 | 9,845,012[4] |
| Hoffman Electronics Story on p. 22 | 1960—year to Dec. 31[6] | 54,120,000[1] | — | (961,000) | — | 1,529,054 |
| | 1959—year to Dec. 31 | 46,359,832 | — | 1,990,165 | 1.31 | 1,513,955 |
| Lafayette Radio & Electronics | 1960—4 mo. to Oct. 31[5] | 6,064,233 | — | 206,399 | .20 | 1,025,000 |
| | 1959—4 mo. to Oct. 31[5] | 4,546,744 | — | 140,188 | .18 | 800,000 |
| Meredith Publishing | 1960—6 mo. to Dec. 31 | — | — | 632,509 | .48 | — |
| | 1959—6om. to Dec. 31 | — | — | 2,292,854 | 1.69 | — |
| MPO Videotronics | 1960—year to Oct. 31 | 7,865,971 | — | 349,499 | .85 | 410,000[4] |
| | 1959—year to Oct. 31 | 6,047,570 | — | 270,414 | .66 | 410,000[4] |
| NT&T | 1960—year to Sept. 27[6] | 46,544,000 | — | (3,098,148)[7] | — | 2,816,247 |
| | 1959—year to Sept. 27 | 52,850,000 | — | 1,497,000[8] | .53 | 2,700,283 |
| | 1960—qtr. to Sept. 30[6] | 12,151,000 | — | (18,000)[9] | — | 2,816,247 |
| | 1959—qtr. to Sept. 30 | 13,202,000 | — | (206,000)[9] | — | 2,700,283 |
| Republic Corp. | 1960—year to Oct. 29 | 29,073,164 | 4,396,209 | 2,096,209 | .85[2] | 2,004,190 |
| | 1959—year to Oct. 29 | 29,834,070 | 1,484,883 | 884,883 | .24[2] | 2,004,190 |
| Transitron Electronic | 1960—26 wks. to Dec. 24 | 23,526,301 | — | 3,667,645 | .49 | 7,502,500 |
| | 1959—26 wks. to Dec. 24 | 21,984,611 | — | 3,807,262 | .51 | 7,502,500 |
| | 1960—13 wks. to Dec. 24 | 11,758,790 | — | 1,841,841 | .25 | 7,502,500 |
| | 1959—13 wks. to Dec. 24 | 11,829,026 | — | 2,030,213 | .27 | 7,502,500 |

Notes: [1]Record. [2]After preferred dividends. [3]Not available. [4]Outstanding Oct. 31, 1960. [5]From SEC report. [6]Preliminary report. [7]After special charge of $4,061,000. [8]After special charge of $1,037,000. [9]After special items deducted from operating profit of $543,000 in 1960 period & $1,103,000 in 1959 period.

**Small Business Investment Co. of Connecticut**, 1188 Main St., Bridgeport, has been licensed by the Small Business Administration to supply capital & long-term loan funds to diversified small business, with concentration "to some extent" on investment in metals & electronics industries. Its initial capital will be $310,000. It is headed by S. Lester Mitchell, vp of Mitchell Bros. Inc., manufacturers of women's wear. SBA also announced a proposed rule-making which would permit a small-business investment company to form a wholly-owned subsidiary to supply consulting & advisory services to small businesses.

**Digitronics Corp.**, Long Island, N.Y. designer & manufacturer of electronic components & digital systems, is making an initial public offering of 50,000 common shares (at $22.50 a share) through an underwriting group headed by Granbery, Marache. The proceeds will be used in part to retire a short-term debt of $200,000. Digitronics' outstanding capitalization, giving effect to the offering, will be 446,066 shares of capital stock.

**Sterling Television Co.** expects its net income for the fiscal year ending March 31 to increase 30% over the $31,649 reported for fiscal 1960, Pres. Saul J. Turell told a group of security analysts in N.Y. The TV film company, producer of *Silents Please*, reported sales of $922,078 for fiscal 1960. For the 6 months ended Sept. 30, 1960, its net was $16,883 on gross billings of $383,642. It has 450,000 common shares outstanding.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Arvin Industries ..... | Q | $0.25 | Mar. 31 | Mar. 6 |
| CBS ..... | Q | .35 | Mar. 10 | Feb. 24 |
| Walt Disney Prod. .... | Q | .10 | Apr. 1 | Mar. 17 |
| Magnavox ..... | Q | .25 | Mar. 15 | Feb. 25 |
| Meredith Publishing .. | Q | .35 | Mar. 10 | Feb. 24 |
| Minn.-Honeywell ..... | Q | .50 | Mar. 10 | Feb. 20 |
| Sonotone ..... | Q | .07 | Mar. 31 | Mar. 3 |
| United Artists ..... | Q | .40 | Mar. 31 | Mar. 17 |
| Wometco "A" ..... | Q | .17½ | Mar. 15 | Mar. 1 |
| Wometco "B" ..... | Q | .06½ | Mar. 15 | Mar. 1 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 9, 1961

Electronics TV-Radio-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 20½ | 22½ |
| Aerovox | 10 | 11 |
| Allied Radio | 21 | 22¾ |
| Astron Corp. | 1¾ | 2⅜ |
| Baird Atomic | 25 | 27 |
| Cetron Electric | 5¼ | 6 |
| Control Data Corp. | 85½ | 89¾ |
| Cook Elec. | 12 | 13⅛ |
| Craig Systems | 16 | 17½ |
| Dictaphone | 33¼ | 35⅝ |
| Digitronics | 25½ | 27¾ |
| Eastern Ind. | 14½ | 15½ |
| Eitel-McCullough | 18 | 19⅜ |
| Elco Corp. | 15¾ | 17½ |
| Electro Instruments | 28½ | 31⅜ |
| Electro Voice | 10½ | 11¾ |
| Electronic Associates | 35¾ | 38¼ |
| Erie Resistor | 13¾ | 15⅛ |
| Executone | 20¾ | 22½ |
| Farrington Mfg. | 24¼ | 26¼ |
| Foto-Video | 3⅛ | 3-9/16 |
| FXR | 30 | 33½ |
| General Devices | 10¼ | 11¼ |
| G-L Electronics | 8¼ | 9½ |
| Gross Telecasting | 22 | 24⅛ |
| Hallicrafter | 36¼ | 38⅝ |
| Hewlett-Packard | 26 | 28 |
| High Voltage Eng. | 220 | 247 |
| Infrared Industries | 17 | 18⅞ |
| Interstate Engineering | 18¼ | 19⅝ |
| Itek | 49½ | 53½ |
| Jerrold | 6¾ | 7½ |
| Lab for Electronics | 46¾ | 50⅛ |
| Lel Inc. | 7 | 7⅞ |
| Magna Theater | 2½ | 2⅞ |

| Stock | Bid | Asked |
|---|---|---|
| Magnetics Inc. | 8¾ | 10 |
| Maxson Electronics | 12 | 13¼ |
| Meredith Pub. | 34 | 37¾ |
| Metropolitan Bcstg. | 22¼ | 23⅞ |
| Milgo Electronics | 22¾ | 24⅞ |
| Narda Microwave | 5⅞ | 6¾ |
| Nuclear of Chicago | 39½ | 42½ |
| Official Films | 2⅝ | 2¾ |
| Pacific Automation | 4½ | 5¼ |
| Pacific Mercury | 5⅞ | 6⅜ |
| Philips Lamp | 153½ | 159¼ |
| Pyramid Electric | 3¼ | 3-13/16 |
| Radiation Inc. | 26½ | 28⅞ |
| Howard W. Sams | 42 | 46½ |
| Sanders Associates | 39¾ | 42¾ |
| Silicon Transistor | 5 | 6 |
| Soroban Engineering | 43½ | 47 |
| Soundscriber | 13 | 14¾ |
| Speer Carbon | 18¼ | 19⅞ |
| Sprague Electric | 59¼ | 62¾ |
| Sterling TV | 1⅝ | 1⅞ |
| Taft Bcstg. | 12½ | 13⅝ |
| Taylor Instrument | 46 | 49⅞ |
| Technology Inst. | 7 | 8⅛ |
| Telechrome | 13¾ | 14⅞ |
| Telecomputing | 7¼ | 8 |
| Time Inc. | 100 | 106 |
| Tracerlab | 9½ | 10½ |
| United Artists | 6⅞ | 7⅝ |
| United Control | 20 | 22 |
| Universal Trans. | 1 | 1-5/16 |
| Vitro | 12⅞ | 13⅞ |
| Vocaline | 3 | 3-7/16 |
| Wells-Gardner | 23⅝ | 25¼ |
| Wometco Ent. | 13⅜ | 14½ |

Electronics Capital Corp., the small business investment company which now has investments in 15 electronics firms, reports gross assets of $16,857,328 as of Dec. 31, 1960. Its total liabilities were $109,513, shareholders' equity $16,707,681. Net asset value per share was $9.12 (on 1,837,389 shares outstanding). Earned surplus totaled $171,177, including net earnings of $61,847 for 6 months ended Dec. 31.

Screen Gems, Columbia Pictures' TV subsidiary, is offering Columbia stockholders 288,400 shares of common stock at $9 a share on the basis of one Screen Gems share for each 5 Columbia shares held on Feb. 9. Columbia currently owns all 2,250,000 shares of Screen Gems common, will own about 89% of the stock after the sale. Hemphill, Noyes & Co. and Hallgarten & Co. head the underwriters.

Magnavox is geared for another record year in 1961, a company spokesman told us last week. He forecast sales of about $150 million, up from last year's sales of approximately $125 million (Vol. 17:3 p24). Profits in 1960 were up 40% over 1959, totaling $6.5 million or $2.75 a share. The company expects earnings to rise at least another 40% in 1961 to about $3.75 a share.

RCA is selling $100 million of promissory notes to institutional investors, will use the proceeds to meet "expanding financial requirements" of growing business. Lehman Bros. and Lazard Freres & Co. have arranged sale of the 5⅜% notes due May 1, 1986.

## Technology

Externally-mounted TV camera, to observe a Redstone rocket in flight, has been developed by Lockheed for NASA. Among other things, it will show the separation of spacecraft & booster.

## Educational Television

**Now It's JCEB:** Joint Council on Educational Bcstg. is the new name of the Joint Council on Educational TV, which has been reconstituted with 8 organizational members to reflect broadened interest in school uses of both radio & TV. JCET dir. David C. Stewart was named JCEB secy.

At the same time Stewart was designated Washington office dir. of the National Educational TV & Radio Center (NET), which shares quarters with the JCEB at 1785 Massachusetts Ave. Also joining NET's Washington staff is engineering consultant Cyril M. Braum, who formerly was JCET consultant.

JCEB members in addition to NET are the American Assn. of School Administrators, American Assn. of Land-Grant Colleges & States Universities, American Council on Education, Council of Chief State School Officers, National Assn. of Educational Bcstrs., National Education Assn., State Universities Assn.

■

Tri-campus ETV network has made its debut in Texas as the forerunner of a closed-circuit microwave system that will link by next fall 11 colleges & universities (Vol. 16:1 p24). The debut leg of the network links 3 Austin schools: U. of Texas, St. Edward's U., Huston-Tillotson College.

Uhf-vhf ETV operation in Milwaukee is sought by the Milwaukee Board of Vocational & Adult Education, now operating WMVS-TV (Ch. 10), which applied for Ch. 36.

## Auxiliary Services

Another CATV for TelePrompTer was announced by Pres. Irving B. Kahn last week. The system is Elmira Video Inc., acquired in Elmira, N.Y. from Utilities & Industries Management Corp. for "an undisclosed number" of shares of TelePrompTer stock. According to Kahn, the Elmira system now has approximately 2,500 subscribers watching shows on 9 separate channels. It's the 6th CATV system purchased by TelePrompTer, the firm's first one to be located in the East, and now makes TelePrompTer "one of the largest group owners of CATV systems," Kahn stated. Its other CATVs are in Liberal, Kan.; Farmington & Silver City, N. Mex.; Rawlins, Wyo.; Eugene, Ore.

Vhf booster hearings in Salt Lake City & Casper, Wyo. will be conducted Feb. 21-22 by Sen. McGee (D-Wyo.) Sen. Pastore (D-R.I.), chmn. of Commerce Communications Subcommittee, said the purpose was merely to determine how FCC's new regulations are working out. He said he knew of no problems or complaints. However, some telecasters are beginning to fear that booster growth may impinge on their coverage areas—possibly to a degree even greater than did CATVs. FCC booster specialists note that CATV operators have been able to settle differences with stations by switching off out-of-town programs that duplicate local offerings—but that booster operators face the problem of finding inexpensive clock mechanisms for same function.

Anti-pay-TV petition in which Alameda County, Cal. residents urge Congress to pass a law "which would ban pay TV in all forms" has been submitted to the House by Rep. Cohelan (D), who represents the district.

CATV for sale. Donald E. Baker, owner of a small system in McClure, Pa. (P.O. Box 3), advises: "I would like to sell . . . There is a wonderful opportunity for a TV repairman here . . ."

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WEEKLY

# Television Digest

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *Stations*

**OUTLOOK IS BRIGHT FOR 1961 SPOT-TV BUSINESS,** our periodic survey of national sales reps indicates (pp. 2 & 6).

**"VOICE" WINNERS STILL SPEAKING UP.** Survey tracks down 22 of 52 top "Voice of Democracy" contestants, finds them continuing their winning ways (pp. 3 & 7).

**WNTA-TV N.Y. IS FOR SALE** and ex-NTA chmn. Ely A. Landau, who resigned last week, hopes to buy it (p. 8).

### *Advertising*

**TOTAL AD SPENDING** in 1960 was up 4.2%; TV rose 6.7% and continued to enlarge its yearly bite of the whole ad pie (p. 2).

**MORE LOCAL SUCCESS STORIES** are reported by TV stations throughout the U.S. & Canada in our own survey (p 11).

### *Programming*

**NBC-TV BUYS MOVIES FROM 20TH CENTURY FOX** for a series of "specials" on Saturday nights, 9 p.m. this fall (p. 4).

### *Congress*

**MAGNUSON GETS PROBE FUNDS** totaling $315,000 for Senate Commerce Committee work in such fields as equal time, allocations, network practices, pay TV, CATV (p. 9).

### *Networks*

**QUIZ SHOWS ARE BACK ON CBS-TV,** with the addition of 3 new "game" shows to daytime line-up. Controversial participation plan is now operating on 135 of 200 affiliates (p. 14).

### *Consumer Electronics*

**1960 PHONO SALES** totaled 4,565,837 at retail, a strong December pushing them 4% ahead of 1959 (p. 16).

**ALL-CHANNEL SET OUTPUT** steady at 7 to 9% of total production during last 3 years (p. 16).

**TV-BUYING PLANS ARE UP 21%** for 1961's first half vs. year ago, Newsweek survey indicates (p. 17).

**ABRAMS PREDICTS A PICKUP**—for U.S. as well as Emerson; tells of company's new polyester finish (p. 18).

**TV-RADIO SALES WERE SLOW IN JANUARY,** preliminary figures indicate. TV inventories at safe level, radio stocks high (p. 18).

### *Auxiliary Services*

**CATV LAW PROPOSED BY FCC**—seeks general powers to "adjust" local station-CATV conflicts without CATV licensing (p. 10).

### *Film & Tape*

**BOONE HAS DEAL, WON'T TRAVEL.** Star of CBS-TV series reportedly gets $1 million for residuals, to be paid over 20 years (p. 12).

### *FCC*

**FCC INVITES PROGRAM-FORM IDEAS,** giving industry April 3 deadline for comments on proposed rule-making (p. 1).

**MINOW BUSY AT FCC STAFF BUILD-UP,** seeks Kenneth Cox as general counsel. He hasn't selected broadcast bureau chief (p. 2).

### *Other Departments*

**FCC** (p. 14). **PERSONALS** (p. 15). **FINANCE** (p. 19).


**FCC INVITES PROGRAM-FORM IDEAS:** Little joy will greet FCC's program-form proposal, now that it's out. Industry has until April 3 to comment on major changes contemplated by Commission. Only brief announcement that rule-making has been started was issued by Commission late Feb. 17, but it's understood that provisions are little changed from those detailed in Vol. 16:46 p7 and 17:3 p4.

One important late addition, it's understood, is a requirement asking licensees to show what they do to examine program material before it's broadcast. Particularly, Commission wants to know what measures affiliates take to determine what they'll be fed by networks.

Broadly, here's what FCC said about the proposal, details of which will be issued this week:

"The proposed changes would require a description of the area being served (population and religious, educational, business and other groups); needs & interests of the area (how it is ascertained and how suggestions & complaints are handled); opportunities afforded community expression; specialized programming; more information about presenting controversial issues of public importance, including editorializing; data on program types (religious, instructive, public affairs, agricultural, news, sports and entertainment), including whether the applicant adheres to the principles of any code of broadcasting ethics and what measures he has taken or proposes to take to insure the maintenance of appropriate programming & advertising standards; and time devoted to commercials."

Industry is expected to protest vigorously—as it did against Commission proposals restricting station transfers to stations held more than 3 years and requiring more financial data.

**SPOT-TV REPS ARE CONFIDENT:** Prospects seemingly are bright for a prosperous 1961 in spot sales, despite the less than enthusiastic terms being applied to the nation's general economy these days. We've just completed our periodic survey of the national sales reps to get their views on the 1961 spot-business outlook. They're all confident.

Some believe that increasing competition will throw more business spot's way. At least one would not be surprised if 1961 should develop into spot-TV's best year.

There are some shadows in the picture, of course—the effect of increased talent fees on spot volume, rate problems, etc.—but the overwhelming consensus is that the 1961 view is bright & promising. (For actual quotes, see p. 6.)

**1960's RECORD AD VOLUME:** Ad spending in 1960 increased 4.2% to a record $11.6 billion from $11.1 billion in 1959, according to preliminary estimates by McCann-Erickson reported in Feb. 17 Printers' Ink. TV achieved a better percentage gain—6.7% to $1.6 billion, from $1.5 billion. TV's big gainer was network, up 8.1% to $805 million from $744.5 million. Spot increased 5.5% to $510 million from $483.6 million. Local rose 4.9% to $280 million from $266.8 million.

TV's 13.8% share of total 1960 ad revenue was third among major media (first & second were newspapers' 31.5% & direct mail's 14%). More significantly, TV has been increasing its share of the total ad budget steadily. In 1949, for example, TV sliced an 11% share of the total ad pie of $5.2 billion. Newspapers, traditional leaders, took a 36.5% portion. By 1957, TV's market share was up to 12.3%, newspapers down to 31.8%. TV's share since then: 1958, 13.2%; 1959, 13.5%. TV in 1960 also scored the second highest dollar gain over 1959—a $100-million increase that was topped only by newspapers' gain of $104 million.

National ad spending was dominated by TV. Network & spot combined accounted for 11.4% of the total investment. Magazines were second with an 8.1% share. National newspaper advertising was third with 7.3%. Over-all, national advertising increased 4.7% to 60.7% or $7 billion of total spending. Local advertising was up 3.5%, but its 39.3% share slipped from 1959's 39.6% share of total spending.

Ad gains were posted by all major media, with the sole exception of farm publications, in 1960 over 1959. Total radio was up 2.3% despite a 2.3% sag in network. The top gain was racked up by magazines (8.3%), followed by TV (6.7%). Newspapers inched up 2.9%, radio 2.3%.

For additional details, see table on p. 12.

**MINOW BUSY AT FCC STAFF BUILD-UP:** Newton Minow was confirmed to FCC by Senate Feb. 13—with not a voice raised against him—and interest now concentrates on his top staff choices.

He wants Kenneth Cox for general counsel, and Cox is still mulling offer. He's the Seattle attorney whom Sen. Magnuson (D-Wash.) has often called on to handle important TV-radio hearings.

Industry once had considered Cox strong possibility for FCC chmn. before Minow was named—but Cox said last week he never thought that was true, "flattering though it was." Rather, he said, he had expected Kennedy to pick someone he had worked with, "which he did."

Because Cox had been considered in the running for chairmanship, Washington dopesters wondered whether he was being offered general counsel's job as stepping-stone to a Commissionership. But Cox said no such thing is involved.

General counsel job is attractive, Cox said, "as an opportunity to do some things I'm interested in." But he's also giving careful thought to other side of picture—resigning from law firm, uprooting family, etc.

Prospective general counsel Cox hasn't been active in Washington recently—largely because Magnuson's Senate Commerce Committee was relatively inactive on FCC fronts last session. But in Jan. 1959, at outset of session, he submitted 54-page windup report on Senate's small-town TV hearings which took FCC to task for alleged failures in the field (Vol. 15:2 p2). The report was one of a series of documentary jobs by Cox for Magnuson. If stacked together, Cox reports in recent years would approximate a 5-foot shelf of reference works on broadcasting's troubles.

Another new name in picture is Daniel Ohlbaum, former FCC attorney & crack appelate man now with Justice Dept. He's expected to get substantial post. Henry Geller is definitely returning from Justice Dept., and Ted Meyers will come from ABC N.Y. Initially, at least, Geller is expected to be Minow's admin-

istrative asst., Meyers his legal asst.—but these assignments may change. Minow will retain as special asst. economist James Sheridan, who was first appointed by Chmn. Ford.

Out of speculation now is Richard Solomon, also ex-FCC and now with Justice, whose friends say he's very well situated—and who tells us: "I haven't heard anything about an FCC job."

Still wide open is choice of Broadcast Bureau chief. Minow says: "I haven't addressed myself to it. It's a critical job and I have no prejudgment on it." There are plenty of candidates within Commission but Minow may go outside.

John FitzGerald and Harold Cowgill are the outgoing GOP general counsel & Broadcast Bureau chief, respectively. Long-time govt. servants, they have short periods to go before being entitled to full pensions. If "forced" to retire now, they get much larger pensions than they would if they resigned—so Commission is expected to do them favor of pushing them out.

Minow comes to Washington for Feb. 25 White House Correspondents Assn. annual dinner, will stay on job after taking oath March 1 or 2. He said he doesn't yet know who will swear him in. Customarily, it's a top govt. official, frequently a judge.

**'VOICE' WINNERS STILL SPEAKING UP:** We've just completed a delightful chore. It's always been a most satisfying experience to listen to annual presentations of the 4 top winners of the "Voice of Democracy" contest sponsored by NAB & EIA (plus Junior Chamber of Commerce or VFW), and we've often wondered what happened to these outstanding high school students.

We decided to find out. On eve of 14th awards luncheon in Washington on Washington's birthday, we present results of a months-long search on p. 7. We attempted to track down the 52 finalists for all 1948-60 contests, managed to get responses from 22.

They've done & are doing what you'd expect & hope. Maybe there are a lot of black sheep among the 30 we couldn't locate (kids move around a lot)—but we doubt it.

Every one of those out of high school attended college—all with excellent grades, Phi Beta Kappa, summa cum laude, etc. Most of the young women are housewives with children.

The boys have done very well, thank you—many with advanced degrees—in law, medicine, etc. And, pleasing to industry, several have gone into TV-radio. (For thumbnail sketch of each winner's post-high school activities, see p. 7.)

This year's contest judges are headed by Supreme Court Justice Tom C. Clark. Others: Johns Hopkins U. Pres. Milton Eisenhower, FCC Chmn. Frederick W. Ford, FBI Dir. J. Edgar Hoover, MPAA Pres. Eric Johnston, Sen. Keating (R-N.Y.), Joint Chiefs of Staff Chmn. Gen. Lyman L. Lemnitzer, Episcopal Bishop Arthur Lichtenberger, AFL-CIO Pres. George Meany, actor Ronald Reagan, etiquette columnist Amy Vanderbilt and 1960 Voice of Democracy competition winner Richard J. Smith.

## Programming

**Crime 'Fiction' vs. 'Fact':** U.S. Prisons Bureau Dir. James V. Bennett, who has challenged FCC license renewals of 10 stations which carried Jan. 5 & 12 Al Capone episodes of ABC-TV's *The Untouchables* (Vol. 17:3 p14), last week filed a blistering indictment against "flagrant deception" in the series.

In answer to a request from FCC Chmn. Ford for particulars, Bennett let loose with a 4-page single-spaced letter denouncing *The Untouchables* in general & singling out 7 sequences in the 2-part Capone show as examples of how it misrepresented "fiction" as "fact."

"The issue here is not one of censorship," said Bennett, whose original protest against the Capone show was based on portrayals of federal prison employes as gangster accomplices. "Certainly TV shares the right of all our citizens to free speech & free discussion. The issue is rather the more over-riding one of the public interest & deception."

Bennett made such points as these: (1) "All of the [Capone] events dramatized in *The Untouchables* were entirely the product of the scriptwriters' imaginations." (2) There was no ABC-TV "disclaimer of authenticity or statement that the broadcast was fictional." (3) Eliot Ness, crime-busting "hero" of the series, was just "a minor prohibition agent," and his book *The Untouchables*—on which the series is based—is itself "highly fictionalized." (4) Federal officers in the series are "shown as violating every legal safeguard. They search & arrest without warrant, utilize wire-tapping devices, practice entrapment, utilize informers obtained by threat or bribe, and engage in needless gun battles."

ABC-TV rejected Bennett's first complaints against airing of the Capone episodes. Following similar protests by a group of House members, the network has since agreed to carry announcements that "certain portions" of *The Untouchables* are fictionalized (Vol. 17:6 p6).

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Ed Sullivan, CBS-TV standard for 13 years, has signed a 5-year contract with the network to continue his 8-9 p.m. Sun. evening show.

**NBC TO RUN MOVIE 'SPECIALS':** Since last summer, NBC-TV has been trying to acquire a group of choice, post-1948 features from 20th Century-Fox to be used as a weekly network series aimed squarely at CBS-TV's strong Saturday-night line-up (Vol. 16:34 p3). Last week, some 7 months after negotiations began, NBC pulled off the deal. Now, NBC will have its pick of a year's supply (26 to 39 films) from 150 features in the 20th vaults—all made after 1950 & most of them in color. None of the features, however, is of a later vintage than 1955, in order to protect the theatrical re-issue value of more recent 20th product.

Present plans call for the features to be shown in an uncut version during the 1961-62 season, starting at 9 p.m. on Saturdays. Because of their length (most will run until nearly 11 p.m.) & high cost to the network, (best guess: about $150,000 apiece for one showing), NBC will sell them on a participation basis. They'll be promoted as "specials," with much emphasis on the color. Young & Rubicam is reportedly interested in the project and urging such sponsors as General Foods to climb aboard.

Among the movies—which are now thus removed from the regular syndication market—are: "How to Marry a Millionaire" (Marilyn Monroe), "On the Riviera" (Danny Kaye), "The Desert Fox" (James Mason), "Titanic" (Clifton Webb & Barbara Stanwyck).

Having broken the ice in the Hollywood feature market, NBC now has its eye on some other post-1948 backlogs, notably that of MGM (not yet TV-committed) and Columbia Pictures (about half of which is being kept off the TV market). It's been common knowledge for some time in N.Y. film circles that NBC would like to buy Metro's "An American in Paris" as a super-special, and would like to acquire Columbia's "Bell, Book & Candle."

National Telefilm Associates, which has a distribution deal on pre-1948 & some post-1948 20th features, is involved in the NBC feature deal as a "special consultant," we were told. NBC is considering the use of special "prologues" to the films, featuring a name star, which may be assigned to NTA for production.

Virtually all of the pictures being acquired by NBC were released theatrically in wide-screen processes, usually Cinemascope. But this won't present any problems for the narrower TV screen, says 20th. For the past 3 years, its Deluxe Laboratories has been working on a film-printing process which virtually reverses the Cinemascope effect, by "selectively" printing the features frame-by-frame, concentrating on the most important visual element in the shot.

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**CBS-TV was the only network** which happened to be carrying the Stevenson U.N. speech live when the pro-Lumumba "spontaneous" riot broke out. Richard C. Hottelet, CBS U.N. correspondent, picked up Ambassador Stevenson's speech at 11:30 a.m. and continued until approximately 11:45 a.m., when the demonstration started. Taped repeats were telecast by CBS at noon & again at 12:20 p.m. Feb. 15, pre-empting *The Clear Horizon & Love* of Life. ABC-TV carried the U.N. riot a few minutes before noon, repeated it via tape at 12:20 p.m. NBC-TV, which switched to U.N. coverage later than CBS (missing part of Stevenson's speech) but in time to catch most of the gallery riot, plans a nighttime 60-min. special. Several of the rioters were recognized by MBS newsman Joe Coggins. "I recognized 8 of the men who caused the riot. They're the ones who used to hang out at Castro's hq, and who staged demonstrations for Fidel & Nikita Khruschchev."

**Kennedy's 4th Conference:** With only a few hours to go, CBS changed its mind last week about not carrying live coverage of President Kennedy's Feb. 15 news conference, and all 3 TV networks carried it live 7-7:30 p.m. CBS changed its mind after originally deciding to tape the conference for late-night playback. Reason: Added interest in the Kennedy conference sparked by the outburst, earlier in the day, at the United Nations Security Council meeting during Adlai E. Stevenson's reply to a Soviet blast at U.N. Secretary-General Dag Hammarskjold.

CBS News Pres. Richard S. Salant had paved the way for the CBS switch when he first announced that CBS wasn't going to pre-empt its Douglas Edwards news show (7:15-7:30 p.m.) to carry the President. "Our obligation, we believe, is to present this informational program unless there is an overriding reason to eliminate it."

There were also indications that the networks were using the Kennedy conferences as a gambit in some inter-network program rivalries. "When the White House asked for network time recommendations, we suggested 7:30 p.m. for live broadcasts, even though it would have interfered with the network entertainment schedule (*Aquanauts*, now changing its name to *Malibu Run*)," said Salant. "When this apparently conflicted with NBC's entertainment programming (*i.e.*, *Wagon Train* on Feb. 15), we offered as an alternative Tuesday 7:30-8 p.m., which was a date the White House had also asked us to consider." ABC, whose *Hong Kong* series has to compete with high-rating *Wagon Train*, also preferred the 7:30 p.m. Wednesday slot, but agreed to the earlier time.

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**There's no concerted pressure on the White House** to drop telecasts or water them down in some fashion. The changing of hours for the telecasts and the changing between live & taped coverage are experiments seeking the best exposure, nothing more. Presidential News Secretary Pierre Salinger said that tape has been the least satisfactory method tried so far—even though networks are required to hold tapes until the end of the conference. He said it's possible for unscrupulous persons to make use of the tapes for their own benefit—taking advantage of news affecting interest rates, stock market, etc.—before they go over the networks. According to ARB, the 7 p.m. Feb. 15 live presentation had the best rating, as expected. Multi-city Arbitron Feb. 15 showed ABC with 7.0, CBS 15.7, NBC 17.7. Arbitron's previous high for the conferences was 6:30 Jan. 25—ABC 9.2, CBS 13.1, NBC 12.7.

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**Sir Winston Churchill**, after viewing the first of ABC-TV's *The Valiant Years* series about him, asked to see 3 other segments immediately, although he had been scheduled to see only one at the first showing. "When it was all over," reports Marie Torre, "Sir Winston shed a tear and requested a rerun the following night." British critical reaction to the series has been mixed, with British critics "relatively less ecstatic" than our own. Complained London columnist Donald McLachlan: "Is there to be no end to our reminiscing, our harking back, our re-living of our finest hours—and the worst ones that went before? . . . I am concerned about the BBC's decision to give a fillip to what had already become a national obsession—the passion for recollection & counter-recollection; for fighting over old battles; for exhuming hatchets and weaving tapestries of ifs about what might have happened in '41 or '43." Said another London critic: "One thing the Americans are marvelous at is charging their documentaries emotively."

**Eichmann Trial's Troubles:** Capital Cities Bcstg. Co.—which currently holds "exclusive world TV rights" to the Israeli trial of Adolph Eichmann—is finding that U.S. networks can be formidable contract bargainers for their share of the news event. Capital is also having troubles in signing foreign broadcasters & in holding the Israeli govt. to its original deal.

Capital recently estimated that on-the-spot coverage for the full trial (about 17 weeks) would cost about $1 million, and asked each of the 3 U.S. TV networks for $170,000 in exchange for daily 60-min. tapes. Networks balked at this price, and threatened not to use Capital's facilities. Capital set a new price of $50,000 per network. Still no contracts. Now, with the trial drawing close, it's expected that the 3 networks will go in with Capital on a pool arrangement, with networks retaining programming & foreign distribution rights.

Among foreign customers, only Britain's ATV has signed, although Capital maintains that "interest in foreign TV markets is strong." Complaints from various broadcasters & newsmen to the Israeli govt. have resulted in a decision whereby Capital's "exclusive" isn't so exclusive after all. The Israeli Supreme Court now holds that only the officiating trial judge can decide which cameras will be admitted. A consolation for Capital: The Israeli govt. will probably recommend Capital's admission before the court.

Originally scheduled for March 15, the Eichmann trial may now be postponed until April 10, which will give Capital more time to line up subscribers for TV reportage. A postponement, however, would also give U.S. networks additional time to plan their outside-courtroom coverage of the trial. At least one TV network show would be outguessed by a postponement: *Armstrong Circle Theater* has currently scheduled a repeat telecast of its 60-min. dramatization of Eichmann's rise, fall & capture for March 15. Meanwhile, the network line-up looks like this:

ABC will have "at least 2 pre-trial specials," probably 30-min. each. It's not yet decided who will represent ABC from the U.S. but the following foreign correspondents will be on the scene: Marvin Levin (Tel Aviv), Robert Sturdevant (Paris), Yale Newman (London).

CBS will send Walter Cronkite to collect films for *Eyewitness to History* & other specials. Winston Burdett (Rome), Daniel Schorr (Bonn) and Charles Collingwood will cover for CBS in Israel.

NBC will do a 60-min. special "a few days before the trial opens," with a full background on Eichmann and taped interviews with prominent lawyers like Edward Bennett Williams. Martin Agronsky will go to Israel to gather material for specials and *Today*, and Rod Clurman will be foreign news editor. Irving R. Levine (Italy), & Alvin Rosenfeld (Israel) will also cover for NBC.

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**First U.S. man-in-space flight**, now understood to be set for April, will receive live TV coverage by all 3 networks. On the basis of lot-drawing, NBC will head the camera-pool operation, though ABC & CBS will supply personnel & facilities. Roy Neal and James Kitchell of NBC will produce & direct what will surely be TV's trickiest task of the year. The astronaut, in an MR-3 rocket, will reportedly follow an overwater route similar to that flown by Ham, the space chimp. Cameras will begin following the space explorer a few days before the flight, giving live glimpses of final medical examinations & other preparations. Crews will then move to Cape Canaveral for his space-capsule entry, launching and recovery.

Ultimate evil of TV censorship, producer Worthington Miner told RTES last week, is not what it deplores, but the "synthetic hogwash, mediocrity and spurious gallantry" which it permits. He deplored the combined force of advertiser, agency and network "dedicated to the emasculation of vital, passionate theater." NTA's *Play of the Week*, sparked by NTA Chmn. Ely Landau (see also p. 8), is an "imaginative managerial idea" and an example of "how far a courageous man with flexible imagination can go toward giving TV a shot in the arm without suffering a catastrophic economic setback," said Miner. It is ironic, he added, that a single local station (WNTA-TV N.Y.) did "what no network has dared—released its creative personnel from the strait-jacket imposed by the commercial mind, which belittles the stature of the public & shrivels before a hint of adverse response." Stockton Helffrich, dir. of the NAB N.Y. Code Office, voiced his approval of "Iceman Cometh," agreed "most of the facts of life are amenable to artistic treatment in TV as elsewhere, without prurience or evasion, provided they are approached responsibly."

**TV-radio commentators** all too often "are merely relaying the reports gathered by the trained reporters of wire-service facilities," complained James C. Hagerty, ABC vp for news, special events & public affairs, at the Aluminum Assn. banquet last week in Oberlin, O. "They seldom, if ever, actually leave the radio or TV studio to cover the news," he added, recalling that in his 8 years as White House press secy. he knew several Washington-based TV-radio newsmen "who never attended a Presidential news conference." The fault lies, Hagerty stated, with "the system of news coverage" in the broadcast industry in which many "experts" work against the tightest of deadlines, seldom are in contact with news or sources in the field, and rely for their knowledge too much on what is filtered through to them from reporters who're out hustling for news. "This situation can, and must, be changed," pledged Hagerty.

**Total eclipse of the sun** was shown a few hours after it happened on NBC-TV Feb. 15 in the *Huntley-Brinkley Report* just before President Kennedy's press conference. The solar phenomenon was visible in Southern Europe just after dawn. Eurovision TV cameras in England, France, Italy, Yugloslavia and West Germany recorded the umbra, traveling at several thousand miles an hour, by switching ahead of it from country to country. European TV viewers saw the event live, then a video tape was jetflown to the U.S. in time for the NBC newscast. A BBC-TV announcer did the narration. Eurovision plans to piece together a 30-to-45 min. program for U.S. showing.

**Don't watch U.S. TV**, advised David Susskind in a program for Canadian viewers last week. "It's unmitigated drivel," he said on CBC's *Front Page Challenge*. "You should be ashamed to take the stuff. If you go on watching it you'll become sick & silly. It's nothing but a witless potpourri of Westerns & private-eye shows." There's been nothing new in U.S. TV since 1952, he added. He blamed sponsorship timidity, censorship and lack of original ideas for "the deadening sameness."

**Last-minute court suit** was filed Feb. 16 by the Humane Society of the U.S. in Washington against NBC & WRC-TV Washington to try to stop the Feb. 19 showing of *The Chevy Show*. The Humane Society said San Antonio "calf-roping" & "bronco-busting" segments of the program "necessarily involve cruelty to animals." In N.Y., NBC said animals pictured on the program were handled under supervision of the American Humane Assn.

Chevy is axing Dinah Shore—or is it the other way around? It was hard to tell. General Motors claimed last week it was terminating its 10-year association next season because Miss Shore is "a sales gimmick—not a performer." She was reportedly offered a series of 8 GM specials keyed to 1961-62 marketing plans, in place of her expensive weekly Sunday night NBC shows. "Miss Shore did not want to do the specials," said GM, "and so we will part company." But according to Miss Shore, she won't see the U.S.A. in a 1961-62 Chevrolet because GM's plans for specials reduce her to "the status of a pitchwoman." Miss Shore is still under contract to NBC-TV which hopes to interest another advertiser. Chevrolet is reportedly interested in *Bonanza*, NBC's Sat. 7:30-8:30 p.m. series and may buy the action-adventure show & move it to the Sunday 9-10 p.m. slot.

Canadian-content regulations for TV-radio programming will go into effect as scheduled (programming must be 45% Canadian by April 1, 1961, and 55% Canadian by April 1, 1962), BBG Chmn. Andrew Stewart said last week. He was the first witness in a Parliamentary Broadcasting Commission probe into all phases of Canadian broadcasting. He said applicants for private TV stations had been emphatic in assuring BBG that the program-content requirements could be met. Dr. Stewart disclosed that a study is being made of the possibility of placing wired pay-TV & CATV systems under its jurisdiction at the request of Revenue Minister George Nowlan. Participating in study: BBG, CBC, CAB, Federal Dept. of Transport.

KHJ-TV Los Angeles has acquired rights to telecast 26 games of the Los Angeles Angels of the American League next season, edging out other independent L.A. stations which bid for them. Six will be exhibition games, the first to be March 11 between the Angels & Chicago Cubs in Palm Springs, training site of the new team. Half of the remaining 20 will be telecast from Wrigley Field in L.A. The other half will be road games.

WKRC-TV & WKRC Cincinnati have re-established their policy of daily (instead of weekly) editorials. Announcing the expanded schedule, the Taft Bcstg. outlets noted over the air: "Why are we embarking on this more ambitious schedule of presenting editorial opinion? . . . To try to stimulate greater interest in you in what is going on about us."

Women are increasing in the late fringe-time audience (in the time periods beginning from 10 p.m. to 11:30). They represent 45 to 49% of the total audience. Men make up 34 to 37%. Teenagers are 9% at 10 p.m., dwindling to 6% for the 11:30 p.m. start. Children are 12% of the 10 p.m. audience, 8% of the 11:30 p.m. slot. The figures are from Nielsen's November 1960 report.

Iowa State U.'s WOI-TV Ames got its programming knuckles rapped in the State House last week because it telecast *Woody Woodpecker* instead of President Kennedy's Feb. 15 news conference. Asked rapper Rep. William Denman (D-Des Moines): "What kind of distorted minds think it's more important to broadcast *Woody Woodpecker* than the President of the U.S.?"

Soap operas still lead other types of daytime programming in audience interests, indicated Nielsen's November 1960 report. They drew a 7.4 average audience against 6.0 for quiz & audience participation, 5.4 for film repeats.

Louisiana has voted not to bar TV, radio and news cameras from the State House of Representatives. A resolution to ban them was defeated by the House 51 to 29.

## Stations

***More about***

**SPOT SALES REPS ARE CONFIDENT:** Here are some of the comments & predictions made to us by sales reps in our annual survey of their views on the spot-business outlook (see p. 2):

Katz Agency (TV-sales vp Scott Donahue): "January was not a recession month in spot TV. Total number of advertisers and total spot dollars topped January 1960. Current activity indicates healthy billings through at least the first quarter. If [a 2nd half business] upturn takes place, spot should have one of its best years. If not, the medium will suffer less than many, but will reflect the general economy to a greater extent than it has to date."

Blair Television Associates (exec. vp Richard L. Foote): "The intensely competitive conditions certain to continue during 1961 will place extra emphasis on spot TV for 2 reasons: (a) Executives will naturally concentrate sales pressure on those areas which can best repay the advertising investment. (b) Spot TV best permits the flexibility of market selection and close control. . . . In a check of our 11 offices we find firm confidence that spot volume will carry forward at a level which will permit stations to continue their high standard of service . . ."

George P. Hollingbery Co. (Pres. George P. Hollingbery): "The spot-TV business should be excellent for the next few months, 10 to 15% ahead of a year ago. During the time when our economics are uncertain, large advertisers are hesitant to make long-time commitments, and spot TV is their best buy . . "

Venard, Rintoul & McConnell (Pres. Lloyd George Venard): "Spot TV in 1961 will be the same as any other advertising business—extremely competitive. There will be one handicap in that the networks are now selling spot announcements on network shows. Because the advertisers will miss many markets that they need on network spotcasting, it is likely that this situation will stimulate spot TV in some markets. Rates will not be raised as much in 1961 as in the past; more attention will be paid to station character & less to numbers than in the past; and the influence of the local sales manager or food broker on accounts will play a more important part in the final selection of stations. Station income from spot announcements should equal or exceed 1960."

TvAR (vp & gen. mgr. Larry H. Israel): "Indications are that the first quarter of 1961 will show a healthy improvement for spot TV. Despite the softness in the general economy, spot TV is continuing to attract a record number of dollars even though its rate of acceleration may be slowing down somewhat. However, I do believe spot TV will be the least affected among ad media by fluctuations in the economy. One of the major problems facing spot TV is its lack of a clear-cut image or identity, as contrasted with other major media. We feel that the station representative should work with advertisers at the national level while the local station emphasizes the values of spot to local brokers, agents, dealers and distributors . . . All factors considered, however, I do believe that Spot Television billings will reach a new high in 1961."

Blair-TV (exec. vp Edward P. Shurick): "There are several imponderables that could interfere with the continued orderly development: (1) Effect [of] increased talent fees . . . ; (2) the billing dollars being siphoned out of spot by network participation carriers; and (3) . . . deterioration of good business practices in rates."

***More about***

**VOICE WINNERS' SEQUELS:** Herewith is current status of the 22 Voice of Democracy winners—out of 52 top contestants since start of the series in 1947-48—who responded to our queries (see p. 3). Listed are: name, home town, winning year, college, graduating year, major subject, average grades, present occupation, hobbies:

Janet Ceister (Mrs. Thomas G. Larrimer), Cuyahoga Falls, O., 1948: Catholic U., Ohio State U., '53, B.A. in speech & drama, 3.6 (out of 4.0). Now housewife, 4 children. Theater, sewing, reading.

Laura Shatto (Mrs. Robert Barlow), Hagerstown, Md., 1948: Pembroke College, '53, English literature, 3.75 average, *summa cum laude*, Junior Phi Beta Kappa, commencement speaker. Housewife, 3 children. Reading, bridge, music, theater.

Alice Wade Tyree (Mrs. L. D. Kinnard), Lawton, Okla., 1948: Attended college (school not indicated), literature, languages, history, philosophy, 2.8 (out of 3.0). Married, one child. Reading, music, knitting, golf, tennis—"Really, I dabble in & enjoy almost everything."

Charles Kuralt, Charlotte, N.C., 1949: U. of North Carolina, '55 American history. Now CBS News correspondent, narrator of *Eyewitness to History*. Married, 2 children. "Voice" contest influenced him "markedly." Says: "It helped me decide to try to combine journalism with radio & TV."

Richard L. Chapman, Brookings, S.D., 1950: South Dakota State College, '54, B.S. in political science; Cambridge, England, '55; Syracuse U., '58, public administration; 3.87 (undergraduate). Now management asst., Office of Director of Defense Research & Engineering, Defense Dept., Washington. Married. Hunting & fishing.

Robert Shanks, Lebanon, Ind., 1950: Indiana U., major in radio, TV & theater, upper 3rd of class. Now talent coordinator for *Jack Paar Show*. Married, 2 children. Writing, politics.

Robert A. Burnett, St. Louis, Mo., 1951: St. Louis U., '55, B.S. in speech, minors in education & philosophy, B. Now with radio KADY St. Louis. Swimming, tennis, theater work.

Marcia Anne Harmon (Mrs. Marcia Haninger), San Bernardino, Cal., 1951: Fresno State College, '55 B.A. in education, A, "highest honors." Taught 4th grade in San Jose for one year, now housewife with 3 children. Reading, gardening.

Ricardo Romulo, Washington, D.C., 1951: Georgetown U., '55, B.S. in history & government, Dean's Honors, B-plus; Harvard Law School, '58. Now practicing law in Manila (son of Phillipine Ambassador Carlos P. Romulo). Married, no children, but, adds his father, "not yet."

Dwight Clark Jr., Ft. Collins, Colo., 1952: Stanford U., 1952-58 B.A. & M.A in political science, now working on Ph.D. in education following Army service, 3.3. Master's thesis: "The Effects of Radio & TV in the 1956 Presidential Campaign." Residence hall counselor, teaches adult education course on "The American Presidency." Broadcasting—8 years part time & summers at TV & radio stations—politics, printing.

Robert E. Davis, Maui, Hawaii, 1953: Attended college (school not indicated), agricultural engineering, 3.1. Now Navy lieut. j.g., pilot, legal officer, Alameda, Cal. Married, one child. Reading.

Joseph Gerdes, Harrisburg, Pa., 1954: Georgetown U., biology, B-plus. Now junior, Georgetown U. School of Medicine. Golf, tennis, painting, monologues.

Arvon J. Maletsky, Schenectady, N.Y., 1955: Princeton U., music, *summa cum laude*, Phi Beta Kappa, now medical student, Columbia U. Violin.

Jan Hogendorn, Oskaloosa, Ia., 1956: Wesleyan U., '60, B.A. in economics, now in London School of Economics under Fulbright Scholarship, A. Married. Reading, baseball, tennis, music.

Cabriel G. Kajeckas, Washington, D.C., 1956: Georgetown U., '60, B.A. in English, B-plus, now attending Yale U. for studies in comparative literature under Woodrow Wilson Fellowship, plans to become college teacher. Golf, piano.

Deborah Allen, Troy, N.Y., 1957: Radcliffe College, senior, modern European history & literature, A-minus. Planning to enter foreign service or govt. Singing, reading, art.

Mary Ellen Zanton, Avalon, Wis., 1957: U. of Wisconsin senior, theater & speech, 3.2. Plans "to go East and study acting." Acting, theater-going, reading.

Barbara Mary Breaud (Sister Mary Barbara, O'Carm.), New Orleans, La., 1958: Attending Congregation of the Sisters of Our Lady of Mount Carmel, New Orleans, mathematics & chemistry. Reading, sewing, tennis.

Derek L. Booth, Boonton, N.J., 1959: Attending Amherst College, mathematics, 76% average. Electronics, audio, "commercial-type radio."

James W. Rachels Jr., Columbus, Ga., 1959: Now attending Mercer U., majoring in philosophy, planning to do graduate work in religious education, B-plus. Music, art.

Sanford L. Orkin, Sunbury, Pa., 1959: High school senior. Part time radio announcer, coin collector—"and enjoy music very much, classical & *old* favorites."

Richard J. Smith, Albuquerque, N.M., 1960: Still in high school, plans to study law. Reading, debating.

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**International TV Symposium** to "provide an opportunity for broadcasting, industrial and research organizations to explain new developments in TV equipment & arts" will be held May 17-21 at Montreux, Switzerland, in conjunction with the May 17-21 International TV Festival (Vol. 17:5 p6). Engineers from around the world will present technical papers on a range of TV subjects, from studio equipment & techniques to color, space and ETV.

**What Timebuyers Do & Don't Want:** Research data provided by stations to ad agencies is, more often than not, a pure waste of time if it serves only to confuse timebuyers. This was generally agreed by the 2 research executives —Young & Rubicam vp Dr. Frank Mayans and Westinghouse Bcstg. Co. research dir. Melvin A. Goldberg—who were invited to give their viewpoints on local-level station research to a Feb. 14 RTES seminar in N.Y.

"Stations must learn, in as formal a fashion as possible, what kinds of intelligence are needed by agencies in making broadcast decisions," said Mayans. Coverage maps were one of his prime problems, he said, chiefly because they seldom matched the agency's yardsticks for coverage evaluation. ("We have one such map of a station in the Midwest with fantastic coverage," said Mayans. "I think they reach Europe.")

The Y&R executive also turned thumbs-down on "random" selections of rating examples that are the pick of the station's strongest attractions; on research figures quoted in station brochures with no source given; on stations that subscribe to several rating services and then carefully choose the best; on stations that give audience shares without stating whether they are based on a total or metro-area rating; and on research battles between stations that each claim coverage in neighboring towns.

"A program of suggested research activities should be developed through the station reps and such groups as the 4A research committee," Mayans recommended. What agencies really want, he added, is more information on living & buying habits in local TV markets, how spot schedules can reinforce network buys, more audience-profile information and more station-image research.

Agencies, on the other hand, must accept some share of the blame for "so what?" and "egoistic" research, WBC's Goldberg said, recommending that timebuyers & agencymen put a "seal of disapproval" on poor research. "I have found that the safest method is to have the agency request it. Research in answer to a request is sure to get used." To whom should agencies direct such requests? "Ask my personal representative," said Goldberg, "the fellow who probably spends more time with you than anyone else in my organization, the one who apologizes for snafus, takes care of make-goods, keeps you informed of availabilities. The salesman is the only personal link between the agency & the media."

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"The Television Business—The Accounting Problems of a Growth Industry," by CPA Warde B. Ogden (Ronald Press, $6) was published Feb. 15. Ogden is a partner of Price Waterhouse & Co. Described as the "first book to tackle this area of TV management, [it] explores the many unusual accounting problems connected with the production, distribution and broadcasting of filmed & taped TV programs." The book explores such areas as accounting for production costs, recording revenue, film revenue, amortization problems, station accounting, barter transactions, and financial-statement presentation.

**Ampex Video Products Co.** has been established as a division of Ampex Corp., taking over many of the activities of Ampex Professional Products Co. Headed by L. E. Good, ex-Professional Products mgr., it will produce & market Videotape recorders & other TV products and act as U.S. distributor for Marconi Mark IV TV camera equipment. The audio division of Ampex Professional Products has been consolidated with Ampex Audio Co., Sunnyvale, Cal., which formerly handled only consumer audio products.

**NEW & UPCOMING:** CHSM-TV (Ch. 7) Fox River, Que. has been on the air repeating CHAU-TV (Ch. 5) Carleton, Que. since Jan. 9. B. Bourget, secy.-mgr. for owner Le Syndicat de Television de Riviere-au-Renard so informs us. The station is using a 3-watt Canadian Marconi translator and has a quadri-angular tower on a mountain 1,200-ft. above sea level; it's sold as bonus to CHAU-TV. The Canadian on-air station total now stands at 83 outlets.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

**WIPM-TV (Ch. 3) Mayaguez, P.R.** has again delayed start, this time to March 19, according to R. Delgado Marquez, gen. mgr. for owner P.R. Dept. of Education, which also operates WIPR-TV (Ch. 6, educational) San Juan. WIPM-TV will be an educational outlet also. An antenna was installed on 202-ft. Ideco tower late in January.

**WSIU-TV (Ch. 8, educational) Carbondale, Ill.** has set Sept. 1 as target, reports Buren C. Robbins, dir. of bcstg. service for grantee Southern Illinois U. It's asking for bids soon on transmitter, tower & antenna.

**WLTV (Ch. 13) Bowling Green, Ky.** has a 40-kw Standard Electronics transmitter scheduled for arrival in 3 months, but hasn't set a target for programming, according to owner George A. Brown Jr. Construction of the studio-transmitter building hasn't started. It will use a 600-ft. Stainless tower. Base hour not set, rep not chosen.

**CBXT (Ch. 5) Edmonton, Alta.** doesn't expect to begin programming as a CBC o&o until next summer. Construction has begun on the building which will house an RCA transmitter on Hwy. 17 on the outskirts of town. It will use a 500-ft. tower. Studio, on which construction is due to start soon at 74th St. & 88th Ave., will be equipped with a TV tape recorder. Ralph Horley, CBS sales rep at Winnipeg, will be station mgr. Base hourly rate is not set.

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**KFRE-TV Fresno switched to uhf** Ch. 30 from vhf Ch. 12 Feb. 17, converting the California city into the first deintermixed market in the country (Vol. 16:50 p10) to go from vhf-uhf to all uhf. The Triangle station's San Joaquin Valley coverage area is currently 92% uhf converted. In a statement prepared for KFRE-TV's inaugural uhf telecast, FCC Comr. Robert E. Lee noted that the event "is a matter of considerable interest to those of us serving on the FCC. I should like to point out that Triangle Stations, owners of KFRE-TV, concurred with the FCC proposal to make this move, and in fact testified in support of it even though the conversion has been an expensive undertaking for them."

**NBC's David Brinkley** has been added to the program of the 6th annual NAB-sponsored conference of presidents of state broadcasting associations Feb. 23 in the Shoreham Hotel, Washington (Vol. 17:5 p14). He will comment on Washington developments at a pre-luncheon session. Other features of the February 22 & 23 meeting: Feb. 22—a.m., reports to delegates by NAB staffers; noon, Voice of Democracy contest luncheon, Statler Hilton Hotel (see pp. 3 & 7); p.m., reports by state leaders Ronald A. Murphy (Wash.), Lee Ruwitch (Fla.), Thad M. Sandstrom (Kan.), Lloyd W. Dennis Jr. (Md.-D.C.), George R. Dunham (N.Y.). Feb. 23—a.m., special report by NAB broadcast personnel & economics mgr. James H. Hulbert, followed by round-table discussions; noon, luncheon address by NAB Pres. LeRoy Collins; p.m., tour of NAB hq.

**Landau Seeks WNTA-TV:** WNTA-TV N.Y. is for sale, and Ely A. Landau, the onetime N.Y. agencyman who resigned last week as NTA chairman, hopes to buy it. Landau himself announced this odd duality last week at a press conference also attended by Oliver A. Unger, now president, chairman & chief executive officer of NTA (Martin Leeds, ex-Desilu Productions exec. vp, will assume most of Landau's NTA duties).

Promising that he intended to make "a substantial offer" for the N.Y.-area (officially, Newark, N.J.) independent, Landau said that NTA was disposing of the station chiefly to pay off NTA debts. The film concern, 80% of whose gross business is in telefilm sales, bought the station (then WATV) in 1957 for $2,255,000 plus $475,000 of debt. A money-loser at first, WNTA-TV "went into the black as of last September," said Landau.

Landau attempted to acquire the station last April, but failed, reportedly due to the wishes of National Theatres, then NTA's parent. A later separation between NT&T and NTA paved the way for Landau's move, although NT&T still has a 38% interest in the film company.

There'll be other candidates for the station purchase besides Landau before the bids close in mid-March. "We've been approached by several prospective buyers, although we're not negotiating yet," stated NTA's Unger. In N.Y., John F. White, pres. of National ETV & Radio Center, said at week's end: "The availability of Ch. 13 provides the opportunity for which metropolitan N.Y. has been waiting to bring ETV to this area. [We will] make every effort to purchase the station at a reasonable price."

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**Sale of Toronto radio CKEY** has been confirmed by BBG, which states that a transfer application has been filed and hearings will be held Feb. 22. Buyer is the Shoreacres Bcstg. Co. Ltd., which is reportedly paying Jack Kent Cooke $5 million for the station. Cooke, who also owns the Toronto Maple Leafs baseball team, became a U.S. citizen last September and was recently involved in FCC license-renewal hearings for his brother Donald's Pasadena radio KRLA (Vol. 16:46 p8 & 16:45 p10). Shoreacres stockholders are the *Toronto Globe & Mail*, Canadian Westinghouse Co., Westinghouse Electric Corp. (U.S.), W. P. Wilder (Toronto investment dealer) and Toronto lawyers J. S. D. Tory, J. G. Edison and J. B. Aird.


**FACTBOOK NO. 32 CLOSES MARCH 3**

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Congress

**Magnuson Gets Probe Funds:** The Senate last week gave $315,000 to its Commerce Committee "to examine, investigate and make a complete study" of a dozen areas within its jurisdiction, including many TV-radio-FCC problems.

The 1961 appropriation—described by Committee Chmn. Magnuson (D-Wash.) as a "modest" increase from the $308,120 voted for last year—was approved without dissent after he submitted a prospectus for investigations (Vol. 17:5 p8) which ranged over these broadcasting-related fields:

**Equal-time Sec. 315 of the Communications Act**—"We must review the effectiveness of our temporary exemption [for Presidential tickets] and hold hearings on S-304, which would make it permanent" (Vol. 17:6 p2).

**TV allocations**—"We are forced to continue to urge the FCC to act." The Commission is exploring alternative possibilities with the OCDM, however. "We are sure that a definite answer to these questions will be given within the next few months."

**Pay TV**—"Still a controversial issue."

**TV-network practices**—"It is clear that continued hearings are essential."

**Space communications**—"A policy for space communications, probably via the use of satellites," must be set up.

**Educational TV**—"New developments & new legislation will necessitate additional hearings."

**CATV & booster problems**—"This is an extremely controversial subject and will take up a great deal of the time of the Committee."

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**TV debate challenge** has been tossed at his opponents in a U.S. Senate race by Rep. Wright (D-Tex.), who offered to pick up the tab himself if they don't want to share airtime expenses with him. A candidate for the seat which was held by Vice President Johnson, Wright said his TV proposal was directed particularly at Republican candidate John G. Tower, but was open to all others in the race. Sec. 315 of the Communications Act (whose equal-time requirements were temporarily lifted for Presidential candidates only during the recent Presidential campaign) requires that all candidates be offered equal time.

**TV writer Tad Mosel** gets credit from Sen. Proxmire (D-Wis.) for "some of the crispest, most compelling writing now being done." In one of a series of speeches in praise of recent network programming (Vol. 17:6 p13), Proxmire said Mosel's script for NBC-TV's "The Invincible Teddy" on *Our American Heritage* "uses the small detail, knowingly perceived, to give us a better, clearer understanding of the broad train of events." Proxmire inserted the script, complete with camera directions, in the Feb. 6 *Congressional Record.*

**Unauthorized editing by broadcasters** of "recorded interviews & discussions on issues of public importance" would be prohibited under a Communications Act amendment (HR-4332) proposed by Rep. Brown (R-O.). It would ban "the broadcast by radio or TV" of any such recording which had been "altered without the consent of participants."

**FCC regulation of networks** is provided by a bill (HR-4321) sponsored by Rep. Brown (R-O.). It was sent to the House Commerce Committee, whose Chmn. Harris (D-Ark.) already had authored a similar measure (HR-1164) at the outset of the session (Vol. 17:2 p2).

**TV & radio will be in the middle** of a cold war in the House this week. The arena is the Rules Committee, whose conservative Chmn. Smith (D-Va.) has scheduled a Feb. 21 hearing on a proposal (H. Res. 27) by Rep. Griffiths (D-Mich.) to permit camera-&-microphone coverage of proceedings of the House & its committees (Vol. 17:2 p3). All such proposals in the past, adamantly opposed by Speaker Rayburn (D-Tex.), have been pigeonholed by the Rules Committee. Smith's sudden maneuver in calling up the Griffiths resolution for action was seen by Congressional cynics not as a policy reversal in favor of TV & radio newsmen but as a move to embarrass Rayburn. Ever since Rayburn won his fight with Smith to enlarge & liberalize the Rules Committee (Vol. 17:7 p14), Smith has been trying to load the legislative calendar with measures unwanted by Rayburn. Asked by reporters why he was bringing up the Griffiths proposal now, Smith explained with a straight face that he was just doing what Rayburn wanted—setting up green lights in the Rules Committee for floor votes on bills. Rayburn made it clear that he was unmoved & unamused by Smith's move. "The idea [of TV & radio coverage] strikes me as it always has," he said. "I've been utterly opposed to it. I am yet. I've never been in favor of making a show of the House."

**House Commerce Committee**—reconstituted with its Republican membership increased by one to a Democratic-Republican 20-13 ratio (Vol. 17:7 p14)—held its first formal organization meeting Feb. 16. But it postponed setting up subcommittees. Chmn. Harris (D-Ark.) asked members at the closed session to indicate their preferences for assignments to such standing units as the Communications Subcommittee, of which he is expected to name himself chmn. again. Also on the Committee's agenda is establishment of a new Subcommittee on Regulatory & Administrative Commissions to carry on work of the old Legislative Oversight Subcommittee (Vol. 17:2 p2). Harris may head this unit, too—as he did the Oversighters. Meanwhile the death Feb. 15 of Rep. Norrell (D-Ark.) seemed to end the threat of a home-state political battle over a House seat. Harris & Norrell districts had been combined in the census reapportionment for the 1962 Congressional elections.

**Richard D. Heffner**, CBS-TV special-projects dir., will urge repeal of the Communication Act's Sec. 315 before the Western Radio & TV Conference in Salt Lake City this week (Feb. 23-25). Other speakers include NET Pres. John F. White, NAEB Pres. William G. Harley, FBI supervisor C. D. Brennan and Dr. Sterling M. McMurrin, U.S. Commissioner of Education-designate.

**Political-discussion series** *Report from Washington*, featuring N.J. Sens. Case (R) & Williams (D) in joint appearances, has been started by WCAU-TV Philadelphia and a dozen N.J. radio stations as a once-a-month public-service program. Taped in Washington, the Case-Williams bi-partisan show follows a format initiated by Pa. Sens. Scott (R) & Clark (D) for Pa. stations (Vol. 17:3 p15).

**FCC procedural bill (S-683)** eliminating affidavit requirements for routine reports & application forms (Vol. 17:7 p14) has been passed by the Senate and sent to the House, where a similar measure died last year.

**CBS-TV has been commended** by Sen. Williams (D-N.J.) for putting Labor Secy. Arthur J. Goldberg on its new *Washington Conversation* show Feb. 12. Inserting the transcript of the interview in the Feb. 16 *Congressional Record*, Williams said it "has much information of great interest to many Americans."

## Auxiliary Services

**CATV LAW PROPOSED BY FCC:** The FCC has finally forwarded its suggested CATV-regulation legislation to Congress—precisely along the lines indicated by Chmn. Ford in his recent address to the NCTA regional seminar in Washington (Vol. 17:3 p4). It's still understood that the Commission, watching CATV-station conflicts fade, isn't hot for enactment.

The Commission doesn't want to license CATVs, wants only general powers to resolve conflicts as they arise. The key paragraph of the proposed bill asks that FCC should:

"Have authority to issue such orders, rules, and regulations and prescribe such restrictions & conditions and in connection therewith, to hold such hearings as, in its discretion, may be deemed appropriate with respect to the operation of Community Antenna TV Systems, either generally or in individual instances, as may be necessary or desirable to the maintenance of broadcast stations providing locally-originated TV program service in the area served by a community antenna TV system, with due regard to the public interest in the provision of multiple TV program services."

In its explanation accompanying the proposal, FCC said: "It should be noted that despite the numerous CATV systems throughout the country, the problems that have arisen concern the comparatively few areas where a CATV system competes with a local station. Although authorizing the Commission to impose restrictions on CATV operation so as to promote a more equitable balance with a local station, the Commission would be required to give due consideration to the public interest in the multiple TV services provided by the CATV, and therefore its jurisdiction is keyed to the making of reasonable adjustments in the competitive situation rather than to the elimination of CATV systems.

"For example, in an appropriate situation, the Commission might require the CATV system to carry the program of the local station as part of its regular service and to assure that reception of the local program by CATV subscribers is reasonably comparable in technical quality to the programs provided by the CATV from other sources . . .

"Another instance of the way in which the Commission's jurisdiction might be exercised in appropriate situations lies in the field of duplication by CATV systems of programs being carried by the local station. The Commission would be empowered under the proposed legislation to order such adjustments as would, on an appropriate basis, permit the CATV system to continue to provide multiple TV services and at the same time afford to the local station some protection in its program offerings."

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Translator starts: K74AY Salt Lake City is now on equipment tests. Owner U. of Utah plans to file for a license about March 1. It will originate its own ETV programs, as does K71AU there, although some of the U.'s KUED (Ch. 7) shows will be repeated occasionally. • K73AT LaGrande, Ore. won't begin construction until June when snow melts off 7,132-ft. Mt. Fanny near Cover, Ore. Site will enable it also to cover Elgin, Union and Baker when it begins operation in July.

New AM station is sought by Rhinelander TV Cable Corp., Wis. CATV operator which has applied for 1300 kc, 5-kw daytime.

**CATV vs. Canadian Stations:** Proposals by the Canadian Assn. of Bcstrs. that now-licensed CATV systems in Canada be regulated, too, have been opposed vehemently by the National Community Antenna TV Assn. there.

In language reminiscent of running arguments between U.S. CATVs & stations, the NCATA submitted a 21-page brief to a special broadcasting committee of the House of Commons maintaining that CATV is just "a passive element of broadcasting" and therefore not subject to regulation under the Broadcasting Act.

"From the viewpoint of Constitutional law, it is difficult to comprehend how the Parliament of Canada or any agency thereof can regulate program content since a CATV system neither broadcasts programs by means of Hertzian waves nor relays signals by means of a cable system connecting the province or crossing an international boundary," the brief said. "There would appear to be no other jurisdictional head under which the federal authority could act."

The NCATA reported that its membership includes 116 of 262 licensed Canadian CATV systems, that the average number of system subscribers is 700, subscribers pay an average of $89 in connection charges and $3.73 monthly service charges. The brief noted that half Canada's 16-million population can receive U.S. TV signals with ordinary antennas, so that CATV's across-the-border service has little effect on "well-entrenched habits of Canadians to view U.S. TV programs." (See also p. 6.)

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First convention of vhf booster operators—the Western Translator Conference—will be held March 3-4 at Hotel Utah, Salt Lake City. Sponsored by *DXing Horizons* magazine, it is supported by the following firms, which will exhibit equipment or participate: Adler Electronics, New Rochelle, N.Y., Blonder-Tongue Labs, Newark, N.J.; Electronics, Missiles & Communications, Mt. Vernon, N.Y.; General Electronic Mfg. Co., Roseburg, Ore.; Mid-America Relay Systems Inc., Rapid City, S.D.; SITCO Antennas, Portland, Ore.; Video Utility Co., Seattle. Featured address by Pres. Isaac Blonder of Blonder-Tongue is titled "The Future of Small-Town TV." Other sessions will be devoted to FCC forms, translator maintenance, remote control, use of translators by broadcasters. Information on the conference is available from *DXing Horizons*, Box 3150, Modesto, Cal.

Health & science programming for the lay public will be explored by the Council on Medical TV in a technical seminar April 6 at its 3rd annual meeting at the National Institutes of Health, Bethesda, Md. Other topics on the tentative agenda of the April 6-7 sessions include TV's role in clinical radiology, use of color & scrambled-image TV, medical-school TV teaching techniques.

Adler Electronics Inc. has opened a midwest industrial products div. office at 11910 Lawnview Ave., Glendale, O. (Telephone: Princeton 2-1198). Heading the office is Jack H. Wilkes, former Canadian Marconi Co. sales engineer. The company also announced appointment of William C. Batista, ex-Emerson, as field engineer for microwave, translator and ETV systems.

Newest TelePrompTer expansion is a production-services division. Heading the new offshoot will be E. J. Spiro, formerly TPT's dir. of marketing. According to TPT exec. vp William V. Sargent, the new division will be "responsible for national film & TV equipment sales & services and for the staging of business meetings."

## Advertising

**SUCCESS STORY—CHAPTER 2:** "If all you are selling is a list of items at a price, economists predict you'll be replaced by the growing discount houses. But if you can establish an image of your store as standing for something more than just prices, then you can grow with our economy." So stated Howard P. Abrahams recently at the annual convention of the National Retail Merchants Assn. That TV can "establish & improve store image," said Abrahams, "is evidenced by the stores' increased use of TV advertising."

The TvB executive's view parallels our own findings in this area in a survey we made of TV outlets in the U.S. & Canada. We have already reported from it representative local regional TV successes in the automotive & auto-products category (Vol. 16:48 pp3 & 7). The report below, drawn again from examples cited by stations, covers department stores, shopping centers, other retail outlets.

**WKY-TV Oklahoma City, Okla.** Reported asst. mgr. James Terrell: "Horn Seed Co. sponsors a 10-min. garden show within the framework of our daytime variety program, *The Tom Paxton Show.* Sales for the first 9 months of the year 1959 increased 32% over the *entire* preceding year. For example, a 200% increase was realized in peat moss sales. Garden-sprayer sales increased 233%, and insecticides showed a 205% increase." The firm's weekly 10-min. segment represented the "only additional advertising" used in the later year as against the earlier.

**CKCW-TV, Moncton, N.B. Canada** has in its files a letter from Carl E. Horncastle, mgr.-dir. of Cash & Carry Cleaners, which reads in part: "As sponsors of *The Weather Forecast* for more than 150 weeks, we have maintained a steady schedule of advertising on TV. Prior to TV, we ran our advertising on a hit & miss basis. Now, for 2½ years, the consistent pattern of advertising has, no doubt, influenced & helped our gain of 75% in volume of business." Noting that he had doubled his original TV schedule, Horncastle added that "we attribute the many new customers we have received to the weekly promotion of Cash & Carry Cleaners and Custom Cleaners. More than 70% of our advertising dollars are spent where we feel they will reach the most people and, as you are probably aware, CKCW-TV is getting this big percentage."

**WSVA-TV Harrisonburg, Va.** When a new hardware & appliance store opened in Staunton, Va., the station sold it on placing its entire promotional budget with WSVA-TV. Live announcements in participating shows and saturation station breaks drew more than 3,000 people to the store in the first hour of opening day—and 14,000 more in the next few hours. "The store was sold out on several lines of merchandise as early as 2 p.m., and the Staunton police dept. had to assign 4 extra men to traffic duty at the location," said station Pres. & gen. mgr. Hamilton Shea.

**CKCO-TV, Kitchener, Ont., Canada.** "The most successful case history of advertiser results ever achieved through our station," wrote gen. mgr. William D. McGregor, "involved a local dealer for a mechanical massage product whose sales were increased more than 10 times in the period of 18 months through the sole use of TV advertising. This startling increase was attained after the advertiser had used other media for a period of one year. We are now in the 3rd year of assisting this advertiser, and he has had consistently increasing sales throughout this period to such an extent that his operation became, by a good margin, the largest-selling dealership in the U.S. & Canada for 44 weeks. Considering that this includes dealerships in cities such as N.Y. and Los Angeles, this showed an effective use of TV advertising."

**WTVT Tampa, Fla.** sold a 10-min., early-evening weather show to Webb's City Shopping Center (which claims, incidentally, to have been the world's first). Webb's City, until then, had been a heavy newspaper advertiser. Reported WTVT in our survey: "Webb's City found that their TV advertising attracted customers from a larger area than ever before. The effect of TV was shown when 100 watches were sold in less than 3 hours after the commercial was presented." Because of this "unprecedented" success, the shopping center stepped up its TV schedule to a total of 4 shows on the station.

**WHEN-TV Syracuse, N.Y.** The Rochester Sample Shoe Store has been "a constant advertiser for 10 years," according to WHEN-TV promotion mgr. Robert Peel. Owner Jack Rubenstein has "devoted almost all of his ad budget to TV" (using spot announcements), and the store has tripled its business, "crediting WHEN-TV exclusively . . ."

**KGNC-TV Amarillo, Tex.** Wolflin Village is the first shopping center to be built in Amarillo, and "we have handled their advertising exclusively since their origin," KGNC-TV gen. mgr. Bob Watson reported. The center's merchants have been so "outstandingly successful" that "all subsequent shopping centers in Amarillo have been patterned after this one."

**WMTV Madison, Wis.** cites "an exclusive one-week promotion by the Madison East Shopping Center, in which all of the stores participated, and the entire budget normally alloted to newspaper advertisers was channeled into TV." Daytime-announcement saturation was used, and direct results were seen by all merchants in the center when station personnel pitched in to organize & supervise a boat show, pet contest and other events."

**WMBD-TV Peoria, Ill.** reports its most successful case history to be that of the Bergner Dept. Store, a heavy user of 10- & 20-sec. commercials. "Positive proof that TV can move merchandise is in the store's records, the most significant fact being that TV produces sales throughout the coverage area in excess of the confined circulation area of the Peoria newspapers," reported WMBD-TV vp Robert O. Runnerstrom.

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The retail sale has fallen upon evil days in much of the national magazine market. Although 80 leading magazines experienced a circulation increase of 35% over the past 10 years, their single copy sales simultaneously dropped more than 10%. So reports Bernard P. Gallagher in "A Hard Look at Soft Sales" in *Bestsellers Magazine.* He goes on to explain that the reason for the apparent paradox is the surge in subscription selling. *Life*, presented as an example of this trend, is shown to have had 49% of its circulation in single copy sales in 1947, but it has less than 10% today. And, continues the article, "today 82.2% of the subscriptions *Life* sells are sold at cut rates."

Space-rate discounts for national advertising are now offered by 161 U.S. daily newspapers, estimates Feb. *Media/scope.* Another 100 dailies provide group discounts. The top discount approximates 20%. "Many newspapers," reports *Wall St. Journal*, "concede discounts are aimed at winning ad dollars away from TV & magazines."

**Uniformity in newspaper discounts** for national advertising is the objective of 4 plans proposed by a rate committee of American Assn. of Newspaper Representatives.

## U.S. Advertising Volume—1959 & 1960

Preliminary estimates by McCann-Erickson
for *Printer's Ink* (See p. 2)

| Medium | 1960 Millions | 1960 Per cent of total | 1959 Millions | 1959 Per cent of total | Per cent change '60 vs. '59 |
|---|---|---|---|---|---|
| **Newspapers** | | | | | |
| Total | $3,650.0 | 31.5% | $3,546.0 | 31.9% | +2.9 |
| National | 845.0 | 7.3 | 826.2 | 7.4 | +2.3 |
| Local | 2,805.0 | 24.2 | 2,719.8 | 24.5 | +3.1 |
| **Magazines** | | | | | |
| Total | 938.0 | 8.1 | 866.2 | 7.8 | +8.3 |
| Weeklies | 525.0 | 4.5 | 478.4 | 4.3 | +9.7 |
| Women's | 184.0 | 1.6 | 168.2 | 1.5 | +9.4 |
| Monthlies | 197.0 | 1.7 | 185.0 | 1.7 | +6.5 |
| Farm National | 32.0 | 0.3 | 34.6 | 0.3 | −7.5 |
| **Television** | | | | | |
| Total | 1,595.0 | 13.8 | 1,494.9† | 13.5 | +6.7 |
| Network | 805.0 | 7.0 | 744.5† | 6.7 | +8.1 |
| Spot | 510.0 | 4.4 | 483.6† | 4.4 | +5.5 |
| Local | 280.0 | 2.4 | 266.8† | 2.4 | +4.9 |
| **Radio** | | | | | |
| Total | 672.0 | 5.8 | 657.1† | 5.9 | +2.3 |
| Network | 47.0 | 0.4 | 48.1† | 0.4 | −2.3 |
| Spot | 210.0 | 1.8 | 203.2† | 1.8 | +3.3 |
| Local | 415.0 | 3.6 | 405.8† | 3.7 | +2.3 |
| **Farm Publications** (Regional) | 34.0 | 0.3 | 36.4 | 0.3 | −6.6 |
| ***Total Farm Pubs.** | (66.0) | 0.6 | (71.0) | 0.6 | −7.0 |
| **Direct Mail** | 1,620.0 | 14.0 | 1,573.0 | 14.2 | +3.0 |
| **Business Papers** | 600.0 | 5.2 | 569.3 | 5.1 | +5.4 |
| **Outdoor** | | | | | |
| Total | 203.0 | 1.8 | 193.2 | 1.7 | +5.1 |
| National | 137.0 | 1.2 | 130.4 | 1.2 | +5.1 |
| Local | 66.0 | 0.6 | 62.8 | 0.5 | +5.1 |
| **Miscellaneous** | | | | | |
| Total | 2,270.2 | 19.5 | 2,181.2† | 19.6 | +4.1 |
| National | 1,313.8 | 11.3 | 1,269.0† | 11.4 | +3.5 |
| Local | 956.4 | 8.2 | 912.2† | 8.2 | +4.8 |
| **Total** | | | | | |
| National | 7,025.8 | 60.7 | 6,713.5 | 60.4 | +4.7 |
| Local | 4,556.4 | 39.3 | 4,403.8 | 39.6 | +3.5 |
| **Grand Total** | $11,582.2 | 100.0 | $11,117.3 | 100.0 | +4.2 |

*Included in other media totals—not to be added. †Revised.

TV's extensive & speedy coverage was seen again in a recently made TvB-A. C. Nielsen study of Rambler and Pontiac auto TV schedules. Pontiac's one-day (Oct. 6, 1960) campaign consisted of 24 spots in N.Y. and an ABC-TV Victor Borge special. "The value of spot TV to supplement a single special network program & increase the reach of the commercial message in a single day was clearly seen," said TvB, when 69.5% of all N.Y. Metropolitan area homes were reached. The Rambler schedule consisted of 174 one-min. & 20-sec. spots on all 7 N.Y. stations in the 4 weeks ending Nov. 6, 1960 (13 in prime time, 161 in non-prime). The weekly cumulative audience for Rambler was 82.6% of N.Y. TV homes and 97.9% for the entire 4-week period, Nielsen estimated.

62% of consumer magazines told *The Gallagher Report* that they expect an average increase in their 1961 ad volume of 10.4% over 1960. Other questionnaire answers: 61% said they increased their ad rates an average of 14.6% in 1960; 54% will increase ad rates 11.5% this year; 82% said they expect total revenue to increase by 13.3% this year. Since 1956, ad rates in consumer magazines have risen 38%, Gallagher also reported, but their circulation since that year has risen only 17%.

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**Ad People:** John J. Calnan named TV-radio creative dept. mgr., Needham, Louis & Brorby, succeeding Frederick D. Sulcer, promoted to account exec. . . . Charles Fredericks Jr. elected a vp, Ogilvy, Benson & Mather . . . Western States Advertising Agencies Assn. named Paul Willis, Carnation Co. vp-ad dir., as its "Advertising Citizen of 1960."

## Film & Tape

**Six New Shows Sold:** Only a half-dozen new telefilm series have been sold for next season, as sponsors, agencies and networks mark time until they can see the bulk of Hollywood's pilots.

In the early returns, Revue Studios leads with 3 sales for next season, and Four Star Television is runner-up with 2. Revue sales (all for CBS-TV): *The Bob Cummings Show*, *Ichabod*, and a 60-min. action-adventure series, *The Investigators*.

NBC-TV bought a 60-min. anthology series which will feature Dick Powell as host and will be produced by Powell's Four Star. That company's other sale is *The Freshman*, a comedy starring Gertrude Berg & Cedric Hardwicke. Another series definite for next season is the 60-min. *Walt Disney Show*, slotted on NBC-TV Sunday.

Renewals which have been nailed down for next fall include *National Velvet* (MGM-TV) and *Adventures in Paradise* (20th Century-Fox TV).

One top-echelon network executive told us to look for mid-March as the time of decision, pointing out that by then networks, sponsors and agencies will have had a look at the new Nielsens. Also, many series have mid-March renewal dates.

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**Boone Has Deal, Won't Travel:** Richard Boone, who had been considering leaving CBS-TV & *Have Gun, Will Travel* following expiration of his contract, will stay for another year beyond the 1961-62 season to which he was committed (Vol. 17:6 p6). The reason: A highly attractive residuals-plus-salary agreement reached with the network. We learn that CBS-TV bought out Boone's residual interests in *Have Gun* for approximately $1 million, with a proviso that it will pay him off at the rate of $50,000 a year for 20 years. The 2-decade pay-off, now being drawn up in contract form, gives the actor a better tax break, one of the principal inducements in the deal. Also his salary is reportedly being raised to $200,000 a season, perhaps more, for the next 2 years. The network is considering eventual daytime-stripping of the series.

Boone had been negotiating with the AB-PT film production subsidiary, Selmur Productions, for a deal to follow expiration of his CBS-TV contract, but that company lost out mainly because of the CBS-TV residuals deal.

■

Replacing the late Ward Bond—after months of pondering by the producers of *Wagon Train*—is John McIntire, once the star of the 30-min. version of *Naked City*. The actor is already working in the NBC-TV show and will be seen for the first time in April. Revue Studios has concocted a story line in which Lee Marvin (ex-*M Squad*) comes into one episode as the wagonmaster, is disliked and comes to an untimely end. This paves the way for the introduction of McIntire.

Mid-season casualty rate of shows continues to decline, reports *Sponsor*, which advances 2 theories for the phenomenon: (1) More one-hour shows and (2) the hesitancy of free-lance producers to allow a new series to battle its way as the warm weather approaches. Here's the tabulation:

| | 1960-61 | 1959-60 | 1958-59 | 1957-58 |
|---|---|---|---|---|
| Total number of entries | 108 | 119 | 114 | 120 |
| Total shows dropped since fall | 8 | 15 | 30 | 34 |
| Casualty rate for all sponsored series | 7.4% | 12.6% | 26% | 28% |
| Total newcomers in fall | 44 | 43 | 36 | 45 |
| Total newcomers dropped | 6 | 9 | 17 | 26 |
| Casualty rate for new shows | 12.6% | 21% | 47% | 58% |

## HOLLYWOOD ROUNDUP

**Writers Guild of America West** may file an *amicus curiae* brief in Federal Court in support of the $7.5-million "blacklisting" suit filed against the Motion Picture Assn. of America and the Assn. of Motion Picture Producers by a dozen movie writers & actors (Vol. 17:1 p13). WGAW has called a special membership meeting for March 1 to discuss the move voted by the Guild's council. Plaintiffs in the action contend that a "political blacklist" has kept them out of work in the film industry since 1947. Eight writers are among the plaintiffs, 2 of them WGA members. Major studios producing TV film as well as movies were named in the suit.

**Desilu Productions** will pay Screen Actors Guild members residuals due on a number of NTA-financed & distributed series, a company executive told us last week (Vol. 17:7 p12). SAG had contended that Desilu was in default on residual payments of several NTA syndicated series. Desilu terminated distribution contracts with NTA on grounds it is in default of its payments. SAG also seeks residuals on 3 NTA series produced by 20th Century-Fox TV and is planning a joint approach to NTA with Writers Guild of America West and Directors Guild of America to resolve that situation.

**A 10-year lease on California Studios** was taken last week by a syndicate headed by Los Angeles financier Fred Jordan from the W. H. Clune Foundation. Philip N. Krasne formerly had the lease. Jordan & his group are planning to utilize the 9-stage studio in Hollywood principally for rental purposes. They have no immediate production plans, we're informed by Jerry King, vp & asst. to Jordan. No telefilm companies are presently filming at California Studios. CBS-TV's *Gunsmoke* and *Have Gun, Will Travel* were formerly produced there, but *Gunsmoke* moved to Paramount Sunset and *Have Gun* to Paramount.

**Screen Actors Guild** has overwhelmingly approved (6,186 vs. 56) a new contract covering non-theatrical industrial & educational movies (Vol. 17:5 p11). SAG gets wage hikes retroactive to July 21, 1960, additional compensation for pension, health & welfare, and other benefits.

**Mitchell J. Hamilburg** has finished a pilot, *$100,000 Hole in One*, a half-hour show . . . James Fonda will produce Screen Gems' *Hazel* pilot, with Harry Ackerman as exec. producer, Shirley Booth to star.

**People:** Cy Howard has taken over as producer of Desilu Productions' *Guestward Ho!*, replacing David Heilweil, who has moved to 20th Century-Fox as a movie producer . . . **David Schwartz** named associate producer on *The Donna Reed Show* . . . **W. Argyle Nelson** named vp in charge of production & studio operations of Desilu Productions. **James Paisley** named production mgr. . . . **John Conwell** joined 20th Century-Fox TV's casting dept. . . . **Edward Rissien** will produce *The Jane Powell Show* pilot for Four Star Television and Miss Powell's Etoile Productions . . . **Michael Garrison** will produce Revue Studios' 60-min. series, *The Investigators* . . . **Jack Dunning** named supervising film editor of MGM-TV . . . **Warner Bros.** promoted producers Howie Horwitz, Jules Schermer and Arthur Silver to supervising producers . . . KNXT Los Angeles names Alexander Ramati as producer of four 90-min. dramas to be sponsored by Lincoln Savings & Loan Assn. during 1961.

## NEW YORK ROUNDUP

**Screen Gems**, long exclusively a film production-distribution company, plans to enter the live-TV program field. Herbert Sussan, former NBC-TV dir. of special programs, has been retained "to develop a package of major musical & dramatic specials," announced SG vp & gen. mgr. Jerome Hyams. "We now have 8 film series on the nighttime network schedules," said Hyams. "The fact that film has achieved such an extensive position on the networks suggests to us that there will now be new opportunities in live programming." SG expects to have the specials ready for network sales in "the near future."

**American TV Commercials Festival** added 3 New Yorkers to its staff last week. Renee Rosenwasser, formerly of TvB, was named coordinator of entries & reservations. Walter Cooper, ex-Lennen & Newell associate producer, was named program coordinator. And Vincent Infantino, ex-Ted Bates executive, became coordinator of film & videotape commercials. Festival dir. Wallace A. Ross plans to address a Feb. 23 Milwaukee Ad Club meeting at which he will present the 1960 award-winners.

**Kuklapolitan Productions** has been formed by *Kukla, Fran & Ollie* creator Burr Tillstrom to produce & market a 5-min. series featuring the 2 puppet members of the team. J. Walter Thompson has optioned the series for client Seven-Up, and Campbell-Mithun is reportedly interested for American Dairy Assn. Barring a hoped-for network slot, Tillstrom will offer the series for syndication. The comic characters, on network TV for some 10 years, left the air in 1957.

**Samuel Goldwyn** has obtained a default judgment against Bernard L. Schubert Inc. for $5,635. The judgment was entered in N.Y. Supreme Court and obtained under a stipulation citing a 1959 agreement whereby Schubert reportedly used Goldwyn's Hollywood studios & facilities for production of a *Counterspy* TV series.

**Add syndication sales:** Ziv-UA has sold *Miami Undercover* in 117 markets to date, with new sales including WJBF Augusta, WAST Albany . . . **Seven Arts** has sold its post-1950 Warner Bros. feature-film package in 5 more markets, raising the total to 44.

**WCBS-TV** N.Y. scored a near-record late show Arbitron rating of 24.7 Jan. 28 with the first N.Y. telecast of "All the King's Men." The figure, which represents more than 2 million viewers, was the 4th highest in the late show's 10-year history. The film is the first of the Columbia Pictures 275-film, post-1948 library recently bought by WCBS-TV through Screen Gems.

**ABC Films** sold its new 65-episode *Dr. Joyce Brothers* series to 5 stations after pilot screenings in several major markets. Filming should be finished by the end of March, and on-the-air start dates are set for the week of April 5.

**People:** NTA sales department realignment was announced last week. **Berne Tabakin** has been named national sales vp, **Peter Rodgers** West Coast sales vp and **Leonard Gruenberg** sales development vp. **Joel Weissman** has been appointed NTA Telestudios Ltd. staff dir. . . . **Alfred Fernandez Jr.** has become Screen Gems Mexican sales mgr. . . . **Michael A. Palma**, Transfilm-Caravel exec. vp, has been appointed vp & chief financial officer of T.F.P., entertainment div. of parent Buckeye Corp.

## Networks

**Quiz Shows Are Back:** To put some zing in its late-morning ratings, CBS-TV late last week shook up its 10 a.m.-to-noon schedule with a round of program changes, and tossed in a new afternoon show for good measure. Interestingly the 3 new shows involved are all—as CBS describes them—"new fun-packed game shows." Last fall, CBS went out of its way to drop the axe on the few quiz shows it had, in the wake of the Van Doren *et al.* expose.

The new Mon.-Fri. daytime lineup, announced by CBS-TV's new daytime program vp Lawrence White, runs like this: 10-10:30 a.m., *I Love Lucy* (reruns), moving down from 11 a.m. and ousting reruns of *December Bride*; 10:30-11 a.m., *Video Village*, remaining in its present time, but switching origination to Hollywood; 11-11:30 a.m., *Double Exposure*, a new Heatter-Quigley production involving jigsaw puzzles; 11:30 a.m.-noon, *Surprise Package*, a Singer production in which contestants are "told the value of merchandise and then are given money to purchase blocks of time to ask questions concerning the merchandise." The latter 2 shows fill the vacated *Lucy* spot and replace *The Clear Horizon*. In the afternoons, *Face the Facts* will be slotted from 2-2:30 p.m., replacing *Full Circle*. All shows will begin on March 13.

On the daytime sales front, there was action of another sort. CBS-TV's controversial daytime plan began as scheduled Feb. 13, despite protests from station reps & some affiliates (Vol. 17:7 pp3&9). It was no great trick for timebuyers to clock the amount of minute announcements during the first week (about 40 of a total of 100 participations). But who got what at what rate was something else. Several of the contracts, we're told by CBS, were still operative under the old 15-min.-segment sales policy. Another thing in doubt: The length of the line-up, inasmuch as not even CBS was quite sure exactly how many stations were taking the 10 a.m.-through-noon shows. Confided one Madison Ave. agency source to us: "I really don't care how many stations I get in this deal. Since I'm bound to get the CBS o&o's and a reasonable number of big affiliates, it's a good buy at those prices [$3,200 per announcement with discounts]."

Closest estimate of the CBS-TV station total clearing for the 10 a.m.-noon block: 135 out of about 200. Missing from the lineup: the Meredith, Storer and Taft stations affiliated with CBS. Estimated U.S. coverage of the daytime block: about 90%, or about equal to ABC-TV's best single daytime lineup (for *Queen for a Day*).

### NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. Mar.
*Kurlash* (Ehrlich, Neuwirth & Sobo)

The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. Feb.
*Johnson & Johnson* (Young & Rubicam)

CBS

Malibu Run (formerly Aquanauts), Wed. 7:30-8:30 p.m., part. eff. Feb. & Apr. respectively.
*Whitehall Laboratories Div.* (Ted Bates)
*Pepsi-Cola* (BBDO)

NBC-TV

Ulysses Grant & Robert E. Lee specials. 1961-62 season.
*Union Central Life Insurance* (no agency)

## The FCC

"Lawyers' delight"—the NBC-RKO proposed station sales & objections thereto (Vol. 16:1 p9 *et seq.*)—will be handled expeditiously, FCC assured Philco last week. Philco, which has an application for NBC's Ch. 3 (WRCV-TV) Philadelphia, had filed a "motion to expedite." The Commission listed all the applications pending & the pleadings filed (27) and said: "These applications & pleadings, raising complex substantive and procedural questions, have been & are under expeditious study & consideration by the Commission, and you may be assured that every effort is being made to resolve these matters as promptly as possible." The Commission began discussing the case last week, asked its staff to come up with recommendations on procedures. The staff estimated it would need about 30 days. The Commission faces a choice of conducting one big hearing involving everything, or holding separate hearings on each station involved—Boston, Philadelphia, Washington & San Francisco. It's understood that the majority appears to favor a one-package affair.

Assault on Ch. 8 Petersburg, Va., held by WXEX-TV, was deflected by FCC last week when it: (1) Dismissed the application of South Side Virginia Telecasting Corp. which contested WXEX-TV's renewal. (2) Renewed the license of WXEX-TV. (3) Denied Southside's petition for further hearing on the Sept. 1954 decision which had granted Ch. 8 to WXEX-TV & denied Southside. The Commission said that Southside's application was short-spaced vis-a-vis Ch. 8 applications in the Greensboro-High Point, N.C. area.

Govt. wheels are blocked by too much detailed paper work loaded on desks of regulatory-agency officials, President Kennedy's special advisor James M. Landis told the Women's National Democratic Club in Washington. In another in a series of lectures on agencies & their faults (Vol. 17:6 p4), Landis said the officials ought to be free to spend more time thinking—"just about the toughest job of all." He added that the Eisenhower administration had left the Democrats with clean-up tasks ranging from reducing case loads to getting rid of poor personnel.

Congressional criticism of CBS-TV's migratory farm labor documentary "Harvest of Shame" (Vol. 17:7 p14) shouldn't be permitted to blur the problems of the workers themselves, Sen. Williams (D-N.J.) told the Senate. He said it's "most unfortunate" that the show's objectivity has been challenged. "My own reaction is that the program serves a definite purpose," Williams said. "It helped many Americans to realize that there are serious problems in this area, and that something should be done about them." The CBS-TV film—and attacks on it by the American Farm Bureau Federation—provided most of the text for a Feb. 16 floor debate on farm-labor issues which filled 14 pages of the *Congressional Record*. At a N.J. Farm Bureau breakfast meeting with the state's Congressional delegation the same day, fruit grower Sam DeCou drew applause when he said Edward R. Murrow, narrator on the network show, is unfit to head the USIA. (Vol. 17:7 p14).

"Management payola" case against radio WAOK Atlanta & WRMA Montgomery was wrapped up by FCC last week when it ordered the stations to "cease & desist" taking money for playing records. The stations had quit the practice long ago (Vol. 16:51 p2) and were prepared to accept the cease & desist order. They waived hearing right.

Substitution of Ch. 15 for Ch. 45 in Youngstown was denied by FCC, which rejected a petition of WXTV (Ch.

45) Youngstown requiring the deletion of Ch. 22 from Pittsburgh, Ch. 29 from Canton, Ch. 15 from Ashtabula—and short co-channel spacing with WTAP-TV (Ch. 15) Parkersburg, W.Va.

**Springfield, Ill. deintermixture case,** long enmeshed in "influence" charges involving FCC's award of St. Louis Ch. 2 to KTVI, should be subjected to further proceedings "on the merits of the underlying TV channel allocations," the Commission told the Court of Appeals last week. Following recommendations by special examiner Horace Stern last March (Vol. 16:11 p4), FCC asked the Court to remand the case for "early action," with all original parties getting an opportunity to submit comments on the record. Comrs. Cross & King dissented from the Commission's recommendations. Cross held that "limited reopening" of the case wasn't enough, that FCC should start all over again on Springfield-St. Louis deintermixture issues. King said FCC "has no alternative" but new rule-making. Chmn. Ford concurred with the majority, but said he would be more "explicit" about the *ex-parte* conduct of KTVI Pres. Harry Tenenbaum, which Ford said "went substantially beyond the bounds of propriety."

**Short-term license,** to April 1, 1962, was granted by FCC to radio WPHB Philipsburg, Pa., owned by Rev. William Emert. The Commission said the renewal was granted "on the basis of corrective action reported by the licensee as a result of complaints about broadcast attacks on various groups & individuals." The licensee was reminded, the Commission said, "about broadcasters' responsibility for community service and obligations in the matter of editorializing." Comrs. Bartley & King dissented.

**FCC's award of Ch. 12,** Beaumont, Tex. to KBMT, over competitor Brown Telecasters, was upheld by the Court of Appeals last week in a 2-1 vote. Brown contended that FCC erred in granting KBMT a waiver to use a site outside of Beaumont. Judges Edgerton & Washington said, in effect, that the FCC may have erred but it wasn't important. Dissenting Judge Danaher contended that it was.

**Shift to Ch. 3** is sought by WARD-TV (Ch. 56) Johnstown, Pa., which asked the Commission to assign Ch. 3 and delete Ch. 19 & 56. From Hackensack, N.J. came a request for the reservation of Ch. 14 for ETV in the Paterson-Upper Montclair area, filed by the Bergen County Federation of Boards of Education.

**Overlap problem indicates** a hearing is necessary, FCC said last week, on the proposed sale of ⅓ of WHNB-TV (Ch. 30) New Britain, Conn., to WWLP (Ch. 22) Springfield, Mass. Comrs. Hyde & Lee dissented.

**CP for KRNM-TV (Ch. 10)** Roswell, N.M. will be transferred—for $10,000 & assumption of debts—to New Mexico Telecasting Co., following approval received from the FCC last week.

**Ch. 62, Allen Park, Mich.** has been granted to Robert M. Parr. Also granted last week: Ch. 74 translator, Winnemucca, Nev. to Humboldt County TV Maintenance, and CP for Ch. 75, Point Arena, Cal., was reinstated.

**A 2nd ETV channel for Ogden, Utah,** is in the works. FCC has proposed to reserve Ch. 24 there at the request of the Ogden City Board of Education. The Weber County school district now operates KWCS-TV (Ch. 18).

**Sale of radio KTHT Houston** for $1.5 million by Texas Radio Corp. to Winston-Salem Bcstg. Co. Inc. (Vol. 16:50 p12) has been approved by FCC.


# Television Digest

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

**WASHINGTON BUREAU**
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

**NEW YORK BUREAU**
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

**WEST COAST BUREAU**
6362 Hallywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Arch Madsen, ex-AMST asst. dir., named pres. of KSL-TV & KSL Salt Lake City where he served 1934-35 & 1943-46. He replaces Jay W. Wright, resigned.

A. Prose Walker, NAB engineering mgr., May 16 joins Collins Radio Co., Cedar Rapids, Ia., in charge of bcst. & amateur equipment development . . . Sheldon Smerling, former exec. vp of Eastern Management Co. (movie theaters & radio stations), named exec. vp, NT&T . . . Herbert J. Miller Jr., member of Washington law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, named U.S. Asst. Attorney General in charge of the criminal div.

Lawrence White promoted from dir. of daytime programs to CBS-TV daytime programs vp; Bruce Lansbury, former asst. dir. of program development, Hollywood, named CBS-TV dir. of daytime programs, Hollywood . . . Robert Blake, ex-CBS-TV press information dir., Hollywood, opens own PR office in Beverly Hills . . . Daniel Kelly, ex-mgr. of sales presentations, named CBS TV Spot Sales mgr. of sales promotion & research . . . Robert Rafelson, ex-CBS & Talent Associates, joins ABC-TV as mgr. of program development . . . Henry Epstein promoted from asst. art dir. to art dir., AB-PT.

Donald A. Pels, ex-WABC-TV business mgr., named treas., Capital Cities Bcstg. Corp. . . . Paul Von Hagel named gen. sales mgr., WEAR-TV Pensacola . . . Charles R. Sanders appointed asst. to the pres., Spartan Radiocasting Co. (WSPA-TV & WSPA Spartanburg, S.C.) . . . Andrew F. Oehmann, attorney in Washington TV-radio firm of Dow, Lohnes & Albertson, rejoins Justice Dept. as exec. asst. to Attorney General Kennedy.

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New anti-trust chief in the Justice Dept., replacing Robert A. Bicks, will be Minn. State Supreme Court Justice Lee Loevinger, 47, whose law career includes govt. work in the anti-trust div. In court cases, appearances before Congressional committees and in law-journal articles, Loevinger has won a reputation as an advocate of stiff enforcement of anti-monopoly laws—particularly those dealing with price-fixing & rigged bidding.

Earl W. Kintner, outgoing FTC chmn., is understood to be joining the Washington law firm of Berge, Fox & Arent—to be renamed Arent, Fox, Kintner, Plotkin & Kahn.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 PHONO SALES NEAR RECORD:** Phono sales played a stereophonic Concerto for Cash Register in 1960. Despite a few sour notes last fall, good December business ended the year on the upbeat.

Phonograph sales last year totaled 4,523,385 at factory level, 4,565,837 at retail. Retail sales thus were 4% ahead of 1959's 4,397,857 units. In dollars, 1960 should prove to be by far the best phono year because of the heavy proportion of the more expensive stereo phonos to mono units. (The figures aren't available yet.)

Stereo units represented 73% of phonos sold at retail last year, mono 27%. This compares with 1959's ratio of 62% stereo, 38% mono. Looking at it another way, stereo phono sales in 1960 were 22% higher than in 1959, while mono sales dropped 15%.

In terms of factory unit sales of phonos, 1960 was the 2nd best year in history—exceeded only by the 4,658,000 units sold in pre-stereo 1957. Here's a tabulation of unit factory sales of phonos (not including record-player attachments) for the last 9 years:

| | | | | | |
|---|---|---|---|---|---|
| 1952 | 820,000 | 1955 | 2,627,000 | 1958 | 3,972,000 |
| 1953 | 1,215,000 | 1956 | 3,789,000 | 1959 | 4,304,000 |
| 1954 | 2,244,000 | 1957 | 4,658,000 | 1960 | 4,524,000 |

Like TV & radio, phono sales ended 1960 with a very strong December (Vol. 17:7 p16). That month saw the highest retail phono sales figure registered for any month in the 2 years EIA has been releasing monthly retail phono statistics. The 907,723 phonos sold that month were 10% more than the previous record of 822,761 sold in Dec. 1959. This represented a sharp comeback from Nov. 1960's poor retail sales, which were 18% below Nov. 1959 and were 40% monophonic (Vol. 17:4 p18). In Dec. 1960, stereo resumed its strong dominance, accounting for 74% of the retail unit sales—slightly better than the full year's stereo-to-mono ratio of 73 to 27.

Here are EIA's final & official phono sales figures for 1960, compared on a monthly basis with 1959:

PHONO FACTORY SALES

| | 1960 | | | 1959 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 118,400 | 341,329 | 459,729 | 184,147 | 177,336 | 361,483 |
| February | 92,649 | 324,666 | 417,315 | 164,873 | 188,750 | 353,623 |
| March | 63,264 | 242,523 | 305,787 | 119,075 | 168,117 | 287,192 |
| April | 30,962 | 142,409 | 173,371 | 47,153 | 125,111 | 172,264 |
| May | 36,793 | 146,176 | 182,962 | 33,356 | 89,827 | 123,183 |
| June | 69,293 | 198,407 | 267,700 | 44,976 | 152,900 | 197,876 |
| July | 70,992 | 222,559 | 293,551 | 44,591 | 158,668 | 203,259 |
| August | 109,321 | 307,517 | 410,838 | 65,179 | 277,545 | 342,724 |
| September | 146,997 | 384,289 | 531,286 | 102,399 | 377,785 | 480,184 |
| October | 143,160 | 391,821 | 514,980 | 139,579 | 456,471 | 596,050 |
| November | 177,786 | 343,006 | 520,792 | 167,879 | 455,582 | 623,461 |
| December | 123,991 | 295,075 | 419,066 | 154,574 | 407,744 | 562,318 |
| TOTAL | 1,183,608 | 3,339,777 | 4,523,385 | 1,267,781 | 3,035,836 | 4,303,617 |

PHONO RETAIL SALES

| | 1960 | | | 1959 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 151,813 | 367,839 | 519,652 | 231,429 | 159,214 | 390,643 |
| February | 102,063 | 347,860 | 448,128 | 171,127 | 156,477 | 327,604 |
| March | 61,249 | 249,497 | 310,746 | 139,577 | 140,075 | 279,652 |
| April | 41,503 | 152,141 | 193,644 | 94,226 | 118,197 | 212,423 |
| May | 39,734 | 141,080 | 180,814 | 70,228 | 82,765 | 152,993 |
| June | 44,601 | 165,663 | 210,264 | 66,979 | 100,982 | 167,961 |
| July | 68,787 | 180,949 | 239,736 | 82,742 | 124,979 | 207,721 |
| August | 79,364 | 257,581 | 336,945 | 98,132 | 198,926 | 297,058 |
| September | 115,863 | 264,636 | 380,499 | 132,686 | 257,857 | 390,543 |
| October | 126,807 | 272,101 | 398,908 | 152,248 | 343,428 | 495,676 |
| November | 174,801 | 263,182 | 437,983 | 183,774 | 469,048 | 652,822 |
| December | 234,705 | 672,018 | 907,723 | 229,989 | 592,772 | 822,761 |
| TOTAL | 1,231,290 | 3,334,547 | 4,565,837 | 1,653,137 | 2,744,720 | 4,397,857 |

**UHF SETS TOTAL 7.5% OF OUTPUT:** As FCC prepares for its uhf experiments in N.Y., a look at the status of uhf today, from standpoint of production & sales, shows business still low—but steady.

Factory production of all-channel, uhf-equipped TV sets has leveled off in the last 3 years at less than 450,000 annually, or between 7 & 9% of total TV-receiver output. This figure is believed to constitute about half the total of uhf sets sold each year. The difference is made up by turret-tuner sets which contain uhf strips when sold (about 10 to 12% of all turret-tuner sets) and sets converted to uhf by distributors & dealers.

Annual sales of sets which can receive at least one uhf channel thus is believed to total about one

million. These sets serve a hard core of 92 uhf stations (including 15 non-commercial educational outlets). In addition there are 236 uhf translators on the air—but set & tuner makers say their impact on business has been virtually unnoticeable, because the areas they serve are so small.

We estimate that at least 12 million uhf sets & uhf conversion units (including tuner strip sets) have been sold since the first uhf stations went on air in 1952. However, most of these uhf devices are no longer in use, due to natural obsolescence cycles & uhf stations leaving the air. Just how many uhf tuners are now standing idle is almost impossible to estimate.

Uhf tuning strips for turret tuners has become a stable business for Standard Kollsman Industries, the big tuner maker, which says that its sales of uhf strips have been steady almost since uhf's early days.

All-channel set production declined sharply from 1956 to 1958, however, but now appears to have leveled off. This table, compiled from EIA and Television Factbook figures, shows factory production of all-channel sets since 1953, in units and as a percentage of total set production, together with total number of stations on air at end of each year (educational stations in parentheses):

| Year | Uhf output | % of total | Stations | | Year | Uhf output | % of total | Stations | |
|---|---|---|---|---|---|---|---|---|---|
| 1953 | 1,459,500 | 20.2% | 122 | (1) | 1957 | 779,800 | 12.2% | 90 | ( 6) |
| 1954 | 1,383,500 | 18.8% | 117 | (3) | 1958 | 418,300 | 8.5% | 84 | ( 7) |
| 1955 | 1,181,800 | 15.2% | 102 | (5) | 1959 | 435,600 | 6.9% | 85 | (10) |
| 1956 | 1,035,200 | 14.0% | 96 | (6) | 1960 | 428,500 | 7.5% | 91 | (15) |

Future of uhf set business will, of course, depend largely on FCC and, quite possibly, Congress (which has pending an FCC request to require all-channel tuners in all sets). But barring any govt.-dictated changes, the market can be expected to stay about the same for the next few years.

Biggest uhf markets should continue to be Holyoke-Springfield & Hartford-New Britain, Mass.; Scranton-Wilkes-Barre, Pa.; Elkhart-South Bend & Fort Wayne, Ind.; Peoria, Decatur & Springfield, Ill.; Tampa-St. Petersburg, Fla.; Fresno & Bakersfield, Cal.; Youngstown, O.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 10 (6th week of 1961):

| | Feb. 4-10 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 110,410 | 112,301 | 129,510 | 583,231 | 793,484 |
| Total radio | 264,411 | 289,045 | 358,817 | 1,608,420 | 2,095,691 |
| auto radio | 79,281 | 101,244 | 141,871 | 569,003 | 948,244 |

**TV Buying Plans Up:** TV business should be even better than last year during 1961's first half if consumers follow through on their stated intentions to buy, as measured in *Newsweek's* Survey of Consumer Buying Plans. The latest installment of the continuing survey, conducted by National Industrial Conference Board, was based on 10,000 telephone interviews by Sindlinger & Co. during Nov. & Dec.

TV, in fact, shows up as almost the only bright spot among all products listed. Consumers' plans to buy TV sets during first half of this year were up 21% from their stated plans just a year ago—as opposed to these other products: New cars, down 4%. Furniture, down 9%. New houses, down 2%. Dishwashers, down 28%. Ranges, down 2%. Refrigerators, down 2%. Washing machines, down 10%. Vacuum cleaners, down 1%.

The only other major categories which were up from a year ago were used cars, up 22%; older houses, up 6%; vacations, up 2%.

Said *Newsweek*: "A year ago, when most U.S. consumers & businessmen alike were anticipating a boom year in the U.S. economy, there was a surge of plans to buy almost all of the 9 appliances covered in the survey. Inevitably, the latest reading looks gloomy in contrast. Of all the items surveyed, only TV sets showed any improvement over 1959 levels."

**Canadian TV Declines:** Canada's TV industry wound up 1960 on the downgrade. Distributor sales to dealers fell off sharply to 340,755 units, from 405,965 in 1959, reports EIA of Canada. The only 1960-over-1959 gain was scored by high-end TVs—the 3-way combos, which increased sales nearly 30%. All other product categories were down.

December business also reflected the downbeat trend. The 29,375 units sold to dealers in 1960's final month trailed preceding month's 35,469 units & Dec.-59's 32,208.

The breakdown of total 1960 sales (corresponding 1959 figures in parentheses): Portables, 64,162 (69,979); table models, 69,309, (107,757); consoles, 188,857 (215,872); combinations, 18,427 (14,357).

In December, portables & combos ran ahead of the year-earlier pace, but not by enough to offset the table & console slump. Breakdown for December (vs. Dec. 1959): Portables, 5,297 (4,350); table models, 6,488 (8,852); consoles, 15,361 (17,429); combinations, 2,229 (1,577).

———— ■ ————

Eastman Kodak will begin to manufacture magnetic tape later this year in Rochester, N.Y. Initially, Kodak will market audio recording tape through its photo dealers. The company later will make video & computer tapes.

**ABRAMS PREDICTS PICKUP:** Emerson Pres. Benjamin Abrams guardedly forecast an improvement in the economic picture and in Emerson's TV-radio business last week at the company's stockholder meeting in N.Y. At the same time, he revealed that Emerson has introduced a new British-developed polyester finish for TV cabinets, requiring no waxing, resistant to stains, scratches and other damage.

Despite a poor year in 1960 (see p. 19 & Vol. 17:5 p19) and a slow first quarter, Abrams said: "I think the next 12 months will be an improvement and the economic picture will be better." He applauded the efforts of the Kennedy administration to shore up the economy and predicted their effects may be felt in 2 or 3 months, stimulating public optimism. "And I don't know anything that can help our economy more than a dose of optimism." Other points made by Abrams:

**New cabinet finish:** Emerson's Brooklyn cabinet plant is now turning out high-gloss Polyester-finish cabinets for 3 TV models at the rate of 200 a day, and will soon increase to 400-to-500 daily. First reports, including the results of a sale at Macy's (N.Y.), have been encouraging, he said. The company currently is developing a non-glossy velvet-finish version. The finish doesn't add to the cost of the set.

**Prices:** List prices of Emerson radios were cut 20% Jan. 1, he said, but except for sets in inventory, profit margins were retained due to production & administrative economies. He reported "only minor price changes" in TV and predicted relative stability in this field. The most significant TV price change has been reduction of a 19-in. portable $10 to $159.95 to meet competition of GE's similarly priced set (Vol. 17:1 et seq.).

**Imports:** Abrams attributed much of Emerson's profit drop last year to import competition. He confirmed that his company had discontinued imports of Japanese transistor radios last summer because of the unstable price structure of Japanese radios. (They had been sold under Emerson's Jefferson-Travis tradename). "We are fighting imports," he said. He added later that Emerson has no Japanese operations & uses no Japanese components.

**Battery TV:** Emerson's battery-operated 10-in. TV set (Vol. 16:17 p15) never reached mass production because "we found battery TV does not have ready acceptance at the price it must be sold for in order to make a profit." At the $250 list price, which represented a loss for Emerson, he said, there "was no great interest" in the product.

**TV-radio outlook:** The industry should sell about 6 million TV sets this year, Abrams guesstimated after the meeting. Because he anticipates a large 2nd-set market—for portables—he said the dollar volume may not be as high as last year. As to radio, he predicted "Emerson will do better," largely as a result of its Granco FM line.

**Color:** "There is an improvement in interest in color. It's still not big business. We think it's going to grow slowly." The company has color sets in both its Emerson & DuMont lines.

**Isophase loudspeaker:** The wafer-thin Israel-invented speaker, to which Emerson owns Western Hemisphere rights (Vol. 16:25 p18) is coming closer to commercial application. A tweeter version is now undergoing preproduction work, while the woofer "still needs development." He declined to say when it would be ready.

**DuMont operations:** Sales of DuMont products increased in 1960, said Abrams, and "further improvement is seen in 1961." He said the direct-to-dealer distribution has made this line more profitable to dealers than most lines.

**TV-RADIO SALES SLOW:** January TV sales continued at the same slow pace set the last few months of 1960, preliminary estimates indicate. For the year's first month, at least, the skyrocket pace of radio sales slowed down, and there was some evidence that radio inventories were at a potentially dangerous level.

Retail TV sales totaled an estimated 403,000 sets, down 32% from the 591,000 sold in Jan. 1960. Distributor-to-dealer sales were down only 3% to 407,000 from Jan. 1960's relatively low 421,000. Sales were still higher than the 361,000 factory production registered in January, and end-of-month inventories at all levels totaled 1.7 million sets, 19% lower than the 2.1 million of Jan. 31, 1960, and considered a safe figure. At all levels, TV-set inventories were lower than a year ago—retail inventories were 707,000 (vs. 828,000 last year), distributor 592,000 (vs. 813,000), factory 402,000 (vs. 450,000).

As reported last week, radio sales suffered a setback in January (Vol. 17:7 p17) which could have been due to poor weather over much of the U.S. Distributor sales were 450,000, down 36% from Jan. 1960's 705,000; retail sales 560,000, down 30% from 803,000 one year earlier. If radio's sales dip continues, inventories would seem much too high. Total radio inventories at the end of January were about the same as one year before—3,682,000 at all levels, compared with 3,704,000 last year. Retail inventories were 1,563,000 (vs. 1,625,000), distributor 1,201,000 (vs. 1,170,000), factory 918,000 (vs. 709,000).

The industry, however, was withholding judgment on the significance of the preliminary January figures. Januaary statistics—particularly on the manufacturer & distributor levels—sometimes have a tendency to be less accurate than those for other months. In addition, the effect of the unusually severe winter in the East has been difficult to assess. And recent consumer surveys seemed to indicate more people will want a TV this year (see p. 17).

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**Trade Personals:** Robert L. Shaw, former pres. of Sylvania Home Electronics Corp., resigns as exec. vp, DuMont Emerson Corp.; Emerson Pres. Benjamin Abrams says no decision has been made as to whether he will be replaced . . . Col. Francis N. Miller (ret.), former chief of staff, Army Proving Ground, Ft. Huachuca, Ariz., named head of field engineering section of Sylvania's Electronic Defense Labs . . . Charles Hubbard resigns as mgr. of product planning, Sylvania Home Electronics Corp.

Dr. Jerrold R. Zacharias, director of MIT Lab for Nuclear Science, elected to Sprague Electric board, succeeding Dr. Jerome B. Wiesner, who resigned following his appointment as special asst. for science & technology to President Kennedy.

Robert A. Bailey promoted from industrial sales mgr. to special product mktg. dir., International Resistance Co. . . . C. R. Lambert named chief mfg. engineer, Philco computer div. . . .Calvin Globe promoted from asst. ad mgr. to sales promotion mgr., CBS Electronics.

Milton J. Shapp, Jerrold Electronics pres. and strong Kennedy campaigner, is now serving Commerce Secy. Hodges as a special consultant. Assignment: Stimulate business growth. "The Commerce Dept. has been merely a collector of statistics," Shapp said last week, "and Mr. Hodges is determined to see that it takes a positive role in encouraging business development." William Ruder, chmn. of the N.Y. PR firm of Ruder & Finn, has been named special asst. to Hodges in charge of public affairs.

## Finance

**SCREEN GEMS' STORY:** Hitherto unreleased details on the operation of Screen Gems, Columbia Pictures' TV subsidiary, were made available to the public last week as 288,400 shares of its stock went on sale at $9 a share to Columbia stockholders on the basis of one Screen Gems share for each 5 Columbia shares held on Feb. 9 (Vol. 17:7 p24). Columbia will still hold about 89% of the stock. Highlights of the prospectus issued by the underwriting team headed by Hemphill, Noyes & Co. and Hallgarten & Co.:

Screen Gems' peak year was the fiscal year ended June 25, 1960, when its sales totaled nearly $41.7 million, net income $1,620,017 (see table below). Although the first quarter of fiscal 1961 showed declines in both gross & net, the company has more national network programming than in any other year of its history, and more than 90% of the network income is due to be reflected in the results of the year's last 3 quarters.

For fiscal 1960, reruns grossed $8.75 million for the company (up from $6.15 million in fiscal 1959) and represented 30% (up from 22%) of Screen Gems' gross profits. In fiscal 1960, approximately 85% of the company's revenues was derived from TV-licensing of films & features and about 12½% from sale of commercials. The remaining 2½% came from merchandising & other activities.

For the 1960-61 season, the company has 399 individual episodes (14 series) slated for first-run telecasting. Screen Gems is producing 117 of these itself, and has participation deals with outside producers for 282. Screen Gems' interests in programs which it produces but in which others have participating interests vary from 31% to 95% and average 65%; its interests in programs produced by independent producers range 10-to-50%, average 30%.

### 2,078 Rerun Episodes Available

In the rerun field, Screen Gems has 2,078 individual episodes (551 produced by Screen Gems, 352 acquired, 1,175 produced by outside producers) currently in distribution or due for distribution.

As to feature films, Screen Gems has distribution rights to 1,400 (of which it owns 112), plus about 1,000 shorts. Of the features, some 450 are pre-1948 Columbia pictures, 600 pre-1948 Universal films. In the post-1948 field, Screen Gems' deal with CBS o&o stations will gross about $11 million (of which Screen Gems will receive at least 25%), and the company estimates that the CBS o&o markets constitute about 30% of the potential sales for these features.

Screen Gems' total assets as of Sept. 24, 1960 are listed as $30,554,827 (up from $28,360,325 on June 25, 1960), current assets at $22,280,444 (from $19,867,909). Its retained-earnings balance on Sept. 24, 1960 totaled $4,084,825—down from $4,132,280 on June 23, 1960.

For the last complete fiscal year (ended June 25, 1960) and the preceding year (ended June 27, 1959), Screen Gems reports:

| | 1960 | 1959 |
|---|---|---|
| Gross revenues ..... | $41,690,402 | $40,411,092 |
| Net income ..... | 1,620,017 | 1,097,907 |
| Per common share .... | 72¢ | 49¢ |
| Common shares ..... | 2,250,000 | 2,250,000 |
| For 13 weeks ended Sept. 24, 1960 vs. Sept. 26, 1959: | | |
| Gross revenues ..... | $6,218,374 | $7,448,113 |
| Net income ..... | 152,545 | 384,303 |
| Per common share .... | 7¢ | 17¢ |

Emerson expects to acquire control of Granco Products "before long," Pres. Benjamin Abrams told stockholders at the annual meeting in N.Y. last week. Emerson has an option to buy control of the FM radio producer, to which it made a loan last year (Vol. 16:31 p18). In response to a question, Abrams assured stockholders that the option price is "considerably under the market" for Granco stock. He also revealed that Emerson plans soon to sell a "relatively small" percentage of its govt. & industrial subsidiary Emertron Inc., giving Emerson stockholders first option to buy Emertron stock. Emerson's first-quarter sales will be "slightly under" those of last year's comparable period, he said, and "the profit picture will not be as good." But he added: "The decks have been cleared and from this point on we expect to show improvement." Emertron, he said, "was in the black for February, and we expect it to stay in the black." (For Abrams' comments on consumer-electronics trade picture, see p. 18.)

Guild Films trustee was named last week to settle the debts of the defunct distributor of TV films (Vol. 16:43 p9). He's N.Y. attorney Daniel Glass. A meeting of creditors has been set for March 2. A schedule filed in Southern District Federal Court in N.Y. listed Guild Films's liabilities at $10,101,047, vs. assets of $277,475, excluding a 69% interest in Inter-World TV Films Inc.

Webcor will declare a 5% stock dividend next month, at the quarterly board meeting, Chmn. Titus Haffa informed stockholders at the recent annual meeting. The stockholders approved a proposal to double the number of authorized common to 2 million shares.

Minnesota Mining's 1960 sales were "very close" to $550 million, nearly 10% ahead of 1959's record $500,675,932. The 4th-quarter sales also set a record—topping $145 million, vs. $137 million in the same 1959 quarter.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 16, 1961

Electronics TV-Radio-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 19¼ | 21 |
| Aerovox | 10¼ | 11¼ |
| Allied Radio | 20¾ | 22½ |
| Astron Corp. | 1½ | 2⅛ |
| Baird Atomic | 24½ | 26½ |
| Cetron | 5½ | 6½ |
| Control Data Corp. | 83½ | 87¾ |
| Cook Elec. | 11½ | 12⅝ |
| Craig Systems | 16¾ | 18⅜ |
| Dictaphone | 33 | 35⅜ |
| Digitronics | 24¾ | 27 |
| Eastern Ind. | 14½ | 15¾ |
| Eitel-McCullough | 17⅝ | 19 |
| Elco Corp. | 17¼ | 18⅞ |
| Electro Instruments | 29½ | 33 |
| Electro Voice | 12½ | 13⅞ |
| Electronic Associates | 34¼ | 37 |
| Erie Resistor | 15¼ | 16⅜ |
| Executone | 20 | 21¾ |
| Farrington Mfg. | 22½ | 24⅝ |
| Foto Video | 2⅞ | 3-7/16 |
| FXR | 31 | 34⅛ |
| General Devices | 10⅛ | 11⅛ |
| G-L Electronics | 7¾ | 8⅞ |
| Gross Telecasting | 22½ | 24⅝ |
| Hallicrafters | 36½ | 39 |
| Hewlett-Packard | 30⅛ | 32⅛ |
| High Voltage Eng. | 214 | 229 |
| Infrared Industries | 19 | 21 |
| Interstate Engineering | 18½ | 19⅞ |
| Itek | 50½ | 54½ |
| Jerrold | 6½ | 7¼ |
| Lab for Electronics | 46½ | 49⅞ |
| Lel Inc. | 6 | 6⅞ |
| Magna Theater | 2¼ | 2¾ |
| Magnetics Inc. | 8¾ | 10 |
| Maxon Electronics | 15 | 16¼ |
| Meredith Pub. | 36½ | 39⅞ |
| Metropolitan Bcstg. | 24 | 25½ |
| Milgo Electronics | 23 | 25⅛ |
| Narda Microwave | 5⅞ | 6⅝ |
| Nuclear of Chicago | 43½ | 47¼ |
| Official Films | 2-11/16 | 3-1/16 |
| Pacific Automation | 4½ | 5⅛ |
| Pacific Mercury | 5⅞ | 6⅝ |
| Philips Lamp | 157¼ | 163 |
| Pyramid Electric | 2⅞ | 3-5/16 |
| Radiation Inc. | 28½ | 30⅞ |
| Howard W. Sams | 43½ | 47 |
| Sanders Associates | 38½ | 42 |
| Silicon Transistor | 4½ | 5½ |
| Soroban Engineering | 43½ | 47 |
| Soundscriber | 12¾ | 14¼ |
| Speer Carbon | 18¾ | 20⅜ |
| Sprague Electric | 59¾ | 63 |
| Sterling TV | 1⅞ | 2¼ |
| Taft Bcstg. | 12¼ | 13⅝ |
| Taylor Instrument | 44½ | 48¼ |
| Technology Inst. | 6¼ | 7¾ |
| Telechrome | 13⅝ | 14¾ |
| Telecomputing | 7⅜ | 8⅛ |
| Time Inc. | 100 | 106 |
| Tracerlab | 8¾ | 10 |
| United Artists | 7⅛ | 7⅞ |
| United Control | 21¾ | 23⅞ |
| Universal Trans. | 1⅛ | 1⅝ |
| Vitro | 15⅛ | 16¼ |
| Vocaline | 2¾ | 3-3/16 |
| Wells-Gardner | 25¼ | 27¼ |
| Wometco Ent. | 13½ | 14⅝ |

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Allied Artists | 1960—26 wks. to Dec. 31 | $ 7,560,000 | $ 363,000 | $ 312,000 | $0.32[3] | 899,723 |
| | 1959—26 wks. to Dec. 31 | 9,035,000 | 846,000[4] | 846,000 | .91[3] | 895,346 |
| Amphenol-Borg Electronics | 1960—year to Dec. 31 | 60,358,468 | 5,869,814 | 2,934,814 | 2.51 | 1,171,499 |
| | 1959—year to Dec. 31 | 56,451,533 | 5,819,605 | 2,926,605 | 2.50 | 1,172,044 |
| Arvin Industries | 1961—year to Jan. 1[2] | 66,843,000 | 2,831,000 | 1,366,000 | 1.21 | 1,132,534 |
| | 1960—year to Jan. 3 | 66,174,567 | 4,186,889 | 2,031,058 | 1.80 | 1,132,534 |
| Avnet Electronics | 1960—6 mo. to Dec. 31 | 8,876,406 | — | 696,132 | .36 | — |
| | 1959—6 mo. to Dec. 31 | 8,212,552 | — | 769,876 | .39 | — |
| | 1960—qtr. to Dec. 31 | 5,064,211 | — | 404,431 | .21 | — |
| | 1959—qtr. to Dec. 31 | 4,360,518 | — | 401,585 | .21 | — |
| Belock Instrument | 1960—year to Oct. 31 | 14,148,473 | (848,352) | (424,352)[5] | — | 975,086 |
| | 1959—year to Oct. 31 | 15,794,325 | 711,988 | 349,988 | .38[8] | 889,625 |
| Bendix | 1960—qtr. to Dec. 31 | 181,661,340 | — | 7,632,537[6] | 1.42 | — |
| | 1959—qtr. to Dec. 31 | 197,490,837 | — | 5,753,583 | 1.13 | — |
| Capital Cities Bcstg. | 1960—year to Dec. 31 | 8,421,601[7] | — | 817,263 | .71 | 1,149,798 |
| | 1959—year to Dec. 31 | 6,067,424[7] | — | 380,545 | .33 | 1,149,798 |
| Gabriel | 1960—year to Dec. 31 | 31,237,141 | — | (436,556) | — | — |
| | 1959—year to Dec. 31 | 28,836,253 | — | 536,906 | .77 | — |
| GPE | 1960—year to Dec. 31[2] | 244,000,000[1] | — | 5,300,000 | 3.46[3] | 1,127,000 |
| | 1959—year to Dec. 31 | 215,588,430 | — | 4,198,200 | 2.63[3] | 1,126,625 |
| | 1960—qtr. to Dec. 31[2] | 67,800,000 | — | 1,690,000 | 1.18[3] | 1,127,000 |
| | 1959—qtr. to Dec. 31 | 59,168,125 | — | 1,154,572 | .72[3] | 1,126,625 |
| International Rectifier | 1960—6 mo. to Dec. 31 | 6,941,832 | 1,242,204 | 602,204 | .25 | 2,405,713 |
| | 1959—6 mo. to Dec. 31 | 6,396,201 | 1,260,725 | 602,915 | .25 | 2,405,713 |
| International Resistance | 1961—52 wks. to Jan. 1[2] | 20,824,173[1] | — | 1,943,450[1] | 1.40 | 1,386,498 |
| | 1960—53 wks. to Jan. 3 | 19,810,403 | — | 1,783,859 | 1.29 | 1,379,398 |
| Meredith Publishing | 1960—6 mo. to Dec. 31 | 28,210,657[9] | 1,252,331 | 632,509 | .48 | 1,322,936 |
| | 1959—6 mo. to Dec. 31 | 28,468,938[9] | 4,142,576 | 2,202,854 | 1.69 | 1,299,621 |
| NTA | 1960—year to Sept. 30 | 19,018,000 | — | (7,001,891) | — | — |
| | 1959—[10] | — | — | — | — | — |
| Perkin-Elmer | 1961—6 mo. to Jan. 31 | 11,900,000 | — | 435,681 | .35 | — |
| | 1960—6 mo. to Jan. 31 | 8,700,000 | — | 342,919 | .30 | — |
| Polarad Electronics | 1960—6 mo. to Dec. 31 | 6,204,676 | — | 26,773 | .02[3] | 1,325,692 |
| | 1959—6 mo. to Dec. 31 | 6,544,676 | — | 374,778 | .29[3] | 1,300,092[11] |
| Siegler | 1960—6 mo. to Dec. 31[12] | 49,053,963 | — | 1,776,865 | .80 | 2,216,547 |
| | 1959—6 mo. to Dec. 31 | 45,059,831 | — | 1,758,878 | 1.07 | 1,639,602 |
| Storer Bcstg. | 1960—year to Dec. 31 | — | 10,236,202 | 5,062,668 | 2.05 | 2,474,750 |
| | 1959—year to Dec. 31 | — | 10,143,392 | 5,336,682[13] | 2.16 | 2,474,750 |
| | 1960—qtr. to Dec. 31 | — | — | 1,508,657 | .61 | 2,474,750 |
| | 1959—qtr. to Dec. 31 | — | — | 1,756,414 | .71 | 2,474,750 |
| Technicolor | 1960—year to Dec. 31[2] | 28,458,945 | — | 345,943 | .16 | 2,211,679 |
| | 1959—year to Dec. 31 | 27,250,407 | — | 237,160 | .12 | 2,034,346 |

Notes: [1]Record. [2]Preliminary. [3]After preferred dividends. [4]No tax provision because of carry-forward credit. [5]After $424,000 tax credit. [6]Includes $3,215,287 (60¢ a share) from sale of Elliott-Automation stock. [7]Broadcasting revenue. [8]Including $5,518,795 from broadcasting. [9]Including $5,777,343 from broadcasting. [10]Comparison unavailable because of change in fiscal year. [11]Adjusted for June-1960 2-for-1 split. [12]Including Jack & Heintz, merged Feb. 2, 1960 (Vol. 17:6 p16). [13]Including nonrecurring gain of $581,614 (24¢ a share) on sale of radio WAGA Atlanta.

Pacific Semiconductors, Thompson Ramo Wooldridge subsidiary, posted sales of more than $20 million in 1960—double the 1959 volume of $10 million.

Reports & comments available: Magnavox, analysis, Dean Witter & Co., 14 Wall St., N.Y. 5; profile in Feb. 15 *Financial World* • GPE, review, Walston & Co., 74 Wall St., N.Y. 5 • "Broadcasting Industry," report, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • AB-PT and Cenco Instruments, reviews, A. M. Kidder & Co., One Wall St., N.Y. 5 • Siegler, comments, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • International Electronic Research, prospectus, Schwabacher & Co., 14 Wall St., N.Y. 5.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| AB-PT | Q | $0.25 | Mar. 15 | Feb. 24 |
| AT&T | Q | .82½ | Apr. 10 | Mar. 10 |
| Buckeye Corp. | Omitted | — | — | — |
| Consol. Electronics | Q | .25 | Apr. 5 | Mar. 14 |
| Famous Players Can. | Q | .37½ | Mar. 10 | Feb. 22 |
| Federal Pacific Elec. | Q | .20 | Mar. 15 | Mar. 3 |
| GPE | Q | .30 | Mar. 15 | Feb. 28 |
| Hazeltine | Q | .20 | Mar. 15 | Mar. 1 |
| Indiana General | Q | .15 | Mar. 10 | Feb. 24 |
| Minnesota Mining | Q | .15 | Mar. 12 | Feb. 24 |
| Sprague Electric | Q | .30 | Mar. 14 | Feb. 28 |
| Time Inc. | Q | .75 | Mar. 10 | Feb. 24 |

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WEEKLY **Television Digest**

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VOL. 17: No. 9

**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** Text of FCC Public Notice on Program Forms (Supplement)

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**FCC MAKES PAY-TV TEST OFFICIAL,** but spells out set of conditions (pp. 1 & 3).

**FCC'S 'PROGRAM UPLIFT' PROPOSAL** aims to stimulate ideas among broadcasters, and pressures from community groups to be consulted (p. 2 & Special Supplement).

**ENTER, THE MINOW REGIME.** New FCC chairman takes oath March 2. Kenneth Cox definite as general counsel; top Broadcast Bureau spot still open (p. 10).

### *Networks*

**ABC GETS WKRC-TV** as new affiliate and strengthens its position with 2 other Taft stations (pp. 3 & 4).

**'61-'62 NETWORK SALES ARE VIGOROUS.** ABC-TV reports $73 million signed, NBC-TV reports $94 million, and CBS-TV says its "practically sold out at night" (p. 5).

### *Film & Tape*

**HOW WILL NBC-TV MOVIES AFFECT** TV film? Some Hollywood executives fear the precedent; others think it won't spread (p. 6).

**LITTLE COMPANIES IN DANGER.** 2 dozen telefilm companies have folded or are without production in the face of TV's mortality rate (p. 6).

**REVUE HITS HOT PILOT PACE.** Studio is turning out dozen—or more—pilots for next season (p. 6).

**MOST PRODUCERS COME FROM WRITER RANKS.** More than 50 TV-film producers came up from the typewriter corps (p. 7).

### *Consumer Electronics*

**ZENITH COLOR ANNOUNCEMENT** gives color major boost. Other manufacturers re-examine their positions. ABC-TV & CBS-TV say their color position is unchanged. First details of Zenith's fall color sets & plans (pp. 2, 14 & 16).

**WALKER FAVORS GE OR ZENITH STEREO,** telling Washington IRE meeting that Crosby suffers lack of SCA, others aren't sufficiently developed (p. 15).

**PACKARD BELL HEADS EAST.** Seeks exclusive dealers for TVs, radios, phonos in major Eastern & Midwestern cities (p. 15).

**128 MILLION TRANSITORS** valued at $301 million were sold at factory in 1960, up from 82 million units at $222 million in 1959, reports EIA (p. 17).

### *Stations*

**HOMEWORK FOR BROADCASTERS** is provided in profusion by NAB's staff for delegates from 45 state broadcasting assns. (p. 8).

### *Congress*

**HOUSE BAN ON TV UPHELD** by strictly-political 8-6 Rules Committee vote against moves to permit broadcast coverage (p. 11).

### *Finance*

**TV-ELECTRONICS FUND** posts record net assets of $388.2 million in first quarter of fiscal 1961, ended Jan. 31 (p. 19).

### *Other Departments*

**TECHNOLOGY** (p. 5). **ADVERTISING** (p. 10). **EDUCATIONAL TV** (p. 10). **PROGRAMMING** (p. 12). **PERSONALS** (p. 13).


**FCC MAKES HARTFORD PAY-TV TEST OFFICIAL:** FCC granted the RKO-Zenith Hartford pay-TV test last week, as it intended (Vol. 17:4 p2). Vote was unanimous, Comr. Lee absent. It's assumed theater interests will move promptly to exhaust all appeals for reconsideration, court review, etc., which will take some months—and an actual start of pay telecasting very likely will be delayed until next year.

Show is on the road, more or less, at any rate. It's been assumed that other pay-TV proponents will come to FCC with similar applications for tests, now that RKO & Zenith have cleared most of the legal underbrush—but this kind of pioneering is expensive and the late-comers may well let these well-heeled entrepreneurs venture further into the wilderness before they take off.

FCC's announcement was issued Feb. 24, too late for publication of full text of decision which runs 20-some pages. Important aspects of the decision are the conditions attached to the test (for details, see p. 3).

An RKO spokesman offered this comment on FCC's action: "We're very happy about the decision. None of the conditions was unexpected. Therefore, none, in our view, will interfere with our carrying the project forward. And therefore we are proceeding with all reasonable dispatch to get it going. In the event of an appeal, we will decide at that time if it justifies any suspension of preparations. But we believe the decision is sound and is sustainable on appeal." Opposition spokesmen couldn't be reached at press time.

**ZENITH'S DECISION—A BOOST FOR COLOR:** Zenith Radio Corp.'s entry into the color-TV field next fall is expected to give color its biggest push since RCA began its long, virtually lone campaign. The mere announcement last week by Zenith—the nation's largest TV manufacturer in 1959 & 1960—touched off strategy meetings of officials of other set makers which have been hewing to the no-color line.

Warmest welcome came from Zenith's arch-rival RCA, which has sunk a reputed $130 million into color development & promotion, and has finally guided its own color-TV production into the operating-profit stage. Five other manufacturers currently offer color TV—Admiral, Emerson (Emerson & DuMont lines), Magnavox, Olympic, Packard Bell—all depending on RCA as their source of supply for tubes & other color components & sub-assemblies. Sylvania and at least one other manufacturer are expected to announce addition of color-TV sets later this year.

Zenith's move won't put color "over the top" automatically. "It's not a big market," Zenith officials explain—"but we want to be in it." The long-awaited "breakthrough" which will make possible a cheaper set is not here. The Zenith set will resemble RCA's in both appearance & pricing—21-in. round shadow-mask tube, consoles starting at $600, possibly table models priced lower. It will supply the push, not the panacea.

Step-up in NBC-TV & local colorcasting has been a big help in increasing RCA's color sales recently. Will Zenith's decision give the wheel another push and prompt a swing to color by CBS-TV & ABC-TV? At week's end, both networks said it was sets-in-use, not manufacturers-in-color, which counts with them.

From CBS-TV: "Our stand on color is what it always has been. When the manufacture of color sets increases perceptibly and audience demand warrants it, we will go into regular color programming." From ABC-TV: "There is no change in our policy on color. We do not feel that present set sales warrant it. When we feel the demand from our o&o's, affiliates and from public directly, we will go into colorcasting. Our N.Y., Los Angeles & Chicago studios are equipped to broadcast color within days after a go-ahead."

There are about 600,000 color-TV sets now in use, ARB estimated last week. Although RCA keeps color sales figures secret, it's a good guess that somewhat less than 150,000 color sets were sold last year (by all color manufacturers), up from 90,000 in 1959 and 70,000 in 1958.

Color won't be used in Zenith-RKO General pay-TV tests in Hartford, incidentally, even though RKO General Pres. Thomas O'Neil says the system is capable of handling color. In its pay-TV decision this week (see p. 1), FCC notes: "Decoders will receive vhf or uhf channels in monochrome and in color when a color decoder is used on a color receiver." A footnote states: "As noted above, however, color decoders would not be used in the trial proposed herein."

For details & background on Zenith color plans and industry reactions, see p. 14.

**FCC'S 'PROGRAM UPLIFT' PROPOSAL:** Because everyone who broadcasts or wants to is vitally concerned, we're enclosing herewith the full text of FCC's proposed program-form revision ("Statement of Program Service") as a special supplement for all subscribers.

Document may be termed FCC's first major "program uplift" attempt in recent years. What's fundamentally different about it is that licensees & new applicants would be required to scout their areas and tell FCC precisely what they've done to determine community needs & what they propose to do to meet them.

Whole proposal raises elementary question of: "So what?—what if we tell them we've done nothing to determine community needs? Or what if we give them a glowing document—and don't follow it up with programs? Are they going to take our licenses away?"

Commission theory is this: (1) No one will ignore scouting completely. (2) Mere scouting around is bound to stimulate some action among broadcasters. (3) Those who are scouted—mayors, ministers, et al.—will eventually get tired of being consulted without seeing results, will pressure for action.

There's bound to be plenty of comment (deadline April 3, replies April 17), not only from industry, but from non-broadcast groups. For example, National Council of Churches of Christ plans a major filing. Comr. Hyde concurred in the proposal but he's mighty dubious, foreshadowing an ultimate negative vote. Said he: "The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste & opinion."

Late in the week, Comr. Craven added his concurring-but-almost-dissenting views: "I have been in the past, and I continue to be, unalterably opposed to the Commission establishing guidelines for the programming of broadcast stations. For, as I have frequently stated, it is the legal obligation & privilege of the

licensee and not the government to ascertain the mass communication needs, tastes and desires of the communities of this country . . . In my opinion, it is the govt.'s duty merely to ascertain whether the licensee has the sense of public responsibility necessary to enable him to operate a broadcast station in the public interest, and whether he has been diligent in ascertaining the needs, tastes and desires of his community."

(Limited quantities of extra copies of FCC's proposal are available to subscribers on request.)

**ABC PUSHES FOR NEW AFFILIATIONS:** Affiliation coup was scored last week by ABC in Cincinnati. Taft Bcstg. Co. outlet WKRC-TV Cincinnati is shifting its affiliation from CBS-TV to ABC-TV, effective April 30. One reason: ABC was willing to offer more than CBS (see p. 4). As part of the deal, ABC will also move up to equal footing with CBS for good time periods in 2 other Taft TV markets, Birmingham, Ala. & Lexington, Ky. where ABC has been operating on a "shared-affiliation" basis.

ABC-TV is now competing strongly with other networks for affiliates, as well as in a number of nighttime program periods. Rivalry has been just below the level of public visibility ever since ABC got off to fast rating start last fall. ABC's uphill fight (most major-market affiliations were carved up between NBC & CBS before ABC became a TV network reality) was treated by the other networks, at first, with some amusement. More recently, they've been visibly annoyed, as when NBC Chmn. Robert W. Sarnoff took a swing at ABC's lack of "balanced" programming at last fall's NBC affiliates meeting (Vol. 16:47 p7).

ABC has been quick to seize advantage lately with affiliates in capitalizing on other networks' headaches. It has extensively promoted the ratings of its top shows ("Untouchables," "77 Sunset Strip," "The Rifleman") to non-ABC affiliates & shared-affiliation outlets. It has wooed NBC outlets (playing up the low ratings of many NBC specials) and CBS outlets (pointing to the new CBS daytime plan which not all affiliates like).

## Auxiliary Services

***More about***

**FCC'S PAY-TV STRINGS:** FCC made sure it will keep a tight rein on the RKO-Zenith Hartford pay-TV test (p. 1) by carefully spelling out the conditions. Herewith is the Commission's discussion of the conditions and text of the conditions themselves:

"The Broadcast Bureau proposes that a grant herein be conditioned upon faithful compliance by Applicant, RKO, Zenith and Teco with the letter & spirit of all requirements of the Third Report [FCC document permitting pay-TV tests], and upon full adherence by each of those parties to the sworn undertakings & commitments to the Commission which were made in the application & during the hearing. Although such conditions would be implied in any event, since Applicant & the other participants are willing to have them expressly attached, we will make them express if only to stress the importance which the Commission places on candor & responsibility in all of its proceedings.

"The Bureau suggests the inclusion of certain other conditions such as compliance with all pertinent Commission Rules, screening of all promotional matter by the Applicant, and furnishing to the Commission of all information requested by it. These are included by implication in the condition discussed in the preceding paragraph and need not be made express conditions. Some comment should be made at this point regarding the problem of review by the Applicant of advertising & other promotional matter concerning the proposed Phonevision trial. As we noted earlier, we have had occasion in the past to reprimand Zenith for its failure to respect our views concerning promotional material which could deceive the public into believing that Phonevision would soon be permanently established. Although this incident can not be attributed to nor serve to discredit the Applicant, it does prompt the Commission to warn all the participants in the proposed trial that similar conduct in connection with this authorization will not be tolerated. Every effort should be made to apprise the public, especially the subscribers of the service, that a trial—and only a trial—for a 3-year period is involved. In view of Zenith & Teco's commitments to 'clear' all promotional matter with the Applicant, the latter will be held ultimately responsible for the matter in advertising & other promotional copy in the Hartford area which is attributed to any of these participants.

"The Bureau would also require Applicant, Zenith and Teco to submit any agreements, arrangements, commitments or understandings with third parties concerning 'type and quantities of programming to be furnished, compensation arrangements, and other similar matters going to the basic terms and conditions of agreements affecting the procurement and flow to the station licensee of subscription programming.' We need not determine, at this time, whether such a broad condition would be expedient or necessary, because we are deferring for the present a determination of exactly what reports and information will be required of the Applicant and the parties associated in this effort. We will require, however, that Applicant maintain complete files and records of all such arrangements for inspection by or submission to the Commission at any time during and after the trial.

"There was extensive discussion during the instant hearing concerning the possibility that Applicant would conduct a viewer survey before the commencement of Phonevision operations in Hartford. Applicant is uncertain that such a survey could be completed prior to commencement of the operation, and the Broadcast Bureau has suggested that commencement be postponed until the survey is completed. We do not believe that postponement is necessary, nor are we certain that the Applicant should be called upon by the Commission to undertake the expense of conducting such a survey as a condition to grant of its application. Therefore, no such condition will be imposed. We would encourage Applicant to make such a survey of its own accord, however, since it would appear, potentially at least, to be useful to the Applicant and the Commission, and could make the trial more meaningful . . ."

FCC then proceeds to make the conditions specific:

"(1) Hartford Phonevision Company; RKO General Inc.; Zenith Radio Corporation and Television Entertainment Company Inc. and each of them shall faithfully comply with the letter and the spirit of all the requirements and conditions set out in the Commission's Third Report on subscription television, and shall fully adhere to their sworn undertakings and commitments addressed to the Commission directly in testimony by their presiding officers and through endorsement of the instant application.

"(2) Hartford Phonevision Company shall file with the Commission complete information concerning the classification of subscribers to its subscription service, other than 'private home subscribers' as described in the instant application, and approval thereof by the Commission shall precede the effectuation of any agreement for service with such other classified subscriber.

"(3) Hartford Phonevision Company and RKO General Inc. shall maintain a complete record of all aspects of the trial operation, including any agreements, arrangements, commitments or understandings with any third persons concerning subscription programs which may become available for use, whether or not actually used, in the proposed trial operation, and shall keep such information available for inspection by or submission to the Commission."

Commission wraps it up with these final orders:

"It is further ordered, that the instant authorization is for a period of three (3) years, such period to commence on the date of the first transmission of subscription programs to subscribers; that the instant authorization is for a trial only, and as such shall not be renewable as of right; and that subscription operation pursuant to this authorization shall commence within six (6) months of the date of this order unless for good cause shown, the Commission, in its discretion, extends the date for the commencement of subscription programming;

"It is further ordered, that this authorization may be suspended upon notice to the grantee that the requirements of the Third Report concerning electrical interference are not being met, such suspension to remain in effect until provision is made for compliance therewith satisfactory to the Commission; and

"It is further ordered, that this authorization will be terminated automatically should the authority of Hartford Phonevision Company for the regular operation of station WHCT be terminated for any reason prior to the expiration of the afore-mentioned three-year trial period; and

"It is further ordered, that this authorization may be revoked or modified prior to the expiration of the three-year period if, in the judgment of the Commission, such action is required in the public interest; provided, however, that no order of revocation or modification shall become final until the grantee has been notified in writing of the proposed action and the reasons therefor and has been afforded an opportunity to show cause, in writing within thirty days, why such action should not be ordered. Grantee may also request oral argument or an evidentiary hearing, and may propose issues to be determined therein. In such cases the Commission will designate for oral argument or evidentiary hearing such issues [it deems appropriate]."

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**FCC's CATV bill**, authorizing the Commission "to issue rules & regulations" for systems but not to license them (Vol. 17:8 p10), has been introduced—"by request" —by Sen. Engle (D-Cal.). Acting for Senate Commerce Chmn. Magnuson (D-Wash.), he submitted the text of the Commission-drafted legislation, along with a transmittal letter from FCC Chmn. Ford, but made no recommendation.

## Networks

***More about***

**TAFT'S CBS-TO-ABC SWITCH:** A 12-year affiliation between CBS-TV and Taft Bcstg. Co.-owned WKRC-TV Cincinnati ended last week as Taft officials prepared to switch to the ABC-TV lineup of primary affiliates (see p. 3). Happily announcing the change, ABC's official statement quoted Pres. Hulbert Taft Jr. as crediting "the meteoric rise of ABC in network TV programming" as the reason for the change.

Two more affiliate relationships are involved in the Taft switch. In Birmingham, Ala., a 2-station market, Taft-owned WBRC-TV already shares an ABC-TV affiliation with Newhouse-owned WAPI-TV, the Birmingham NBC-TV affiliate. WBRC-TV is retaining its CBS affiliation (and has not notified CBS of any change) but is upgrading the ABC-TV end of its affiliation to an "equal" status. By this, presumably, WBRC-TV will no longer give CBS-TV a first priority on choice time but will pick equally between program offerings of the 2 networks.

ABC-TV will also be upgraded in status (and will improve its compensation rate) in another 2-station market in which there's a Taft-owned station—Lexington, Ky. There the affiliations are virtually a repeat of the Birmingham situation, with Taft-owned WKYT carrying CBS-TV & ABC-TV and WLEX-TV carrying NBC-TV and ABC-TV schedules. Again, Taft will retain the CBS-TV affiliation and is expected to improve ABC-TV's status in time clearances. Both Lexington outlets are uhf.

The Taft group has had a good experience with ABC-TV affiliation—its WTVN-TV Columbus, now rates "first place in its coverage area, from sign-on to sign-off," according to Pres. Taft. But there is more to the switch than just the rating strength of ABC-TV, apparently.

### Rate Boost and Increased Compensation

In its new network liaison, Taft's WKRC-TV will get a substantial rate boost, we learned in N.Y., jumping its Class A network hourly rate in the ABC-TV lineup $300 to a new level of $1,800. (In the CBS-TV lineup, WKRC-TV has been getting $1,500.) Also, WKRC-TV will get better than 50% of the network price in its compensation agreement with ABC. (About 30% is considered the industry standard for affiliate compensation.)

CBS is understandably not pleased by the switch, but it's largely a case of hurt pride. The CBS-TV affiliation will, almost certainly, be switched before March 1 to WCPO-TV, the current ABC-TV affiliate in Cincinnati—and probably at an improvement in that station's present $1,750 rate in the ABC-TV lineup. CBS has also felt for some time, we learned, that WKRC-TV's value in the CBS-TV lineup was reduced slightly by its partial overlap with CBS-TV affiliate WHIO-TV in Dayton—an overlap which won't be repeated by WCPO-TV affiliation.

Whether the semi-defection of the Taft stations from CBS-TV was caused by that network's new "daytime minutes" sales plan (Vol. 17:7 pp3 & 9 *et seq.*) was a moot point. Taft was one of several station groups which didn't like the plan when it was announced earlier this month, and stayed away from it. Last week, only the Meredith Stations, among major multiple-station groups, were not carrying the controversial 10 a.m.-noon participation lineup, and such groups as Westinghouse, Storer and Corinthian were all in the CBS-TV late-morning fold.

**1961-'62 Outlook Is Bullish:** Fall business figures flew furiously last week after the appearance of an ABC-TV statement that $73 million had already been signed for the 1961-62 season. "We are far ahead of last year in advance business," said Pres. Oliver Treyz, adding that his network by contrast, had signed only $49 million by March of last year. No breakdown of how the $73 million is distributed was offered, but the network made the point that the figure did not include "option contracts which may not be renewed, or vague, unconfirmed commitments."

How is NBC doing? "$94 million is firmly committed over here, but the figure has not been generally released because we can't yet announce the breakdown," we were told. "We've sold the entire Sunday-night line-up, and that represents $39-million gross for one night alone."

CBS-TV wouldn't give us an official business level for the 1961-'62 season, but a network source said: "We are practically sold out at night for fall." Program schedules at CBS-TV are still in the near-final state, and a few business deals are hanging fire until the last holes in the schedule are filled. "We don't like to give out sales-level figures," our CBS source said, "because we don't want to get in a dollar horse-race."

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**CBS-TV concessions to General Foods**—renewal bait for that company's estimated $20-million worth of nighttime business (Vol. 17:7 p10)—were "extremely good," according to GF agency Benton & Bowles. "We went to all 3 networks and, being good traders, we accepted the best offer," said a B&B media official. Neither advertiser, agency nor network would comment on particulars of the offer, but it's understood that CBS made GF the following promises: A 3-year lease on the 9-10 p.m. Mon. and 9:30 p.m. Wed. time slots; an option to put whatever programs it wants in these time periods; and a network promotional expenditure of $400,000 for each GF show.

* * *

**New CBS daytime business** was landed by that network last week from S. C. Johnson (Johnson's Wax etc.). The total contract calls for more than $500,000 worth of additional daytime CBS-TV participations for Raid insecticide, about half of which will be in the 10 a.m.-noon lineup. Johnson previously had ordered nearly $1-million worth of CBS daytime availabilities for the first half of 1961.

## NETWORK SALES ACTIVITY

ABC-TV

**Adventures in Paradise**, Mon. 9:30-10:30 p.m., part. eff. August. *Lever Bros.* (BBDO)

CBS-TV

**Kentucky Derby**, May 6; **Preakness**, May 20; **Belmont Stakes**; June 3.
*Pabst Brewing* (Kenyon & Eckhardt)
*Wynn Oil* (EWR&R)
*American Tobacco* (SSC&B)

**Father Knows Best**, Tue. 8-8:30 p.m., part. eff. April.
*General Foors* (Ogilvy, Benson & Mather)

**Daytime programming**, 10-12 a.m., part. eff. immediately.
*Lever Bros.* (SSC&B)

NBC-TV

**Daytime programming**, part. eff. March & April.
*Lever Bros.* (BBDO)
*Union Underwear* (Grey)

**TV Guide Award Show**, June 13, 10-11 p.m.; full-sponsorship.
*Thomas J. Lipton* (SSC&B)

NBC-TV's Sunday-night schedule for fall, now sold out promises: A 3-year lease on the 9-10 p.m. Mon. and 9:30 (see next column), is considerably different from the '60-'61 line-up. Walt Disney's new color-film show (Vol. 16:49 p7) will occupy the 7:30-8:30 p.m. berth, with RCA & another firm "to be announced shortly" co-sponsoring. *The Snow Whites*, under Procter & Gamble sponsorship, is slotted for 8:30-9 p.m. Chevrolet, which retains the 9-10 p.m. Dinah Shore time (Vol. 17:8 p6), is putting in *Bonanza*. And the *Du Pont Show of the Week*, a Don Hyatt-Irving Gitlin potpourri of music, variety, drama and documentary shows, is scheduled for 10-11 p.m. Other NBC fall business: *Sing Along with Mitch* is 75% sold and slated opposite *The Untouchables* (Thu. 9:30-10:30 p.m.); participation sales are "soaring" for the Saturday-night feature films, as well as for *Americans* and *Laramie*.

**Initial expansion of ABC News** under vp James C. Hagerty's direction is an across-the-board capsule news show, *ABC Mid-Day Report* to be seen (Mon.-Fri. 1:25-1:30 p.m.) with the network's *About Faces* series (1-1:25 p.m.), starting March. 6. Featured on the newscasts will be ABC-TV correspondent Al Mann, who covered political news for the network last year and who wrote the Peabody-award-winning *Mr. Khrushchev Abroad* series of 12 shows. No sponsor for the series has been announced.

**CBC has accepted** the recommendations of a conciliation board concerning the network's wage dispute with its news-service employes, members of the Canadian Wire Service Guild (Local 213, American Newspaper Guild). Subject to Guild approval, the recommendations call for a new 2-year contract (ending May 31, 1962), three 3% salary increases (retroactive to June 1, 1960; effective April 1 & Nov. 1, 1961); new employment classifications.

**ABC-TV is offering American Tobacco** a fall season Tue. 8-8:30 p.m. slot for *Bachelor Father*, now in NBC's Thursday lineup. Should the cigaret company decide to move the series to ABC, *Bachelor Father* will see some familiar program faces—*Peter Gunn, The Fight of the Week*, NCAA football games, the Oscar awards—all of which have switched from NBC to ABC this season.

**NBC schedule shifts** firming up: *Thriller* will move from its present Tue. 9-10 p.m. berth to Mon. 10-11 p.m. *The Price Is Right* (Wed. 8:30-9 p.m.) will also occupy the Mon.-night slot being vacated by *Wells Fargo*, with sponsor Lever Bros. negotiating for a second NBC Mon. nighter as a lead-in.

## Technology

**Tribute to amateurs** was paid by FCC Chmn. Ford & Edward P. Tilton, vhf-uhf specialist of the American Radio Relay League, at GE's annual Edison Radio Amateur award dinner in Washington Feb. 23. Ford outlined the history of govt.'s attitude toward amateurs, telling how it had changed from regarding the hams as nuisances to present-day encouragement. "I believe," he said, "that the radio amateur is undisputedly the true pioneer in the field of radio-wave propagation." Tilton documented that with a technical history, relating how amateurs have constantly moved up in frequency, making "impossible" bands work. The winners were John T. Chambers, Palos Verdes Hills, Cal., a satellite-communications-project leader for Hughes Aircraft, and Ralph E. Thomas, Kahuku, Oahu, Hawaii, engineer-in-charge of an RCA Communications station (Vol. 17:6 p7). Their achievement was the successful working of 432, 220 & 144 mc over the 2,540-mile path between their homes. Next step: 1296 mc.

## Film & Tape

**NBC'S MOVIES TO AFFECT FILM?** Hollywood TV-film executives, closely watching NBC-TV's scheduling of post-1948 movies in prime time next season (Vol. 17:8 p4), are widely split in their reactions as to what effect this may have on their industry.

Some think the move, if successful, will spread and the transition may be "earthshaking," as one put it. But, some are inclined to look at the NBC-TV experiment as so unusual because of its circumstances that it won't be duplicated. Whatever their views, Hollywood may be watching those movie ratings next season even more closely than their own.

One executive pointed out to us that the purchase of the 20th Century-Fox movies has already had an effect—simply by diminishing the time available for pilots. Four half-hour pilots might have been bought for the 2-hour NBC-TV time slot, and pilot makers, already working against great odds, have thereby had those odds reduced even further, he said.

Typical of the comment we received:

**William Dozier**, vp in charge of West Coast activities, Screen Gems: "I think NBC-TV is in a unique position in putting on these post-1948 movies, because it was the only way to stand off CBS-TV's *Gunsmoke* and *Have Gun—Will Travel*. I don't look for this to spread, because it was a desperation move dictated by time & circumstances. Even if the experiment is a success, it won't spread, because the urgency isn't so great in other situations. Also—they're going to run out of first-class movies."

**Bert Granet**, exec. producer, Desilu Productions: "I think the experiment will be successful and, if it is, will create a debate at the major studios. They would have to decide whether to hold back their pictures for pay TV or sell to free TV. The answer would depend on the financial condition of the companies. Spyros Skouras [20th-Fox pres.] once said he would never allow his movies to go to TV. TV film can't compete with a multi-million dollar spectacle starring Marilyn Monroe. It will suffer a setback. This is the most interesting development in TV in a year."

**Taft Schreiber**, pres., Revue Studios: "The audience will have an opportunity to decide whether it prefers movies to TV film. There has never been a real test of this. The public will decide. Much will depend on the quality of the movies."

**Dick Powell**, pres., Four Star Television: "I don't think the movies will make much difference. People would rather watch a new *Gunsmoke* than an old Dick Powell movie. I would rather have had our *Zane Grey* series against an old movie than against *The Real McCoys*. I would prefer to see something new on TV. Aside from a couple of instances, I can't think of any outstanding movies. When the studios first released their old movies to TV, everybody thought it would be disastrous for TV film, it wasn't."

**Robert M. Weitman**, production vp, MGM-TV: "I don't think the NBC-TV movie programming will hurt TV. It will just have to spur TV film producers to make better product. I cannot see the move as a deterrent to TV film. The experiment has got to be proven out. Personally, I don't see that it will make any real difference."

**Warren Lewis**, producer: "The movies will have the edge if they are strong ones. Movies deal with better, bigger and more complex stories and have star names."

**LITTLE COMPANIES IN DANGER:** Generally overlooked in the seasonal upheaval which kills off many a series is the fact that there is an increasing mortality rate among production companies in TV film.

TV's giants such as Revue Studios, Four Star Television, Warner Bros., and Screen Gems can survive their casualties, but when a small independent is the victim, the company often goes under. Result: More & more, production is being split up among the giants, and the smaller companies are fading from the scene.

Several of these one-or-2-series companies are in danger this spring. Should they lose their shows, and not have new pilot offerings, they will probably go under. This fate doesn't necessarily have anything to do with the financial resources of the telefilmery. A case in point is Paramount TV, which lost its only series, *Mr. Garlund*. Despite the fact that it's owned by wealthy Paramount Pictures, there's no production by Paramount TV today. It doesn't even have a production chief.

TV's company casualty list includes such familiar names as the George Burns-Gracie Allen company, McCadden Productions (no production); Jack Webb's Mark VII (had no production, but is now filming a pilot); Bing Crosby Productions (dormant 2 years, now plans 3 pilots); Hal Roach Jr.; Kirk Douglas's Bryna Productions; and Gross-Krasne.

Other companies no longer in production include the Betty Hutton independent; Al Scalpone's La Mesa Productions; Roland Reed Productions; Bridget Productions—the independent owned by Howard Duff & Ida Lupino; John Loveton Productions; The Mirisch Co.; Studio City Television (a Republic subsidiary until its demise); Jim Bowie Enterprises; Tom Curtis Productions; Dallad Productions; Federal Telefilms; Flying A Productions; Fordyce Enterprises; Guild Films; Lewman Productions (Jane Wyman's company); Roy Rogers Productions; Superman; Wesmor Productions; Interstate Television (Allied Artists).

**Revue Hits Hot Pilot Pace:** Revue Studios, No. 1 in production volume, will have finished at least a dozen pilots in the next 2 to 3 weeks. This figure may rise, because of other projects pending, contingent on casting & scripts.

Going into production in the near future are *The Audrey Meadows Show* (comedy), *87th Precinct* (60-min. series for NBC-TV being produced by Boris Kaplan under the aegis of Hubbell Robinson Productions with Revue), *Frontier Circus* (60-min., for CBS-TV), *Mother Climbs a Tree* (comedy starring Jan Clayton, being produced by Jack Chertok with Revue).

The studio has completed pilots on *No Place Like Homicide* (comedy, Paul Ford), *17 Battery Place*, *The Bob Cummings Show*, *The Denver & the Rio Grande* and *Mr. Hugger-Mugger*. It has also filmed presentations of *The Greenhorn*, *Tom Sawyer* and *The Rangers*.

*Frontier Circus* was inspired by the studio's hit *Wagon Train*. CBS-TV, after taking a ratings whipping from the NBC-TV show for several years, approached the makers of that series for another show "like it," but different enough not to be labeled an imitation, we're told. The result: A 60-min. show in which 3 leading characters will be seen wending their way westward—with a frontier circus, to give it a show business atmosphere. Chill Wills, John Derek and Richard Jaeckel have the inside on the starring roles, but their tests must be approved by CBS-TV.

Revue has sold 7 series for next season.

**Most Producers Are Ex-Writers:** More than 50 TV film producers in Hollywood today used to be writers—and some still do stories for their own series. In the continuing search for producer material, companies have been finding their best material among the scribes.

This extends in some instances to the super-executive level. At 20th Century-Fox TV, when the studio sought a well-rounded, experienced production head, it signed Roy Huggins, a veteran Hollywood writer and creater of *77 Sunset Strip*. An ex-writer, Felix Jackson, is NBC-TV program vp in Hollywood. And Nat Perrin is production chief for Filmaster Productions.

Writers turned producers are Rod Serling *(Twilight Zone);* David Dortort *(Bonanza);* Seeleg Lester *(The Gunslinger);* Maxwell Shane *(Checkmate);* Joe Connelly & Bob Mosher *(Leave It to Beaver, Bringing Up Buddy* and *Ichabod);* Parke Levy *(Pete & Gladys);* Everett Freeman *(Bachelor Father);* Ray Singer & Dick Chevillat *(The Jim Backus Show);* Aaron Spelling *(Dick Powell's Zane Grey Theater);* Bill Frye *(Thriller* and *GE Theater);* Sam Peeples *(The Tall Man).*

Also Charles Marquis Warren *(Rawhide & The Gunslinger);* Cy Howard *(Harrigan & Son);* George Tibbles *(My 3 Sons);* Sy Gomberg *(The Law & Mr. Jones);* Antony Ellis *(Michael Shayne);* Sam Peckinpah *(The Westerner);* Don McGuire *(Hennesey);* Phil Rapp *(The Tab Hunter Show);* Blake Edwards *(Peter Gunn);* Coles Trapnell *(Maverick);* Stanley Niss *(Hawaiian Eye);* Jerry Davis *(Surfside 6);* Richard Bare *(Case of the Dangerous Robin);* John Champion *(Laramie);* Michel Kraike *(The Deputy);* Nat Perrin *(Death Valley Days);* Al Lewis & Sid Dorfman *(One Happy Family);* Larry Berns *(The Nanette Fabray Show);* John Robinson *(Acapulco);* and Fenton Earnshaw *(Solitaire).*

Many writers are busy in the production of pilots: Stanley Roberts *(The Colonel's Lady);* Bare *(The Joan Davis Show* and *Jamaica Reef);* Danny Arnold *(Beachfront);* Herb Meadow *(The Big Fever);* Chevillat & Singer *(Marty and Me);* James Moser *(Ben Casey);* Richard Collins *(My Favorite Love Story).*

Also Howard *(My Wife's Brother* and *Mickey & the Contessa);* Bob Weiskopf & Bob Schiller *(You Can't Win 'Em All);* Levy (untitled comedy); Gomberg *(Our Man in Rome);* Art & Jo Napoleon *(The Sea Rover);* Spelling *(The Atoner);* Morton Fine & David Friedkin (untitled drama); Tom Waldman & Blake Edwards *(The Boston Terrier);* Peckinpah (untitled Robert Culp action series); Ed Simmons (untitled comedy anthology); Everett Freeman (*My Uncle Elroy* with George Gobel); Harry Julian Fink *(Tiggero);* Paul Monash *(Cain's 100* and *Woman in the Case);* Al C. Ward *(3 White Hats);* Huggins *(The House on Rue Riviera);* John Robinson *(The King of Diamonds);* Budd Schulberg *(Ross of the Everglades);* Jules Bricken *(The Lawyer);* Robert Blees *(The Hunters* and *Jayhawkers);* Hal Goodman & Larry Klein *(Margie).*

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Wells Fargo (NBC-TV) is imitating its rival *Gunsmoke* (CBS-TV) by expanding to 60-min. next fall (Vol. 17:4 p7). The Dale Robertson series, produced by Revue, will move to the 7:30 p.m. Sat. slot presently occupied by *Bonanza,* which will probably shift to Sunday night. Lengthening of *Wells Fargo* is in step with the current trend toward 60-min. series (Vol. 17:3&6).

Screen Gems has finished production on 39 segments of its *Two Faces West* series starring Charles Bateman & produced by Matthew Rapf.

## HOLLYWOOD ROUNDUP

Syndication price squeeze resulted in "the smallest number of new first-run properties being made available in 1960 in our history." Sam Cook Digges, CBS Films vp, speaking before the San Francisco Ad Club TV department Feb. 21, added that the TV-film business is now in the hands of a very few of the major companies. "Increased costs of production, along with station-advertiser demand for higher quality programs, has forced major producers to invest considerably more money than was the case only a few years ago," he said. But advertisers and stations are "paying just about the same amount of money that they paid several years ago." In 1961, film production will hit a record $170 million (Vol. 17:1 p6), predicts Digges, with strong emphasis on 60-min. action-adventure shows & 30-min. situation comedies. "If advertisers & stations sincerely desire to program with the strongest possible product, they will have to pay a reasonable price for that product," he concluded.

MCA is negotiating for Bob Hope's 40 acres adjacent to its Revue Studios in Universal City, Cal. Hope, who bought the real estate in 1941, has put a $1-million price tag on it. MCA wants the San Fernando Valley property for expansion. It bought the studio which now quarters Revue from Universal-International several years ago.

CBS Films has finished production of 4 pilots, *Mister Doc,* a comedy starring Dean Jagger; *Baron Gus,* comedy starring Ricardo Montalban & Pippa Scott; *Daddy-O,* comedy starring Don DeFore, Lee Phillips and Jean Byron; *Russell,* a Western, starring Fess Parker.

Arwin Productions, owned by Marty Melcher & Doris Day, has signed Dick Shawn for a TV series & a movie.

CBS-TV's 60-min. pilot, *Beachfront,* will star Keefe Brasselle. Danny Arnold is producer.

ABC-TV will finance *Tramp Ship,* 60-min. Don Fedderson Productions pilot starring Neville Brand.

Goodson-Todman has received an order from NBC-TV for 6 more scripts on *Las Vegas Beat.* The pilot is done.

Screen Gems' Greene-Rouse production team will pilot *The President's Man,* about an ex-secret service agent.

Four Star Television will film 16 half-hour & four 60-min. films for 11 series this week.

Addax Music Co. has been formed by Desilu Productions Pres. Desi Arnaz . . . Everett Freeman is producing *My Uncle Elroy,* a pilot starring George Gobel, which will be filmed March 6 . . . The 13th annual screen writers' awards dinner will be held March 24 at the Beverly Hilton.

People: Pam Polifroni named casting director for Selmur Productions' 2 daytime shows, *Morning Court & Day in Court* . . . Herb Wallerstein named associate producer of Screen Gems' *My Sister Eileen* . . . Robert Palmer will head Four Star Television's new talent dept. . . . Rose Mathias has resigned as *Lassie*'s story editor . . . Jack Mitchell named asst. producer on CBS-TV's *Rawhide* . . . Richard Dunlap is named producer-director for ABC-TV of the Academy of Motion Picture Arts & Sciences' Oscar awards telecast April 17 . . . MGM-TV has signed Jerrald Goldsmith to compose & conduct the music score for its *Cain's Hundred* pilot for NBC-TV.

## NEW YORK ROUNDUP

Former Maverick star James Garner, who staged a contract battle with Warner Bros. last year and finally walked off the show, will soon be back before the cameras —but not for TV. He has signed a contract for 4 movies with the Mirisch Co., one of the independent production firms in the United Artists fold. Absent from virtually all *Maverick* episodes seen in the 1960-61 seasons, Garner was replaced in the series by ex-*Alaskans* player Roger Moore (as "Beau Maverick," a conveniently found cousin). Due to be added for the remainder of this season's *Maverick* episodes is another fortunate discovery "Brent Maverick," still another Maverick brother. This one is played by Bob Colbert who has a strong resemblance to Garner.

$4-million bid for WNTA-TV N.Y. by a citizen's group has been rejected as too low by the station's owner NTA. The group, headed by Howard C. Sheperd, Greater N.Y. Fund Board chmn. and ex-First National City Bank chmn., is working with NET to acquire the station as a non-commercial outlet. The group's broker, Howard E. Stark, said last week that the group will increase its offer "at the proper time"—which probably means after a bid by Ely Landau. The former NTA chmn. has indicated that he will top the group's offer.

NTA Telefilm (Canada) Ltd. scored 7 "major sales" for its pre- & post-1948 20th Century-Fox feature film library, announces Pres. David Griesdorf. CJAY-TV Winnipeg & CFCM-TV Calgary bought over 300 features and 10 NTA program series, including *The Play of the Week*. The sales represent "a new quarterly high" for the Canadian company and, according to Griesdorf "a significant increase in feature-film programming in both the English & French-speaking markets of Canada."

Screen Gems has signed a co-production deal with Aladan Productions to develop "an assortment of new live TV programs, including dramatic & panel shows." Dan Enright, ex-*Twenty One* producer, and Alfred Crown, ex-Moulin Productions pres., run Aladan and will act as exec. producers of the new shows, the first of which will be ready next fall. This is the 2nd SG move toward the development of a live packaging operation (Vol. 17:8 p13).

WNTA-TV N.Y. is planning another local-level public-affairs special, "The First Hundred Days," a review & analysis of President Kennedy's term for the 100 days following his inauguration. The April 30 broadcast will consist of (1) a 120-min. segment covering the President's TV activities, excerpts from the inaugural ceremonies, addresses to Congress, press conferences, and (2) a 60-min. round-table discussion by several leading journalists.

WNEW-TV N.Y. has bought ITC's 104-episode underwater adventure series, *Diver Dan*, for telecast beginning the week of Feb. 20. The 7-min. shows, available in both color and black & white, combine the actions of live & puppet performers. Other stations buying the package include WGN-TV Chicago, and total markets to date are 21.

People: Norman B. Katz, TV Industries foreign-operations vp, is in the Far East & Australia marketing the RKO film library . . . Jack P. Martin has been named Ziv-UA Northeastern div. sales mgr. and Jim Grubb has been named North Central div. sales mgr. . . . Vernon Burns named NTA gen. mgr.

## Stations

**HOMEWORK FOR BROADCASTERS:** Leaders of 45 state associations of broadcasters went through 1½ days of an NAB school in Washington last week—and carried away enough home-study lessons to keep them busy for months to come.

The delegates—53 in all—to NAB's 6th annual grass-roots-&-brass-tacks state conference were supplied by the hq staff with bulging kits containing 20 separate batches of broadcasting textbook materials.

Titles of some of the home-work courses, which were supplemented by extended bibliographies: "Dimensions of TV," "Dimensions of Radio," "Suggested Legislative Plan of Action," "Public Relations Outline," "News Privilege Laws," "Labor Report," "NAB Survey of State Assns."

The delegates also: (1) Heard a go-back-&-do-better speech by NAB Pres. LeRoy Collins. (2) Listened to lectures on "goals" & "challenges" by NAB staffers. (3) Took notes on reports by presidents of 5 state organizations. (4) Met in bull sessions to compare local notes and talk over the industry's national problems. (5) Witnessed presentation of awards to high-school winners of the "Voice of Democracy" contest (see p. 9).

In his turn at the microphone, at a concluding luncheon, Collins called on the state leaders to help NAB "make broadcasting a greater force in American life." Collins said NAB is much more than an "average trade association," that NAB needs every broadcaster & vice versa, that "unity is essential for strength & prestige." He wound up: "I want the broadcasters of the U.S. to realize that they have something that is theirs—that it doesn't belong to the advertisers or the networks or the rating services."

Copies of Collins' hard-hitting Feb. 10 Palm Springs NAB Board speech (Vol. 17:7 p1), which was topic "A" in corridor talk by the delegates at the Shoreham Hotel, were included in the conference kit of background documents. And, during the conference, House Commerce Committee Chmn. Harris (D-Ark.) inserted the text in the *Congressional Record*, praising Collins for his "candor & courage."

"If the broadcasters of America heed the advice which Gov. Collins gave them in his speech, I feel that they will move in the right direction in discharging the important public responsibility placed on them," Harris said.

Seminar sessions of the Feb. 22-23 conference, keyed to the NAB president's analysis, were led by such NAB staffers as industry-affairs vp Howard H. Bell, TV vp Charles H. Tower, radio vp John F. Meagher, govt.-affairs vp Vincent T. Wasilewski, PR mgr. John M. Couric, TV Code Affairs dir. Edward H. Bronson, Radio Code Affairs dir. Charles M. Stone.

Everything from local tax problems to TV-&-radio promotion campaigns was covered in state reports by Ronald A. Murphy (Wash.), Lee Ruwitch (Fla.), Thad M. Sandstrom (Kan.), Lloyd W. Dennis Jr. (Md.-D.C.) and George R. Dunham (N.Y.).

Roundtable discussions by the delegates touched on an even wider range of topics: State legislative developments (including bills in Ore. & N.Y. legislatures providing for supervision of rating-service operations); regulatory prospects in Congress & at FCC; lobbying techniques; TV & Radio Code recruiting methods; hurricane & tornado warnings; development of community identities by stations; advertising competition which stations must suffer from trading-stamp operations.

**NEW & UPCOMING STATIONS:** CHBC-TV-6 (Ch. 5) Keremeos, B.C. got on the air ahead of its mid-February target and began programming Jan. 27 as satellite of CHBC-TV (Ch. 2) Kelowna, B.C. We are so informed by CHBC-TV sales mgr. R. L. Sharp. The satellite's owner is Keremeos-Cawston Television Society, headed by H. Blakeborough, but all construction was done by CHBC-TV, with funds furnished by the Society. It has a 5-watt Benco transmitter & a Taco yagi 5-element antenna on 50-ft. wooden pole. It is the 6th in the CHBC-TV chain of low-power, unattended repeaters. Canadian on-air total: 84 stations.

In our continuing survey of upcoming stations, here are the latest reports from principals:

**KCDA (Ch. 3) Douglas, Ariz.** plans to start soon as an independent outlet, writes commercial mgr. Daniel C. Park. He is ex-radio WIRE Indianapolis, and more recently was with Better Business Bureau of Tucson. The station has a 500-watt transmitter furnished by KCDA owner Electron Corp., Dallas, Texas. A Jampro antenna has been installed on the roof of the Gadsden Hotel, Douglas. Base hour will be $150. Rep not reported.

**WBNB-TV (Ch. 10) Charlotte Amalie, V.I.** has changed its target to April 1 for programming with CBS-TV & NBC-TV, says Robert Moss, pres.-gen. mgr. A 500-watt Gates transmitter is ready for use in the studio-transmitter building at Mountain Top Estates, St. Thomas, but a Utility tower won't be ready for an 8-bay Jampro antenna until some time in March. Base hour will be $60. Rep will be Caribbean Networks.

**KICU-TV (Ch. 43) Visalia, Cal.** has a 12-kw GE transmitter on hand, and plans to begin programming June 1, reports owner Norwood J. Patterson. He also controls San Francisco radio KSAN. The station will use the 100-ft. guyed tower at Eishon Point of off-air KVVG-TV (Ch. 27) Tulare-Fresno. It hasn't signed a network affiliation.

**WYAH-TV (Ch. 27) Portsmouth, Va.** has set July 2 as its programming target, reports M. G. Robertson. He is pres. of grantee Christian Bcstg. Network Inc., which plans non-commercial operation and is buying the plant of off-air WTOV-TV (Ch. 27) with 1-kw RCA transmitter.

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**Simultaneous vhf-uhf operation** on Ch. 12 & Ch. 30 by KFRE-TV Fresno, which is switching to the uhf channel under FCC's deintermixture decision, was opposed by competitor KJEO (Ch. 47). The Commission order permits the dual operation until April 15. KJEO asserts that it will be harmed, up to $100,000 worth, because both ARB & Nielsen are making their surveys and KFRE-TV will benefit from having 2 signals on the air. KJEO alleged that KFRE-TV's application was granted hastily by the FCC without proper notification of interested parties. It asked that the Ch. 12 operation be stopped immediately. KFRE-TV has until Feb. 27 to file its opposition to the petition.

**Most powerful low-band TV station** in North America will be CBC's CBXT (Ch. 5) Edmonton, Alta. RCA Victor Ltd., Montreal, announced it will supply transmitter-antenna combination capable of radiating 318-kw ERP, due to a specially-designed super-gain antenna. Low-band (Ch. 2-6) TV stations in the U.S., and in Canada within 250 miles of the U.S. border, are limited to 100 kw. Ch. 7-13 stations are limited to 316 kw. CBXT is due on the air Sept. 1, when it will take over CBC network programming from independently owned CFRN-TV.

Top winner in "Voice of Democracy" contest sponsored by NAB, EIA & VFW was Carol Ogata, 17-year-old Pahoa, Hawaii, high school senior. She was awarded a $1,500 college scholarship at a luncheon in Washington Feb. 22. The 3 other finalists of the 51 state & D.C. winners were: Miss Briony Sharman, an English exchange student representing N.Y.; Joseph G. Quill, Raynham, Mass.; William C. S. Mays, Providence. Almost 100 Senators & Representatives attended the luncheon, sitting with their respective state winners and presidents of state broadcasters' associations. At an evening reception presented by NAB Pres. LeRoy Collins for the state presidents, guests remarked that Miss Ogata had one of the most poignant voices they had ever heard, some confessing she had brought them close to tears. Though she wants to become a mathematics teacher, several broadcasters said she'd have a great future in TV-radio & acting.

**Full ownership in KMTV (Ch. 3) Omaha** is now held by the May Bcstg. Co. An ownership report filed with FCC shows that it purchased the 500 shares (25%) formerly held by the Central Bcstg. Co. (WOC-TV & WOC Davenport, Ia.) for $550,000 in Feb. 1960 and retired the stock to the treasury. FCC approval of the transaction was not required because May Bcstg. already held 75% control.

**Young Television's** exec. vp James F. O'Grady Jr. adds to our survey of the spot field (Vol. 17:8 p6) with the following: "We are optimistic about TV-spot billing levels during 1961. Sales have been reasonably good during the first 2 months of 1961, and we expect an increase over present levels during the next several months. We have not seen any evidence of a business slump in national spot."

**Fine financial line** has been drawn by NLRB in determining whether labor regulations of a broadcasting station are subject to federal regulation. In a test case involving NABET & radio WNAK Nanticoke, Pa., NLRB accountants did some figuring to project the station's gross volume for the fiscal year ending in August. The estimate: $92,553.93, just short of NLRB's $100,000-standard for taking jurisdiction over a radio station. Accordingly, all parties were notified that NLRB wasn't interested in the Nanticoke situation.

**WFAA-TV & WFAA Dallas** will move to a new $3.5 million communications center at Young & Record Sts. April 5, the day that has been set for the formal opening & dedication of the new hq.


FACTBOOK NO. 32 CLOSES MARCH 3

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 3.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.

## Advertising

Bell & Howell sponsorship of controversial public-affairs shows is making a lot of new friends & apparently selling a lot of cameras, exec. vp Peter G. Peterson told an Advertising Women in Radio & TV meeting in Chicago. Favorable letters to the camera company about its TV shows outnumber the unfavorable ones by a ratio of almost 40-to-1, Peterson said—even though B&H-sponsored shows have dealt with such hot topics as union featherbedding and birth control. Viewers who enjoy thought-provoking, albeit controversial, programming tend to extend this mood to B&H products to a far greater extent than with other forms of advertising, said Peterson. "All of our TV funds [have been placed] into public-service programming indefinitely with a signed contract through 1962," he added. Bell & Howell Pres. Charles H. Percy had told us nearly 16 months ago (Vol. 15:44 p6) as his firm took the public-affairs plunge with co-sponsorship of *CBS Reports*: "We don't have a red-carpet budget with which to sponsor public-service TV; it's got to sell cameras for us." Peterson's statement would indicate that Percy's 1959 philosophy ("we're willing to pay a premium if necessary in terms of CPM to reach a higher-quality audience") has been paying off.

Auto industry's unsold backlog, estimated earlier this year to be over 1 million units, has resulted in a series of not-unexpected TV cutbacks. Hardest-hit is NBC (which has about 50% of all nighttime auto network business). Ford Motor Co. has notified the network that it will pull out of *Wagon Train*, effective April 5, and will sponsor *Alfred Hitchcock Presents* only on a co-sponsorship basis (with Revlon). Chevrolet has already declared its intention of substituting *Bonanza*, at a lower price, for its Sun.-night *Dinah Shore* series (Vol. 17:8 p6). At ABC-TV, Dodge div. of Chrysler (a firm particularly hard-hit by slumping auto sales) has notified the network that it will drop its $5-million annual co-sponsorship of *Lawrence Welk* in June. Originally, Dodge was full sponsor of the Welk music show, cut this expenditure in half last summer, and is now bowing out entirely. Dodge won't be out of TV entirely, the auto firm made clear last week, and is shopping around for a lower-priced public-affairs show.

Publishers raised their ad expenditures in the competitive medium of TV by a considerable sum in 1960. TvB reports that for the first 11 months of last year publishing & media gross-time billings rose to $2,140,677 from a mere $5,261 in the like period of 1959. TvB also reported estimated network-TV billings of all advertisers for January-November 1960 at $621,686,247—up sharply from the 1959 like period's $568,642,061. The leading company advertiser in November was Procter & Gamble with billings of $3,-984,364, followed by American Home Products with $2,725,-163. Anacin was the leading brand in November, with a $952,607 expenditure.

Auto-Lite returns to TV this fall after an absence of several years. It will co-sponsor ABC Films' 30-min. adventure series *The Racer*, the pilot of which was produced last fall. "National TV provides strong support to our dealers and most effectively increases consumer awareness of Autolite products," said vp & dir. of sales E. R. Stroh. "We are pleased to return to the medium." (Autolite previously sponsored CBS-TV's *Suspense* and participated in NBC-TV's *Today*.) The 1961 ad campaign, handled by BBDO, will also include schedules in trade magazines & consumer periodicals.

## The FCC

**ENTER, THE MINOW REGIME:** Newton N. Minow takes over as FCC Chairman March 2, will be sworn in at the Commission meeting room by U.S. Supreme Court Justice Douglas. He won't have much chance to dally—for he faces a whole day of oral arguments March 3.

Seattle attorney Kenneth Cox definitely will become his general counsel, is expected to report within a few weeks. Attorneys Henry Geller & Ted Meyers, from Justice Dept. and ABC, respectively, have been on the scene informally, will join his staff officially when he takes the oath. There's still no indication of who is favored to become chief of the Broadcast Bureau.

Orlando Ch. 9 case, remanded to FCC by the Court of Appeals for further "influence" hearings for winner WLOF-TV and contestant WORZ, will be heard by chief hearing examiner James D. Cunningham. The Commission named him to replace special examiner Horace Stern, retired Pa. Supreme Court judge who "is no longer available to serve as presiding officer."

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First new vhf translators on air: K3AA & K13AA Mexican Hat, Utah, equipped with Benco transmitters, began repeating KGGM-TV & KOB-TV Albuquerque Feb. 16. They are the first vhf grants made by the FCC which has 90 applications pending for new vhf translators. In addition FCC has granted STAs for 992 vhf repeaters to continue operation.

Novel telegram received by FCC last week: Peter Corrado, of Brooklyn, owner of radio WREA East Palatka, Fla., notified the Commission that his station was off the air because his manager had disappeared. He said he'd keep FCC informed.

KIEV Glendale, Cal., has been purchased by a syndicate headed by William Beaton, ex-mgr. of KWKW Pasadena, Cal., subject to FCC approval. Majority stockholder in the station was Reed Callister. Station executives declined to comment on reports that the price was $500,000.

## Educational Television

Another ETV go-around in Congress starts this week with March 1-2 hearings by the Senate Commerce Committee on a $51-million subsidy bill (S-205) by Chmn. Magnuson (D-Wash.) for purchase of educational station equipment in the states & D.C. He lined up 16 witnesses—none of them known as a federal-aid-to-ETV opponent—to testify on his measure, which was passed by the Senate last year but blocked in the House (Vol. 17:6 p14). The tentative list: March 1—Sen. Metcalf (D-Mont.), HEW Secy. Abraham Ribicoff, RCA Pres. John L. Burns, Pa. Public Instruction Supt. Dr. Charles H. Boehm, Mrs. Hornung of the Greater Cleveland ETV Assn., Baltimore School Supt. George Brain, Mgr. Loren Stone of KCTS-TV Seattle, mgr. John Schwarzwalder of KTCA-TV St. Paul-Minneapolis, Mont. State U.'s Dr. Erling Jorgenson. March 2—outgoing FCC Chmn. Ford, Mrs. Edmund D. Campbell of the Greater Washington ETV Assn., Westinghouse Bcstg. Co. vp Joseph E. Baudino, Mrs. Alison G. Bell of the American Assn. of University Women, Raymond D. Hurlbert of the Ala. ETV Commission, Chmn. Lawrence E. Dennis of the Joint Council on Educational Bcstg., Electron Corp. Pres. Mort Zimmerman.

## Congress

**House Ban on TV Upheld:** The House Rules Committee voted 8-6 last week to kill proposals to permit TV & radio coverage of proceedings of the House and/or its committees. But the action had little to do with pros & cons of electronic journalism. It was strictly politics.

Opponents & supporters of the liberalizing moves to give news cameras & microphones equal access to sessions lined up at a Rules Committee hearing to speak their pieces for the record. But the arguments were just *pro-forma*. The real lineup matched opponents vs. supporters of Speaker Rayburn (D-Tex.). And in one of his first tests of strength with Chmn. Smith (D-Va.) of the expanded & liberalized traffic-controlling Rules Committee (Vol. 17:8 p9), Rayburn won. When it comes to House coverage, he is adamantly anti-broadcasting.

No tip-off on the nature of the contest was needed, but it was provided in pre-hearing maneuvering. Pro-Rayburn Rep. Griffiths (D-Mich.), author of companion resolutions (H. Res. 27 & 28) to relax House rules against broadcasting equipment, discreetly absented herself and didn't appear at the hearing at all. Anti-Rayburn Rep. Meader (R-Mich.) hastily stepped in with a proposal (H. Res. 173) of his own to permit committee chairmen to decide if hearings could be televised.

When the showdown came, Chmn. Smith and conservative Democratic-Republican coalition colleagues on the Committee—none of whom had ever expressed much interest in such matters before—voted to embarrass Rayburn and clear the resolutions for floor action. The Committee's pro-Rayburn majority of 8 Democrats—some of whom have no personal objections to TV & radio coverage—stood firm with the speaker.

In these topsy-turvy political circumstances, there was much banter—and little serious testimony—at the Rules Committee hearing.

"How many members might get killed running to get in front of the camera?" Rep. Brown (R-O.) wanted to know. "Would we have to go to the makeup room before going on?" asked Rep. Madden (D-Ind.). "There might be a tremendous turnover . . . if you put the House on TV," Rep. O'Neill (D-Mass.) warned.

"We all know that some Senate members have become known in households across the United States through TV," Meader retorted, tongue in cheek, mentioning John F. Kennedy as one. "Why should there be a block on the House?"

Meader & Rep. Younger (R-Cal.) said the TV-radio proposals shouldn't be bottled up by the Rules Committee. "The House should be permitted to vote on this," said Meader. Both had voted against Rayburn when he succeeded in enlarging the Committee in order to cut down Smith's power to block legislation which the Democratic leadership really wants.

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CBS Inc. Prcs. Frank Stanton has been credited by Rep. Springer (R-Ill.) with "a rather penetrating analysis" of broadcasting's political equal-time problems. Springer, second ranking minority member of the House Commerce Committee, said that Stanton's equal-time testimony before the Senate Commerce Communications Subcommittee (Vol. 17:6 p2) was "excellent." He asked his House colleagues to read Stanton's statement as reworked into a bylined article in the *Decatur Herald & Tribune*, which Springer inserted in the *Congressional Record*.

"Moral quality" of TV & movies had better be improved through self-supervision if the industries don't want the federal govt. to step in & do the job, Rep. Wilson (R-Ind.) said in a blistering attack on entertainment offered by both media. In a statement accompanying a sense-of-the-House resolution (H. Res. 186) calling on TV & Hollywood to clean their houses, Wilson said "sexpots, beat generations and sadism" should be swept out. "With TV," he said, "violence of all shapes & sizes is the thing. Murders, pillaging, mugging, slugging, whippings and other forms of brutality are paraded before the TV audience night after night. It's getting worse instead of better, and it's time the TV industry took a look at itself." As for the movies, Wilson said "sex is being purveyed in every possible packaging." He commended both industries for past actions to improve their products, but urged "immediate corrections in the present moral content." As a starter, he suggested both needed a czar-like office like the old Hays Office which used to police Hollywood.

**Relatively modest budget** of $435,000 for the House Commerce Committee this year—down from the $750,000 of last year, when the Legislative Oversight was flourishing—has been approved by the Administration Committee. In his housekeeping resolution (H. Res. 165), Commerce Chmn. Harris (D-Ark.) earmarked $170,000 for his proposed Subcommittee on Regulatory & Administrative Commissions (Vol. 17:8 p9), $60,000 for a continuing spectrum study, $7,000 for winding up the American Statistical Assn.'s contract survey of rating systems (Vol. 17:5 p8). Meanwhile Harris delayed naming members of the standing Communications Subcommittee and the new special unit on regulatory-agency operations.

**U.S. film stars** who reside abroad are living it up at Uncle Sam's expense, according to Sen. Gore (D-Tenn.). He proposed closing what he said is an income-tax loophole. It permits Americans who set up temporary residence abroad for 17 out of 18 months to escape taxes on $20,000 of their earned income. "This provision appears to be particularly beneficial to movie stars," Gore said. He also proposed to plug another loophole which he said is used by movie stars. Gore said that it is permissible now for wealthy persons—"in contemplation of death"—to sell U.S. holdings and invest the proceeds in foreign real estate so that their beneficiaries need pay no tax.

**Another "ethics" bill,** forbidding back-door approaches to federal regulatory agencies and gift-giving to officials to influence decisions, has been introduced by Rep. Cramer (R-Fla.). The measure (HR-4812) also provides for repeal of the "honorarium" section of the Communications Act that permits FCC members to receive fees for speeches & articles. Cramer submitted the same proposals in 1959.

**CBS-TV's medical-care documentary** "The Business of Health: Medicine, Money and Politics" did an "outstanding" job of presenting "the pros & cons" of the issues, Sen. Proxmire (D-Wis.) told the Senate. He added the documentary to a growing list of network programs which he said deserve public applause (Vol. 17:8 p9).

**Add daytimer bills:** Reps. Moulder (D-Mo.), Ikard (D-Tex.) and Whitten (D-Miss.) have joined the annual Congressional parade of supporters of small-town radio by introducting bills (HR-4749, 4830 and 4695) to extend daytime station operations from sunrise-sunset to 6 a.m.-6 p.m.

**Rigid inspection rules** for shipboard radio equipment would be relaxed under an FCC-supported bill (HR-4743) introduced by House Commerce Chmn. Harris (D-Ark.). Similar bill was passed last session by the Senate.

## Programming

**Untouchables Still Under Fire:** ABC-TV's concessions to the Italian-American group that is protesting *The Untouchables* are "unsatisfactory," said Rep. Alfred E. Santangelo (D-N.Y.) last week. He said the plan to picket ABC-TV hq on March 9, "Amerigo Vespucci Day," is still on, as is the plan to boycott sponsors of the show (Vol. 17:3 p14 *et seq.*) The group for which Santangelo is spokesman, the Italian-American Democratic Organizations of N.Y., presents 5 major complaints against the show:

1. Of the 14 program titles scheduled on *The Untouchables* between Feb. 2 and May 4, nearly half (6) are based on Italian-origin names. This, says the IADO, is "disproportionate."

2. There's considerable doubt that the original book version of *The Untouchables* is the base any longer for most of what's seen in the series. ABC will be asked "to substantiate" that at least one Italian-named mobster was really involved in the wide range of criminal activities credited to him by the show.

3. There will be "4 consecutive shows using a central Italian criminal character" (April 13—May 14), adding "fuel to the image which has been created unfairly linking Italians with violations of the law."

4. ABC's chief concession so far—a voice-over announcement stating that part of the show is "fictionalized"—is "lost in the welter of post-program commercials." IADO wants the announcements made "at the beginning & end of each show, audibly & visually."

5. IADO doesn't like the show on any count, particularly "the continuous use of murder, violence and high-voltage crime which is contributing to the encouragement of juvenile delinquency & disregard of the law."

A group of Italian-American Congressmen headed by Rep. Santangelo has been authorized by IADO to hold another conference with top-level ABC-TV officials. The group will then submit a final report to IADO on March 3—the last scheduled meeting of its board before the March 9 picket deadline.

* * *

Congressional complaints against ABC-TV's *The Untouchables* (Vol. 17:8 p3) have produced a legislative proposal to ban derogatory TV & radio portrayals of any ethnic group. A bill (HR-4502) by Rep. Anfuso (D-N.Y.) would add a new Sec. 510 to the Communications Act's Title V, making it unlawful for any station "to consistently or systematically portray [in programs] any religious group, race, or nationality in a degrading or criminal manner." Anfuso is one of a group of House members who protested characterizations of Italian gangster types on *The Untouchables*. His bill, which sets up no criminal penalties for infractions, was referred to the Commerce Committee headed by Rep. Harris (D-Ark.).

■

Nightly TV newscasts should be longer & more frequent, ex-CBS News Pres. Sig Mickelson said last week at U. of Mich. He recommended expansion of newscasts to 30 min., called for more original reporting, deplored the absence of research at the university level on TV news. "It is a new field and we have been operating largely by guesswork," he said.

Independent CFTO-TV Toronto outbid CBC for TV rights to 1961 & 1962 football games of Canada's Eastern Big 4 League. The *Toronto Telegram*-owned CFTO-TV won the 2-year contract with a bid of $375,000 annually for all league games.

Anti-censorship coalition has been formed by TV-radio, movie and book-publishing industries to seek overturn of the Supreme Court's 5-4 decision that upholds the right of state & city censors to preview films before they are permitted to be shown in theaters (Vol. 17:5 p5). Joined by NAB, Book Publishers Assn. and Authors League, the Motion Picture Assn. of America was scheduled to ask the Court Feb. 27 to rehear the appeal of Chicago's Times Film Corp. from lower-court decisions validating pre-exhibition censorship. NAB's chief counsel Douglas A. Anello & other lawyers who are enlisted for the mutual-defense move have taken their cue from dissenting Chief Justice Earl Warren. Speaking for the minority of the Court, he warned that the decision threatened to spread "a licensing scheme" to every "medium of expression." Following filing of the rehearing petition, the Court may ask to hear arguments on it, but it rarely agrees to take up a once-decided case again. If the petition is turned down, Eric Johnston's MPAA will be ready to initiate new movie test cases on the censorship issue.

Arthur Godfrey is being eased out of *Candid Camera* at the end of the show's current cycle (in May), and won't be back on the Allen Funt package this fall. Funt has been far from happy in recent months with Godfrey's role in the program, and said recently in San Francisco that he & his staff had "made Godfrey conscious of the need for reducing talk." Godfrey's resignation from the show was said last week by CBS sources to be voluntary. Godfrey himself will probably be seen in CBS-TV's nighttime schedule next season in a weekly 30-min. show (if the network can come up with a suitable format) and this spring will be in 2 CBS specials (one for Bulova). Godfrey was originally added to the *Candid Camera* format last fall at the request of CBS, which now owns (with Funt & producer Bob Banner) an interest in the package.

TV's the best source of information about Civil Defense, Milwaukee parents voted in a recent poll. Nearly 50,000 persons cited TV in a questionnaire circulated by the Milwaukee City Civil Defense Administration. Runners-up as information suppliers: newspapers (37,445 votes); leaflets (36,533); radio (35,585).

Pop tunes and hit-&-run headlines are inadequate for radio's new sophisticated audience, said CBS Radio Pres. Arthur Hull Hayes last week. He told a group at the Annenberg School of Communications, U. of Pa., that broadcasters have a dual duty in modern society: "Survival & stature." A radio network's primary role is "its ability to present programming which would be difficult or impossible for stations to present themselves," he said. The most promising fields of development, according to Hayes, are news & information programming. "CBS Radio's schedule is 55% information . . . Broadcasting can't create the public taste, but it can lift & broaden it by exposing people to things they might not have experienced at all," he said. "Our job is to present a truly varied diet and leave the choice to the public."

David Susskind & Dinah Shore were voted "Man of the Year" & "Woman of the Year" by 358 TV-radio editors participating in *Radio Daily*'s 19th annual All-American Awards Poll. Other winners in 24 TV categories: *The Untouchables*, best filmed series. *Wagon Train*, best Western. David Brinkley, commentator of the year. *I've Got a Secret*, top panel show. *Project 20*, best of the public-service programs. *Perry Mason*, best mystery. ABC-TV's *Winston Churchill* took double honors as the year's best documentary series & best new program idea. Radio's Man & Woman of Year: Arthur Godfrey, Pauline Frederick.

# Television Digest

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JAMES T. QUIRK, *Business Manager*
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MERRILL PANITT, *Editorial Director*
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PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
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WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 2B, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Bob Bagley named ad & promotion mgr., ABC's Western div. . . . Russell C. Stoneham, ex-CBS, named West Coast program-development dir., NBC-TV.

Peter S. Crawford named gen. sales mgr., WLWA Atlanta, succeeding James H. Burgess, recently named gen. mgr. . . . Mike Schaffer, ad & promotion dir., WFIL-TV & WFIL Philadelphia, named liaison between BPA and TIO.

John Scali, ex-AP, appointed Washington diplomatic correspondent, ABC News . . . Bill Shadel, ABC News commentator, named pres., Assn. of Radio & TV News Analysts . . . Graham Wallace, Canada's Bureau of Best. Measurement member-relations officer, is spending 34 days visiting station members & member prospects in Western Canada.

Josef C. Dine named information & special services dir., CBS News . . . Leonard H. Lieberman, ex-Richards Associates, named NCTA information dir. . . . Lacy S. Sellars promoted from program mgr., WBTV Charlotte, N.C., to head Jefferson Standard Bcstg.'s new quality-control dept. for WBTV, WBTW Florence, S.C. and WBT radio . . . Horace W. (Buddy) Ray promoted from program dir. to operations mgr., WAGA-TV Atlanta . . . Bill McColgan named sports dir., WTOP-TV Washington.

William P. McSherry appointed to new post of national news editor for TV, ABC News . . . Alan Wagner, ex-Benton & Bowles, named gen. program executive, CBS-TV . . . John Stilli named asst. to the gen. mgr., WFBG-TV & WFBG Altoona, Pa.

■

**Meetings this week:** RTES timebuying & selling seminar (Feb. 28). Stockton Helffrich, NAB TV Code Board dir., N.Y. office, will speak on "TV Taboos." Hotel Lexington, N.Y. • **Vhf translator** conference sponsored by *DXing Horizons* (March 3-4). Hotel Utah, Salt Lake City • **U. of Okla.** annual TV-radio conf. (3-4). Norman, Okla.

**Meetings next week:** RTES time buying & selling seminar (March 7), Hotel Lexington, N.Y. Annual banquet (9), Waldorf-Astoria Hotel, N.Y.

**Annual dinner of Radio-TV Correspondents Assn.**, with President Kennedy as guest, is set for March 18 at the Statler-Hilton, Washington. Elmer Lower, NBC, is chmn. of the affair, and entertainment from the networks is being lined up by Robert Doyle, ex-NBC, of radio WICO Salisbury, Md.

Freedoms Foundation at Valley Forge announced on Washington's birthday the following awards to TV programs & personnel: George Washington Honor Medal (principle TV award) to the Lutheran Church-Missouri Synod for a *This Is the Life* segment, "Trap of Freedom." Freedom Leadership plaque to Arthur Godfrey for "personal patriotism," and Dave Garroway for "unfailing emphasis on responsible citizenship." Other TV awards to: Equitable Life Assurance Society of the U.S. for "Not Without Honor" from *American Heritage* series. KING-TV Seattle for "The Living Constitution." KPIX San Francisco for "Life in the Balance." KVTV Sioux City for "The American Way." WBRC-TV Birmingham, for coverage of the area's Independence Day observance. Southern Baptist Convention radio & TV commission for "Bread on the Water" in *The Answer* series. WCAU-TV Philadelphia for *The Gene London Progam.* WRCV-TV Philadelphia for "Destiny of Freedom." WFBM-TV & WFBM Indianapolis for a year-long "Operation Patriotism" campaign, including a weekly TV series *Young Mr. Liberty* and a radio *National Purpose* series. Distinguished Service awards to NBC-TV for "U.S. Government" on *Today*, and to NBC-TV & National Council of Catholic Men for "The War for Geoffrey Wilson" on *The Catholic Hour.*

KFSD-TV & KFSD San Diego will be renamed KOGO-TV & KOGO March 1. The KOGO logo was selected from 17,576 four-letter combinations starting with "K" run off for the station in 2 minutes by neighbor Convair's computer. Gen. mgr. William E. Goetze explained the change: "In this day when the station image is so important, the word KOGO gives us an important plus. It has great memorability, lends itself to vigorous promotion and has a sound linkage to San Diego that is unmistakable." The KFSD call letters, originated in 1926, will continue to identify the station's FM operation.

TV-radio winners of 1961 "National Brotherhood Awards" by the National Conference of Christians & Jews: CBS-TV for "Strangers in the City," 60-min. documentary on N.Y.'s Puerto Ricans; ABC-TV for "Cast the First Stone," a documentary on prejudice & discrimination; radio WBZ Boston for a 60-min. broadcast of "Anne Frank: The Memory & the Meaning;" radio WNEW N.Y. for "An Open Letter to Gov. Rockefeller" regarding a fair-housing bill.

NAB Pres. LeRoy Collins has won a "certificate of appreciation" from the Southern Regional Education Board for his 1955-57 services as its chmn. while he was Fla. governor. Praising Collins for his "imaginative leadership," the citation said: "Your own forward-looking action programs for higher education in Fla., for educational TV, and for the development of community colleges, are today looked upon as models for other states."

**New consultant firm** is being organized in N.Y. by Edward J. DeGray, former head of ABC Radio, to work with TV-radio station groups, affiliate stations and independent outlets. DeGray will not compete with reps in the spot field; he'll concentrate on advising stations on business practices, marketing research, syndicated and local-level programming and general "image-building."

**New chairmen for Station Reps Assn. committees** have been named by Pres. Lewis H. Avery: Adam Young, Adam Young Companies, radio trade practices committee; Edward R. Shurick, Blair TV, TV trade practices committee; Eugene Katz, the Katz Agency, legal committee; Frank E. Pellegrin, H-R Television, SRA awards committee; Jones Scovern, Peters, Griffin, Woodward, president's special committee.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BEHIND ZENITH COLOR DECISION:** "If color becomes a business, we'll be right in it." So said Zenith Pres. Joseph S. Wright almost a year ago (Vol. 16:11 p. 19). In Zenith's view, color is now a business—not a big one, but one which can supply profits.

Zenith's announcement of its entry into color (see story on p. 2)—rumored for last few weeks—caused a stir among its competitors. Led by Zenith's biggest rival, RCA, those manufacturers which are now merchandising color gave Zenith a hearty welcome to the fold. Those without color sets largely reiterated previous statements that they have no color plans—but some hedged just a little more than in the past.

Announcement made to special distributor meeting in Chicago last week by Chmn. Hugh Robertson was sketchy, said Zenith will introduce "line of completely new & unique color-TV receivers" in fall, that console models will "probably carry retail prices above $600."

Announcement also stated Zenith will use 3-gun shadow-mask picture tube and "a Zenith-developed color demodulation system which employs a new tube invented by Zenith scientists"—leading to erroneous speculation that Zenith sets will use a new type of picture tube.

Although Zenith officials steadfastly refused to elaborate on the announcement, here are some facts & details on Zenith's color sets & plans:

Set will use standard 21-in. round RCA tube—the new one with the brighter sulfide phosphors (Vol. 16:43 p16)—although it may be employed with different type of masking & implosion-shielding than RCA now uses. The "new tube" referred to in Robertson's announcement is a receiving tube, not a picture tube. Although Zenith's tube-making subsidiary Rauland Corp. has developed color tubes, it's understood that the extremely costly job of putting a new picture tube into production will be held up until Zenith has had a chance to measure the market with color sets using standard RCA 3-gun shadow-mask type. Rauland's developmental tubes are all understood also to be 3-gun shadow-mask types.

The "over-$600" price announced for consoles isn't necessarily Zenith's floor price. It's good guess that Zenith will also have at least one color table model and that pricing will be roughly comparable to RCA's.

Zenith will enter color whole-heartedly—but at the same time realizing that it's not "a big business." As Zenith Sales Corp. Pres. Leonard C. Truesdell told us: "We're not fooling—but neither are we reaching for the moon." Is the color operation merely a market test, a probe? No, replies Truesdell. "We don't know what the true market is, but with our leadership & position in TV, we hope we can help pull color off dead center. But we will not buy our way into this market with wild pricing & crazy promotions."

Why did Zenith tip its hand a full 7 months ahead of introduction? Truesdell gives 2 basic reasons: (1) The company plans to launch a concentrated service training program for the next several months. "Now we can put things in motion" so that service & installation personnel will understand Zenith sets when they come out. (2) Zenith hopes that its early announcement "will encourage people to start broadcasting in color." Truesdell said one factor in Zenith's delay in entering the color field was shortage of colorcasts and particularly the shortage of "suitable color shows."

• • • •

Will other majors follow Zenith? Best guess: Eventually. Color is here, and those manufacturers waiting for an "invention" (i.e., a single-gun tube) take a chance on missing something—for, even at today's prices, the prestige & promotion of Zenith added to RCA's (plus promotion by Admiral, Magnavox, Olympic, Emerson-Du Mont, Packard Bell) is going to be a powerful force in selling the concept of color.

Consider the dilemma of one manufacturer (which may be typical of others). In the labs it is giving high priority to an improved color circuit & tube. But even with added engineering personnel, this can't

conceivably be ready for marketing for a year or more. In meantime, its own sales dept. is pressing for a color set now. If pressure from dealers & distributors mounts, it may have to go into business with somebody else's set design. Incidentally, the single-gun tube which could bring set prices down doesn't seem to be in sight anywhere, as far as we know.

Only set manufacturer known to be on verge of going into color is Sylvania (Vol. 17:6 p18). Nearly every major manufacturer—Zenith is an outstanding exception—tried marketing color sets during first days of color. Almost everybody got burned at least a million dollars' worth.

For reactions of manufacturers & others to Zenith color announcement, see p. 16.

**WALKER FAVORS GE OR ZENITH STEREO:** GE or Zenith stereo system would be chosen by A. Prose Walker, chmn. of NSRC's field-testing panel, if he were an FCC Commissioner. In his first public expression of his judgment, the NAB engineering mgr. (who joins Collins in May) gave his views in response to a question at a meeting last week of the Washington IRE section.

Walker made it clear that his opinion is based on results of field testing "on the present state of development of the systems." He also emphasized that opinions were his own, not NAB's.

He would reject Crosby system, he said, because it precludes the use of subsidiary communications much needed for revenue by FM stations. Multiplex Development, Calbest and EMI systems, he said, haven't reached point of development warranting their choice. This leaves GE & Zenith, which, he concluded, are a toss-up because they're almost exactly the same.

Meanwhile, FCC has no idea which system it will choose. Commissioners have had only one meeting on subject—at which staff member Harold Kassens gave them short course in elementary stereo, mono and audio generally—and played field-test tapes. Commissioners haven't yet been presented with analysis of competing systems, and Kassens himself said: "I haven't the slightest idea which system they'll choose."

This should scotch, for some weeks at least, recurring rumors that one system or another is favored.

Crosby recently submitted supplementary comments to FCC, describing further developments & a new adapter, and GE last week responded by declaring that Crosby's latest reported developments are untested, but that it's willing to participate in any further tests requested by FCC. Commission recently declined to observe demonstrations conducted by Crosby in connection with a hi-fi show in Washington—on grounds it would constitute an "ex parte" off-the-record affair outside the official proceedings.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 17 (7th week of 1961):

| | Feb. 11-17 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 116,463 | 110,410 | 121,577 | 699,694 | 915,952 |
| Total radio | 277,136 | 264,411 | 378,670 | 1,885,556 | 2,475,404 |
| auto radio | 65,671 | 79,281 | 153,661 | 634,674 | 1,102,173 |

**PACKARD BELL HEADS EAST:** In its 35th business year, Los Angeles-based & Western-U.S. oriented Packard Bell Electronics is stretching eastward for national distribution & sales of its TVs, radios and phonos. It has already established a factory-to-dealer marketing arrangement with Liberty Music Shops in N.Y. It is also actively seeking & advertising for an exclusive key account in "each major Midwest, Eastern and Southern city." Heretofore, PB has confined its marketing area to 15 Western & Southwestern states.

News of PB's expansion follows soon after the report that L.A. neighbor Hoffman Electronics is not presently producing TV sets (Vol. 17:7 p20), but PB tells us there's no connection between its eastward ho & Hoffman's possible heave ho. PB vp Kenneth R. Johnson, gen. mgr. of the home instruments div., says discussion meetings with potential dealers are being set up for next month.

PB executives were less informative about the expansion than its ads. Its insertion in Feb. 21 *Wall St. Journal*, for example, proclaimed: "Notice! TV Dealer! Exclusive franchise! West's best seller!" The ad went on to note that "one—and only one—TV, radio, stereo dealer" will be appointed per city, listed a number of "patented features & firsts" in the PB line ("We have made our own color TV since 1954"), emphasized that "every angle [is] covered, including competitive pricing, discounts and freight allowances to make this the outstanding profit opportunity of the year." The negotiations with individual dealers are being conducted by PB Sales Corp. Pres. Richard D. Sharp.

Although Packard Bell reported a profit plunge & reduced sales in its 1960 fiscal year ended Sept. 30 (Vol. 16:50 p20), the home products div. "recorded its greatest year since the boom TV year of 1953 with a 5.5% increase in sales over fiscal 1959," noted Pres. Robert S. Bell in the year-end statement. "Our share of total industry dollars increased by approximately 6½%, largely as a result of expansion in the TV-radio-stereo combination field & introduction of the industry's first color-TV combination."

***More about***

**REACTIONS TO ZENITH COLOR:** Zenith's announcement that it will introduce a line of color sets next fall (see pp. 2 & 14) had other manufacturers guessing about motives, timing and other imponderables. To say there was "interest" is an understatement. Almost anything Zenith does is news. When Zenith joins its long-time enemy RCA—which it recently displaced from No. 1 position in TV sales—in the promotion of color, it's really sit-up-&-take-notice time.

Most manufacturers' statements for quotation were cautious, reflecting previously expressed views. But informal, dont-quote-me comments indicated that all major manufacturers will go into color if the push led by RCA & Zenith bears fruit at the marketplace next fall & winter. There was agreement that if color should really "catch fire," it could provide just the excitement (and profit) that the TV market needs—but all doubted that any such process of ignition could take place at current high prices.

There was a wistful attitude, too. Most non-color manufacturers just plain aren't ready for color, have nothing of their own they could throw into the line by fall even if they wanted to—so if they are forced to make a last-minute decision to plunge into color this year, it may have to be either with complete RCA chassis or with sub-assemblies purchased from RCA.

RCA Pres. **John L. Burns** formally welcomed Zenith to the color fold in a statement issued "in response to many inquiries." Said Burns: "RCA welcomes the entry of Zenith into the color TV field. Their announcement is further indication of the rapidly mounting interest in color TV on the part of the public, manufacturers, broadcasters, sponsors, distributors & dealers during the past year." He listed the other manufacturers now making color sets and expressed hope that, "like the other competing manufacturers, the other competing networks will join the march of progress in this great new industry." RCA foresees the time, he said, "when color TV will be the major medium of home entertainment and will provide the American economy with a vigorous new multi-billion-dollar industry."

Here are comments from the major manufacturers which are not now making color TV sets:

**GE** spokesman says the company "is watching the color-TV market with increased interest, but at the present time we have no immediate plans to enter the market."

**Motorola exec. vp Edward R. Taylor:** "Motorola's position is unchanged. In 1954 & 1955 we made a major move in the color field which cost several million dollars. A mass market for color TV still requires a major electronic breakthrough—a one-gun tube. We see nothing in the wind now to make us change our minds. This doesn't mean color is a dead item in the labs. And if a minor miracle should happen—if demand between now & next fall reflects a changed public attitude—we could be responsive to it."

**Philco electronics group vp Armin Allen:** "We are not aware of any technical breakthrough or contribution connected with the Zenith color announcement. We consider it merely a marketing decision to add color-TV models to their product line." Other Philco spokesmen reiterated the company's past position that it has no plans to add color.

**Westinghouse TV-radio div. gen. mgr. O. H. Yoxsimer** stated that the company's position that it has no foreseeable color plans is "unchanged at this point."

**Sylvania Home Electronics Corp. Pres. Peter Grant** stated earlier this month that his company had noted a "very real" demand for color last Christmas season and "probably will" enter color TV, although no decision has yet been made (Vol. 17:6 p18).

Color-TV producers **Admiral & Emerson** joined RCA's the-more-the-merrier approach, expressing the opinion that Zenith's entry would have a salutory effect on color TV.

NARDA Chmn. Mort Farr, big Upper Darby, Pa. TV-appliance retailer, in behalf of NARDA's New Frontiers Committee, wired Zenith Pres. Joseph Wright congratulations "for this constructive move." In a separate statement he said that if ABC-TV & CBS-TV joined NBC-TV in extensive colorcasting "color TV would quickly [become] a multi-billion-dollar industry" from which "all segments of our national life & economy stand to benefit."

Farr said he is suggesting that the NARDA membership write CBS & ABC to urge them to join in "aggressive exploitation of color TV." He added that "a well-established nationwide color-TV system" could generate enough increased consumer demand for goods & services to add "as many as 3 million people to our [national] payroll."

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**Mergers & Acquisitions:** **Amphenol-Borg Electronics** will acquire **FXR Inc.**, Woodside, N.Y. maker of microwave equipment and test & measuring instruments, if the shareholders of both companies approve at special meetings May 23. The proposal approved by both boards provides for an exchange of .55 of a share of Amphenol-Borg for each FXR share.

**Fairchild Camera & Instrument** has purchased for an undisclosed price the printing press business & other assets of **Waste King Corp.** The acquisition will add color printing presses, flight data recorders and other instruments to the Fairchild line.

**Republic Corp.** has signed a merger agreement with **Utility Appliance Corp.**, Los Angeles maker of ranges, air conditioners and water heaters. The proposal calls for the onetime movie maker to exchange one share of Republic for each 1.3 shares of Utility.

**Sonotone** and **Loral Electronics** have dropped their merger discussions (Vol. 17:5 p19). Sonotone Pres. Irving I. Schachtel reports his concern will begin talks shortly with "a most significant company" • **Consolidated Electronics Industries** plans to acquire **Thompson-Hayward Chemical**, Kansas City, Mo. supplier of chemicals for industrial & agricultural use • **Chance Vought's** hassle with **Ling-Temco Electronics** (Vol. 17:6 p16) continued last week with the former filing an amended petition in its suit against the Dallas electronics firm. The amendment drops 6 of 7 original charges. Remaining is a charge of violation of Sec. 7 of the Clayton Anti-Trust Act.

**Other merger news: Telex**, Minneapolis, Minn., maker of electronic components & equipment, has acquired in a stock exchange all outstanding shares of **Lumen Inc.**, Joliet, Ill. manufacturer of electronic amplifiers and electrical & mechanical controls • **Minnesota Mining & Mfg.** and **Warner-Lambert Pharmaceutical** have decided to drop their merger plans (Vol. 16:51 p13) because "the long time during which the merger has been held in abeyance has created many problems for each of the companies as well as an air of uncertainty which makes it difficult for management to deal with these problems" • **Ling-Temco Electronics** has acquired **National Aeronautics & Space Engineering Inc.**, Los Angeles consulting concern, and will operate it as a division under the managership of ex-NASE Pres. Robert Speach.

**128 Million Transistors:** To no one's surprise, 1960's factory sales of transistors continued the upward climb to new unit & dollar records. Sales advanced to 127,928,586 transistors valued at $301,432,285, compared with 82,294,-120 units at $222,009,722 in 1959.

The year closed with a big finish: December's sales of 13,347,525 transistors made it 1960's top month, but the dollar volume of December sales, $28 million, reflecting decreasing prices, was only the 3rd highest monthly total. Here are EIA's tabulations of 1960 & 1959 factory transistor sales by months:

| | 1960 | | 1959 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 9,606,630 | $24,714,580 | 5,195,317 | $13,243,224 |
| February | 9,527,662 | 24,831,570 | 5,393,377 | 14,550,056 |
| March | 12,021,506 | 28,700,129 | 6,310,286 | 18,117,560 |
| April | 9,891,236 | 23,198,576 | 5,906,736 | 16,864,049 |
| May | 9,046,237 | 24,714,580 | 6,358,097 | 19,007,293 |
| June | 10,392,412 | 27,341,733 | 6,934,213 | 18,031,593 |
| July | 7,070,884 | 18,083,802 | 6,030,265 | 15,618,315 |
| August | 9,732,993 | 22,739,969 | 7,129,696 | 18,054,138 |
| September | 12,973,792 | 28,442,229 | 8,652,526 | 20,851,290 |
| October | 12,168,632 | 25,945,195 | 8,710,913 | 22,109,748 |
| November | 12,149,077 | 25,372,480 | 7,846,500 | 22,742,525 |
| December | 13,347,525 | 27,915,649 | 7,826,194 | 22,819,931 |
| TOTALS | 127,928,586 | $301,432,285 | 82,294,120 | $222,009,722 |

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Japan struck back at its tormentors last week with the charge that electronics imports were being made the scapegoat for U.S. unemployment. Japanese electronics-industry rep H. William Tanaka, in a joint news conference with the U.S.-Japan Trade Council, declared: "We contend the unemployment stems from 2 factors. Part of it was the loss of demand for TV & radios due to the general recession, which began in April 1960. It was also affected by automation & the introduction of such devices as the printed circuit." The news conference was called in Chicago, in the wake of threatened boycott action there by an IBEW local (Vol. 17:5 p15). The local has voted to handle no Japanese parts after May 1. "While the claim is made that imports are taking away the jobs of American workers," Tanaka noted, "discussion is rarely heard of the other side—the jobs created for American workers by exports." He said U.S. electronics exports to Japan increased by 70% in 1959 over 1958 and climbed another 15% last year.

Proposed boycott of Japanese fabrics by the Amalgamated Clothing Workers of America (Vol. 17:2 p16) "is having little apparent impact on the flow of goods from Japan to U.S. suit makers," reports Feb. 21 *Wall St. Journal*. "Manufacturers who ordered cloth from Japan last fall & early this winter for use in clothing for retail sale next fall say they are receiving shipments." The ACWA has threatened to order members not to sew cloth received from Japan after May 1. Continues the report: "U.S. suit makers say they expect all the cloth on order to arrive before the proposed May 1 cut-off . . . Many suit makers are adopting the position held by Japanese importers that the proposed union action would constitute an illegal secondary boycott because it is against fabrics, not suits. For this reason, they figure the boycott won't materialize."

Reduction in Japanese color-TV prices has begun—but sets are still well beyond the means of the average family. Mitsubishi chopped $222 from the price of its 21-in. color set, bringing it down to $1,222 from $1,444. It also announced it will introduce a 17-in. color set at $944. Ten manufacturers are now making color sets (Hitachi, Toshiba, Matsushita, Mitsubishi, Nippon Electric, Sanyo, Victor, Columbia, Yao, Hayakawa). Color sets went on the market last July, but only 1,000 were sold in 1960.

**Trade Personals:** Morgan A. Greenwood, onetime Philco gen. ad mgr. and more recently mgr. of the Philco-Firestone account, appointed gen. mgr. of Philco commercial laundry dept. . . . Thomas W. Lentz named sales planning & development mgr., Radio "Victrola," RCA Sales Corp.... Jack A. Kleiman, Symphonic controller, elected also controller of parent Lynch Corp. . . . Harry M. Frey promoted from dir. of contracts to mktg. vp; Arthur T. Stephan from controller to treas.-controller, Crosby-Teletronics.

Horace R. Potter named pres., Reeves-Hoffman div. of Dynamics Corp. of America . . . T. H. Abrahams named chief engineer, Hoffman Electronics instrument div. . . . Daniel B. Campbell, ex-Philco, named field service mgr., General Dynamics/Electronics military products div. . . . John (Chick) Cihocki, recently head of production for Channel Master's electronic div., named dir. of educational services, Channel Master . . . Jack C. Peet, formerly with GE's radio & TV dept., named mgr. of advertising & sales promotion, GE rectifier components dept.

Col. Caesar Frank Fiore (USA ret.), asst. to the vp & dir. of mktg. and commercial development, ITT, has been cited for meritorious service by the Commerce Dept., where he has been on temporary assignment for the past 6 months as asst. dir. for mobilization planning, communication industries div., Business & Defense Services Administration . . . Milton S. Kiver resigns as editor of *Electrical Design News* to establish Milton S. Kiver Publications Inc., 222 W. Adams St., Chicago 6, which will publish a new magazine in the electronics field and offer consulting services to electronics firms.

Robert H. Beisswenger named gen. sales mgr., Jerrold Electronics . . . Burtis E. Lawton named Eastern regional sales mgr., Du Mont Labs . . . Richard J. Guglielmetti named mkt. research mgr., Eitel-McCullough.

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**Distributor Notes:** Admiral Sales Corp. names Jacob L. Miller sales mgr. of distributing branches • Admiral names Richard G. Evans, ex-Capehart, Motorola & Sylvania, as gen. mgr., Admiral Sales Corp.-Omaha • J. N. Ceazan Co., Los Angeles, onetime Olympic distributor, takes over Sylvania line from Graybar • Emerson Radio of Md. is new name of Allied Appliance Distributors, Baltimore, now manufacturer-controlled. Edward C. Kane continues as gen. mgr. • Westinghouse Appliance Sales, St. Louis, names M. Curry Giles mgr., succeeding Hurley F. Brady • Olympic Mid-States Inc. establishes showroom & service dept. in Albany • Stromberg-Carlson names Donald W. Slack car-radio sales mgr., Southern region.

■

New plants & expansions: Sprague Electric will begin construction next month of a 15,000-sq.-ft. production plant for solid tantalum capacitors on a 16-acre site at Plymouth, N.H. Pending completion of the plant in June, Sprague will initiate Plymouth production in temporary quarters, starting in late March • IBM is building a 58,000-sq.-ft. research lab in Ruschlikon, Switzerland to house its Zurich facility, now operating in leased quarters. The lab is slated for completion in late 1962. Planned research projects include thin magnetic films & semiconductor materials • RCA will begin construction shortly of a multi-million-dollar, 8-story space-vehicle testing center at Princeton, N.J. The building is slated for completion Sept. 30, will go into operation by year's end. RCA also announced the opening of a Los Angeles microwave-engineering lab and a sales & engineering office for tubes & semiconductors in Los Angeles, both at 6801 East Washington Boulevard.

Worth its weight in publicity is the 3-screen TV being offered by Chicago manufacturer-retailer de Forest TV (U. A. Sanabria). With three 19-in. TV screens, AM-FM radio & stereo phono in one cabinet, it carries a $1,196 list price. It's being heavily promoted in newspaper ads with such messages as this: "Watch *Perry Mason*, *Roaring 20's* and *Bonanza* at the same time! Telecasters compete for your attention . . . de Forest 3-screen all-channel TV gives you all the best all the time. You'll be thrilled and amazed when you actually try it. Your eyes stroll from show to show and suddenly there's one you're sure you like the best. You'll be surprised to find you can easily enjoy more than one channel at a time. Of course, the sound is on tap in your hand remote-control button. When the show you are hearing drags, shift sound to another, pick up the story and go back to catch the important material of the first. There's little doubt as to who is head social lion in your neighborhood when you have a de Forest 3-screen combination . . . Giant clearance sale on all one-screen TVs."

GE was accused by NLRB last week of unfair labor practices during the nationwide strike which closed its plants for 3 weeks last October (Vol. 16:44 p18). Hearings on the charges by the Board's N.Y. office will be held Mar. 13 before a trial examiner. NLRB regional dir. Ivan C. McLeod said he filed the complaint after investigating IUE charges. Among the charges: GE tried to break the strike by making separate & more attractive offers to employes in various plants; tried to induce union members to desert their leaders; sought to bypass union negotiators and deal directly with the employes; failed to bargain in good faith during negotiations before & during the strike. Two days later, on Feb. 23, "unfair" complaints were lodged against 6 IUE locals in Syracuse & Schenectady, N.Y. and Lynn & Pittsfield, Mass, by NLRB's Buffalo & Boston offices. Each cited 3 locals on the basis of GE charges of picketing violence & other misconduct during the strike. Hearings have been set for late March.

Forecasts of TV set sales, made by the RCA 501 computer monthly since Feb. 1960, have been consistently accurate within 2 percentage points. RCA Electronic Data Processing Div. made this disclosure in offering an electronic sales-forecasting technique to business without charge. Developed for its own use as an outgrowth of preparations for NBC election forecasting, the market-prediction technique, said RCA, is available in the form of a do-it-yourself instruction manual plus consulting support & assistance in applying the programming.

Plugging transistorized AC radios, RCA Semiconductor & Materials Div. is advertising to set manufacturers the advantages of a 5-transistor circuit: Compactness, instant warm-up, better sound, reliability, no hot chassis, low power drain, competitive price. Ad brochure gives these styling ideas: A clock radio styled to look like a clock instead of a radio, radio in a lamp, cigarette case-radio, radio plugging directly into wall outlet like a night light, radio in picture frame.

Reverberation unit for component audio systems was announced recently by CBS Electronics. Like previously announced reverb systems, it utilizes a coiled spring to produce a short delay in the audio signal. A separate control amplifier is required to add the reverb unit to a music system.

Magnavox has fired 202 workers for "acts of violence" in the wake of a walkout at its Jefferson City, Tenn. cabinet plant. Industrial relations dir. Byron D. Sites said that those dismissed were "employes known to have engaged in acts of violence or threats of violence or who participated in the 'illegal walkout' of Feb. 7." The walkout, by some 1,200 employes, developed out of a dispute over the reinstatement of an absent-on-sick-leave union steward. Sites reported workers started back to work within a week, and production & assembly are back in operation.

Los Angeles import & distribution depot is being established by Delmonico International at 5015 Hampton St. Japan Victor TVs, stereo & radios will be received directly from Japan. Picture tubes will be added to the imported TV chassis in the Los Angeles facility, as is now being done in Delmonico's Corona, N.Y. plant. The sets will be designed to meet Los Angeles City Lab safety requirements, so that they may be sold in that city. Delmonico West Coast regional sales mgr. Ira Silvers will head the expanded L.A. operation.

National "Bargain Bonanza" campaign will be conducted by RCA Feb. 27-March 3, tying in with commercials on RCA-sponsored *Bonanza* (NBC-TV) & other advertising. Featured will be 2 special sets—a 17-in. portable, promotionally priced at $149.95, and a special color set listing at $795. Local distributors will also offer specially priced TV sets from RCA's current line.

Emerson TVs, radios & air conditioners will be produced in Israel by Amcor Ltd., Tel Aviv, under the terms of a license agreement announced recently by Emerson Pres. Benjamin Abrams. Emerson will furnish engineering & technical assistance to Amcor, which is due to introduce Emerson lines in Israel & "several export markets."

Good stereo background can be obtained by reading *The Story of Stereo: 1881*— by John Sunier (Gernsback, 160 pp., hard-cover $5, paperback $2.95). The book traces the history of stereophonic sound and describes various applications, including film sound, records, tape, broadcasting, and its use in business, industry & medicine.

Electronic kitchen ranges this year are cheaper and are featuring extended warranties. New models introduced by Westinghouse and Tappan have a suggested retail price of $795 ($100 under the price of 1960 models) and are warranted for 24 months vs. 12 for the 1960 ranges.

Erie Resistor and Tyco Semiconductor of Waltham, Mass. have arranged for Erie to market in the U.S. & Canada the latter's lines of gallium arsenide varactor diodes, silicon-controlled rectifiers, and transistors (silicon power, intermediate power, small signal).

Electronic product exports from the United Kingdom to the U.S. in the first 9 months last year dropped 3% to $13.7 million from the corresponding 1959 period, the Commerce Dept. reported. Declines were shown in record-playing mechanisms, phono parts & accessories, electron tubes and radio receivers. Partly offsetting them were gains in shipments of commercial electronic equipment & recording tapes.

Industrial electronics plant needs are being studied for the Commerce Dept. by the Arthur D. Little Inc. consulting firm as part of a govt. program to help depressed industrial areas. Plant relocation possibilities will be explored in the survey of such factors as present location patterns, markets, raw materials & supplies, transportation & utility requirements, labor. Findings will be reported by midsummer to development groups in unemployment areas.

## Finance

**TV-Electronics Fund Gains:** Record gains in assets, stockholders and shares outstanding were posted in fiscal 1961's first quarter (ended Jan. 31) by Television-Electronics Fund. The Chicago-based mutual fund has 83.6% of its assets in electronics, nucleonics and allied fields. Pres. Chester D. Tripp reported that total net assets climbed to $388.2 million from $314.1 million in the year-ago quarter and $339.4 million at the close of the 1960 fiscal year, Oct. 31 (Vol. 16:49 p22). The net asset value per share rose 10.7% to $8.05 from $7.54 on Jan. 31, 1960.

Portfolio changes in common stock since the close of the 1960 fiscal year: Holdings were increased in Fairchild Camera & Instrument, Foxboro, GE and Westinghouse. Holdings were reduced in Admiral, Ampex, Eitel-McCullough, Royal McBee and Smith-Corona Marchant. Holdings were eliminated in Mergenthaler Linotype and Paramount Pictures. There were no common stock additions.

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Oak Mfg., Chicago manufacturer of TV-radio components, has omitted its first-quarter dividend to conserve cash in the face of "anticipated continued lower earnings in the first quarter of 1961" (see financial table). Pres. E. A. Carter also noted that "we are also continuing final negotiations for the acquisition of an electronics company which will require a substantial cash outlay." Oak had been paying 25¢ quarterly.

Beckman Instruments is making a subscription offering of 69,976 common stock shares to stockholders on the basis of one new share for each 20 held. Lehman Bros. heads underwriters for the issue, according to an SEC registration statement (File 2-17627) which didn't list the subscription price.

General Precision Equipment has filed suit to block what it charges is a takeover move by principal stockholder Martin Co. (about 15% of GPE voting stock). In an anti-trust action in Southern District Federal Court in N.Y. last week, GPE asked that Martin be ordered to get rid of its GPE holdings, and, in the meantime, be barred from voting its GPE stock & from taking any action leading to control. In a letter to stockholders, GPE Chmn. James W. Murray & Pres. D. W. Smith said the legal action was taken in view of "evidence of an attempt to destroy the independence of General Precision and to take over control & direction of this corporation for the benefit of Martin Co."

Filmways Inc. has applied to SEC for registration (File 2-17600) of (1) 20,000 common stock shares to be offered until March 1962 for use in acquiring movie scripts and to "induce present or prospective key employes to remain with or join the company," (2) 17,500 outstanding shares to be offered by present holders to the public, (3) 16,000 shares to be offered to holders of warrants acquired in Dec. 1958 at 1¢ each by S. D. Fuller & Co.

United Artists has placed privately with institutional investors $10 million of 6% subordinated notes due in 1976 and 10-year warrants to purchase 200,000 common shares at prices in excess of the current market. The financing was arranged by F. Eberstadt & Co. and Lazard Freres & Co. Proceeds will be used for expansion & for repayment of short-term debt, said UA Pres. Arthur B. Krim.

Sony Corp. of Tokyo will boost its capitalization to $5.5 million by issuing $3 million in new stock: 18 million shares for public sale in April at par value (14¢), 18 million shares to be distributed to present stockholders in the ratio of one new share for each 10 held.

Small-business investment-company dealings in the news last week: Narragansett Capital Corp., Providence, R.I., has purchased $200,000 in 10-year notes of Providence Radio Inc. (Radio WICE) with warrants to purchase 292 common shares • Triton Electronics Inc., manufacturer of recording tape, has sold $143,320 in common stock & 8% subordinated debentures to Royal Small Business Firms Inc. (N.Y.), General Small Business Investment Co. of Conn. (New Haven), Small Business Investment Co. of Pa. (Philadelphia) and Baltimore Business Investment Co. • Techno Fund Inc., Columbus, O. small-business investment company specializing in electronics, metallurgy & instruments, has received a $2-million loan from the Small Business Administration—the largest single loan made to date under the Small Business Investment Act. Techno Fund sold $5 million in stock to the public last summer and has made 12 financial investments totaling $4.6 million, has 3 commitments involving $1,273,000 in financing not yet completed.

Adler Electronics Inc. plans public offerings of 160,000 common stock shares to raise working capital for the company's expansion from the uhf translator manufacturing business into the vhf market (Vol. 17:1 p10). Adler submitted an SEC registration statement (File 2-17616) covering 110,000 shares to be offered by the company & 50,000 by present holders. Underwriters are headed by Carl M. Loeb, Rhoades & Co. The offering price wasn't reported. Adler said proceeds would be used initially to pay a $500,000 demand bank loan and reduce $1.5 million in short-term loans. Selling holders include Pres. Benjamin Adler (25,000 of 212,000 shares owned).

Giannini Controls Corp. is offering 38,839 common shares (closed at 61 Feb. 23) for the purchase of Conrac Inc. of Glendora, Cal. (Vol. 17:6 p16). The proposed acquisition was to be voted upon by Conrac stockholders at a special meeting Feb. 24. Giannini Pres. Donald H. Putnam noted recently that the Duarte, Cal. maker of electronic systems & components for missiles & aircraft increased sales in 1960 21% to $15.8 million from $13 million in 1959. Earnings rose to "just over $1.50 a share" from $1.30 on fewer shares the preceding year. For 1961, he predicted the "same pattern of profitable growth we have had over the past several years." Profit margins are expected to continue at between 3½% & 4% of sales.

Avionics Investing Corp., Washington firm, has withdrawn a public offering of 250,000 common stock shares following acquisition by Sutro Bros. & Co. of a majority interest from 8 stockholders (Vol. 16:15 p24, 31 p24). At the request of Avionics, the SEC issued an order declaring that the firm no longer is an investment company as defined by the Investment Company Act.

GT&E scored increases in sales & earnings in 1960 over 1959 (see financial table) and anticipates that 1961's volume & revenues will be "at least as good as 1960," exec. vp-mfg. Leslie H. Warner told the Washington Society of Investment Analysts last week. He said that subsidiary Sylvania produced 1960 sales of about $431 million, divided approximately into 45% consumer products, 30% defense, 25% industrial & commercial.

Lafayette Radio Electronics Corp., Jamaica, N.Y. hi-fi & electronics-parts distributor, has filed an SEC registration (File 2-17525) for public sale of $2.5 million of convertible subordinated debentures due 1976 and 100,000 outstanding shares of common stock. Underwriters are headed by C. E. Unterberg, Towbin Co. The interest rate & price weren't listed in the initial SEC statement.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| AT&T | 1960—year to Dec. 31 | $7,920,454,000 | — | $1,212,966,000[1] | $5.53 | 219,233,530[3] |
| | 1959—year to Dec. 31 | 7,392,997,000 | — | 1,113,152,000 | 5.22 | 312,403,096[3] |
| Barnes Engineering | 1960—6 mo. to Dec. 31 | — | — | 39,924 | .08 | — |
| | 1959—6 mo. to Dec. 31 | — | — | 151,390 | .46 | — |
| Desilu Productions | 1961—39 wks. to Jan. 28 | 14,432,798 | — | 264,949 | .23 | — |
| | 1960—39 wks. to Jan. 28 | 17,553,899 | — | 708,121 | .61 | — |
| | 1961—13 wks. to Jan. 28 | — | — | 144,032 | .13 | — |
| | 1960—13 wks. to Jan. 28 | — | — | 587,204 | .51 | — |
| Four Star Television | 1960—6 mo. to Dec. 31 | 11,087,250 | — | 317,203 | .52 | 600,000 |
| | 1959—6 mo. Dec. 31 | 7,106,437 | — | 160,858 | .26 | 600,000 |
| GT&E | 1960—year to Dec. 31[2] | 1,178,000,000 | — | 72,400,000 | 1.04 | 69,000,000[3] |
| Story on p. 19 | 1959—year to Dec. 31 | 1,081,000,000 | — | 72,253,000 | 1.13 | 62,990,000[3] |
| Globe-Union | 1960—year to Dec. 31[2] | 60,677,064 | — | 1,775,477 | 2.08 | 851,714 |
| | 1959—year to Dec. 31 | 65,170,127 | — | 2,269,746 | 2.72 | 834,190 |
| Hewlett-Packard | 1961—qtr. to Jan. 31 | 16,293,000 | — | 1,237,000 | .13 | 9,859,971 |
| | 1960—qtr. to Jan. 31 | 13,539,000 | — | 1,192,000 | .12 | 9,804,573 |
| Indiana General | 1960—year to Dec. 31 | 19,631,041 | $2,922,631 | 1,429,811 | 1.26 | 1,131,522 |
| | 1959—year to Dec. 31 | 19,865,219 | 3,012,879 | 1,552,446 | 1.38[5] | 1,124,552[5] |
| Magnetics Inc. | 1960—year to Dec. 31 | 5,297,237[1] | — | 246,084 | .23 | — |
| | 1959—year to Dec. 31 | 4,811,423 | — | 301,516 | .28 | — |
| Maxson Electronics | 1960—qtr. to Dec. 31 | 3,372,200 | 252,745 | 120,745 | .16 | 741,440 |
| | 1959—qtr. to Dec. 31 | 4,368,065 | 260,147 | 123,147 | .17 | 739,185 |
| Oak Mfg. | 1960—year to Dec. 31 | 17,642,295 | — | 351,310 | .54 | — |
| Story on p. 19 | 1959—year to Dec. 31 | 18,442,747 | — | 991,685 | 1.51 | — |
| Official Films | 1960—6 mo. to Dec. 31 | — | 92,000[4] | 92,000 | .04 | 2,268,328 |
| | 1959—6 mo. to Dec. 31 | — | (1,495,000) | — | — | 2,268,328 |
| Thompson Ramo Wooldridge | 1960—year to Dec. 31 | 420,421,158 | 20,946,555 | 10,176,555 | 3.13[6] | 3,152,605 |
| | 1959—year to Dec. 31 | 417,748,953 | 19,813,918 | 9,743,918 | 3.02[6] | 3,119,503 |
| Tung-Sol Electric | 1960—year to Dec. 31[2] | 66,471,971 | — | 1,476,259 | 1.37[6] | 924,928 |
| | 1959—year to Dec. 31 | 72,345,248 | — | 2,712,552 | 2.70[6] | 924,321 |

Notes: [1]Record. [2]Preliminary. [3]Average. [4]No tax provision because of loss carry-forward. [5]Adjusted for June-1960 2-for-1 split. [6]After pfd. div.

Reports & comments available: Arvin Industries, analysis, Carreau & Co., 115 Broadway, N.Y. 6 • Republic Corp., analysis, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • Time Inc., report, Kalb, Voorhis & Co., 25 Broad St., N.Y. 4 • Times-Mirror Co., review, Daniel Reeves & Co., 398 S. Beverly Drive, Beverly Hills, Cal. • Aeronautical Electronics, analysis, Scott & Stringfellow, Mutual Building, Richmond 13, Va. • "The Microwave Industry," report, Steiner, Rouse & Co., 19 Rector St., N.Y. 6.

MGM forecasts a 25% jump in profit in its 1961 fiscal year ending Aug. 31. In the 1960 fiscal year, the firm cleared $9,595,000—equal to $3.83 a share. Pres. Joseph R. Vogel predicted additional profit gains for fiscals 1962 & 1963. He reported that MGM is preparing to release its post-1948 films to TV, and is now in the process of classifying its features library. Vogel said MGM will maintain a "significant gap" between the theater & TV distribution.

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| American Bosch | Omitted | — | — | — |
| Amphenol-Borg Elec. | Q | $0.35 | Mar. 30 | Mar. 16 |
| Andrea Radio | Q | .12½ | Mar. 30 | Mar. 15 |
| Mendix | Q | .60 | Mar. 31 | Mar. 10 |
| Globe-Union | Q | .25 | Mar. 10 | Mar. 4 |
| MGM | Q | .40 | Apr. 14 | Mar. 17 |
| Oak Mfg. | Omitted | — | — | — |
| Philco | Omitted | — | — | — |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, February 23, 1961

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 18¼ | 20⅛ |
| Aerovox | 9½ | 10½ |
| Allied Radio | 20¾ | 22½ |
| Astron Corp. | 1⅝ | 2⅛ |
| Baird Atomic | 23½ | 25⅜ |
| Cetron | 6⅝ | 7¼ |
| Control Data Corp. | 82½ | 86¾ |
| Cook Elec. | 11½ | 12⅝ |
| Craig Systems | 18½ | 20⅛ |
| Dictaphone | 34¼ | 36¾ |
| Digitronics | 25¼ | 27 |
| Eastern Ind. | 15⅞ | 17 |
| Eitel-McCullough | 17 | 18⅜ |
| Elco Corp. | 17½ | 19⅛ |
| Electro Instruments | 33 | 36⅝ |
| Electro Voice | 12¼ | 13⅜ |
| Electronic Associates | 36½ | 38¾ |
| Erie Resistor | 13¾ | 14¾ |
| Executone | 19¾ | 21½ |
| Farrington Mfg. | 23¾ | 25⅞ |
| Fischer & Porter | — | — |
| Foto Video | 2½ | 3-1/16 |
| FXR | 27 | 30⅝ |
| General Devices | 10⅜ | 11¼ |
| G-L Electronics | 8 | 9¼ |
| Gross Telecasting | 23¼ | 25⅜ |
| Hallicrafters | 36¼ | 38⅝ |
| Hewlett-Packard | 31 | 33 |
| High Volatge Eng. | 205 | 217 |
| Infrared Industries | 18 | 19⅞ |
| Interstate Engineering | 22 | 23⅛ |
| Itek | 51 | 55½ |
| Jerrold | 6⅝ | 7⅜ |
| Lab for Electronics | 50 | 53½ |
| Lel Inc. | 6½ | 7⅜ |
| Magna Theater | 2¼ | 2⅝ |
| Magnetics Inc. | 8½ | 9¾ |
| Maxson Electronics | 15¾ | 17 |
| Meredith Pub. | 36½ | 39⅞ |
| Metropolitan Bcstg. | 23½ | 25⅛ |
| Milgo Electronics | 26¼ | 28½ |
| Narda Microwave | 6 | 6¾ |
| National Co. | — | — |
| Nuclear of Chicago | 44 | 47¼ |
| Official Films | 2-11/16 | 3-1/16 |
| Pacific Automation | 4½ | 5⅛ |
| Pacific Mercury | 6¾ | 7⅞ |
| Philips Lamp | 160½ | 166½ |
| Pyramid Electric | 2⅝ | 3-1/16 |
| Radiation Inc. | 27⅜ | 30⅛ |
| Howard W. Sams | 45½ | 49 |
| Sanders Associates | 45 | 48¼ |
| Silicon Transistor | 4½ | 5½ |
| Soroban Engineering | 47 | 50⅝ |
| Soundscriber | 12½ | 14 |
| Speer Carbon | 20¾ | 22½ |
| Sprague Electric | 60½ | 64 |
| Sterling TV | 2⅛ | 2⅝ |
| Taft Bcstg. | 13 | 14⅜ |
| Taylor Instrument | 43½ | 46⅝ |
| Technology Inst. | 6¾ | 7⅞ |
| Telechrome | 12⅞ | 14 |
| Telecomputing | 8¾ | 9⅝ |
| Time Inc. | 105 | 110 |
| Tracerlab | 8¾ | 10 |
| United Artists | 6⅝ | 7¾ |
| United Control | 21¼ | 23¼ |
| Universal Trans. | 1¼ | 1⅝ |
| Vitro | 16⅝ | 17⅞ |
| Vocaline | 2¾ | 3-3/16 |
| Wells-Gardner | 25½ | 27½ |
| Wometco Ent. | 14 | 15⅛ |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

*Full text of*

# FCC Public Notice on Program Forms

FCC 61-223 393 DOCKET No. 13961

*In the matter of Amendment of Section IV (Statement of Program Service) of Broadcast Application Forms 301, 303, 314 and 315. Comments due April 3, reply comments April 17.*

With concurring statements of Comrs. Ford, chairman, and Hyde; Comr. King abstaining.

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

## NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. As a result of information submitted to the Commission by its Network Study staff in a report dated October 3, 1957, the Commission instituted an "Investigatory Proceeding" (Docket No. 12782) which envisioned, *inter alia*, an over-all inquiry with respect to the television network program selection process. This proceeding was amended and enlarged by Commission Order of November 9, 1959 to include a general inquiry with respect to programming to determine, among other things, whether the general standards heretofore laid down by the Commission for the guidance of broadcast licensees in the selection of programs and other material intended for broadcast are adequate; whether the Commission should, by the exercise of its rule making power, set out more detailed and precise standards for such broadcasters; and whether the Commission's present review and consideration in the field of programming and advertising are adequate under present conditions in the broadcast industry. This part of the inquiry was conducted by the Commission *en banc* between December 7, 1959 and February 1, 1960, and consumed nineteen days in actual hearings.

3. The information and views which the Commission obtained in connection with the above-mentioned programming inquiry led to the Commission's "Report and Statement of Policy Re: Commission *En Banc* Programming Inquiry" (FCC 60-970, 25 F.R. 7291, 20 R.R. 1902) released on July 29, 1960. The Commission set forth therein certain guidelines to assist broadcast applicants and licensees in fulfilling their statutory obligation to program their stations in the public interest. It also stated that it intended to revise Section IV of the broadcast application forms to require a statement by the applicant as to the measures he has taken and the effort he has made to determine the tastes, needs and desires of his community or service area, and the manner in which he proposes to meet those needs and desires.

4. There is presently pending a proceeding (Docket 12673) involving a revision of Section IV. Notice of Proposed Rule Making in said matter was issued November 24, 1958 (FCC 58-1098). However, as noted above, the Commission's programming hearings have been held and its programming policy statement has been issued since the institution of the proceedings in Docket 12673, and accordingly said proceedings are no longer considered appropriate in light of the form proposed in November, 1958 and its variance with the Commission policy announced on July 29, 1960. We have, therefore, devised the attached form consonant with the Commission's recent policy statement.

5. In light of the above, it appears that the proceedings in Docket 12673 should be terminated. Accordingly, contemporaneously with the issuance of the instant Notice, the Commission is issuing an Order terminating the collateral proceedings in Docket 12673. Additionally, the Commission requests that comments in the instant proceedings be submitted *de novo* by interested parties and without incorporation by reference of any comment which may have been filed in the earlier proceeding. We believe this procedure to be desirable because it will encourage comments on individual sections of the proposed application as they are related to the new form as a whole, and that it will expedite and facilitate the adoption of a final report in the instant proceedings.

6. Pursuant to applicable procedures set out in Section 1.213 of the Commission's Rules, interested parties may file comments on or before April 3, 1961, and reply comments on or before April 17, 1961. In reaching its decision in this proceeding, the Commission will not be limited to comments of record but will take into account any relevant information obtained in any manner from informed sources.

7. In accordance with the provisions of Section 1.51 of the Rules, the Commission shall be furnished with an original and 14 copies of all written comments filed herein.

8. Authority for adopting the amendments proposed herein is contained in Sections 4(i), 303(j), 303(r), 307(d), 308(a) and 308(b) of the Communications Act of 1934, as amended.

FEDERAL COMMUNICATIONS COMMISSION
Ben F. Waple, Acting Secretary

Adopted: February 17, 1961
Released: February 21, 1961

BROADCAST APPLICATION
FEDERAL COMMUNICATIONS COMMISSION
Section IV, Page 1
STATEMENT OF PROGRAM SERVICE
OF BROADCAST APPLICANT

Name of Applicant _____

NOTICE TO ALL APPLICANTS

The replies to the questions herein which relate to future operation constitute a representation of programming policy upon which the Commission relies in considering the application, and against which the Commission will measure the subsequent operation of the station. Applicant may, during the ensuing license term, supplement this information with respect to significant changes which may occur in his over-all programming.

INSTRUCTIONS

1. Questions herein pertain to past and proposed operation. Applicants for new stations or assignees or transferees of existing stations are to answer only questions relating to proposed operation. Applicants for renewal of existing station licenses are to answer questions as to both past and proposed operation; in areas where no substantial change from past operation is proposed, applicant may so state.
2. Applicants for renewal of license must attach the original or one exact copy of program logs for the seven days currently designated by the Commission as the "composite week."
3. Program types and classifications incident to the replies to Paragraphs 7 and 8 below, are to be in accordance with the definitions on pp. 5, 8 & 9 of this Section.
4. Applicants for renewal filing FCC Form 303 need not complete Paragraph 8(d), except to indicate the names, addresses, and positions of employees who are not United States citizens.
   1. Service Area Description
      With reference to the primary service area (daytime pattern) of a standard broadcast station, the 1 mv/m contour of an FM broadcast station or the area within the Grade A and B contours in the case of a television station (excluding translator stations), attach as Exhibit a description of said area, including but not limited to such factors as over-all population; foreign language and minority groups; agricultural population; religious institutions and educational facilities; recreational, sports and cultural facilities; broadcast services; newspapers; and the nature of the principal businesses, trades or industries in the area. If the applicant has previously submitted such a statement to the Commission, it will be sufficient to identify the prior application, and to indicate the changes in such information since the date of filing.
   2. Area Needs and Interests
      (a) Attach a brief statement as to the continuing efforts made during the past license period by or on behalf of the applicant to ascertain the needs and interests of the listening and viewing audience to be served. If this is an application for new facilities, attach a brief statement as to the scope and results of the applicant's efforts to ascertain the foregoing information. Evidence in support of the above statements should be retained in the station's files for a period of three years.
      (b) State the scope and results of consultations with civic leaders, including but not limited to public officials, educators, religious leaders, and representatives of agriculture, business, labor, non-profit organizations and the professions with respect to the needs of their groups.
      (c) How does the applicant propose to translate into its schedule programs designed to fulfill the needs found through the consultations and efforts described above?
      (d) State the extent to which, and the procedure by which, complaints and suggestions from listeners have been and will be considered by the applicant and acted upon if appropriate. For past operation, give specific examples.
   3. Controversial Issues of Public Importance
      State the past and proposed practice of the applicant with respect to the fair presentation of controversial issues of public importance, including the frequency of editorials (if broadcast) or other types of programs, and the procedure followed or to be followed with respect to the presentation of opposing views of view. If this is an application for renewal of license, describe at least two leading community issues (i.e., local in nature) in each of the last three years and state whether specific programs and/or announcements have been broadcast in connection therewith, the number and length thereof, and the times at which broadcast.
   4. Community Expression
      (a) Describe the steps, if any, taken or proposed to encourage development of local talent for use in connection with applicant's program service.
      (b) Attach a statement indicating whether the applicant has carried and proposes to carry programs devoted to any of the following, including the frequency and length of such programs (N.B., only programs of at least 4½ minutes duration which do not contain in excess of one minute of commercial continuity, spot announcements or non-commercial spot announcements are to be counted):
         1. Area News (i.e., dealing with area events)
         2. Area political candidates
         3. Area governmental affairs (viz. activities of local councils, officials, legislatures, boards, etc.)
         4. Area business, labor, fraternal, cultural or civic organizations
   5. Specialized Programming Service
      State whether the applicant's past and/or proposed programming falls substantially into a specialized category, such as: popular music and news, classical music, foreign language, religious, agricultural, educational or instructive, etc. If answered in the affirmative, state the manner in which the applicant has determined that the public interest is being served by such "specialization," with appropriate attention being given to the public interest served by the applicant if the programming of one or more other stations in the community is devoted primarily to the same "specialty."
   6. Program Review Prior to Broadcast
      State your policy and practice and describe regular procedures within your organization for review of programs and advertising prior to transmission or exhibition through your station:
      (a) as to programs produced or originated by your station;
      (b) as to non-network programs produced by others (syndicated programs, etc.) and originated by your station;
      (c) as to network programs.
   7. Program Types
      (a) Indicate whether the applicant has broadcast or proposes to broadcast any of the following types of programs on a daily or weekly basis. (N.B. Only programs of at least 4½ minutes duration which do not contain in excess of one minute of commercial continuity, spot announcements, or non-commercial spot announcements are to be counted.) Check under appropriate heading. Also state the total amount of time devoted and to be devoted to each program type in the average week during the past license period.

| PAST (Check) Daily | PAST (Check) Weekly | PAST Amt. of Time During the Average Week | | PROPOSED (Check) Daily | PROPOSED (Check) Weekly | PROPOSED Amt. of Time During the Average Week |
|---|---|---|---|---|---|---|
| _____ | _____ | _____ | Religious | _____ | _____ | _____ |
| _____ | _____ | _____ | Instructive | _____ | _____ | _____ |
| _____ | _____ | _____ | Public Affairs | _____ | _____ | _____ |
| _____ | _____ | _____ | Agricultural | _____ | _____ | _____ |
| _____ | _____ | _____ | News | _____ | _____ | _____ |
| _____ | _____ | _____ | Sports | _____ | _____ | _____ |
| _____ | _____ | _____ | Entertainment | _____ | _____ | _____ |
| _____ | _____ | _____ | Other (Specify) | _____ | _____ | _____ |

(b) Of the average weekly time set forth above, state the time (hours and minutes) devoted and to be devoted to programs prepared by, or in behalf of, or in cooperation with educational organizations, exclusive of sporting events.
PAST_____ PROPOSED_____

(c) Does the information above adequately describe past or proposed programming?
Yes ☐ No ☐
If "no" attach any additional information which the applicant wishes to bring to the Commission's attention.

(d) Indicate the applicant's maximum and minimum daily operating hours.

| PAST Max. | PAST Min. | Category | PROPOSED Max. | PROPOSED Min. |
|---|---|---|---|---|
| ____ | ____ | Recorded Time | ____ | ____ |
| ____ | ____ | Live Time | ____ | ____ |
| ____ | ____ | Network Time | ____ | ____ |
| ____ | ____ | Total Operating Hours | ____ | ____ |

(e) State whether this applicant adheres to the principles of any code of broadcasting ethics and what measures the applicant has taken or proposes to take to insure the maintenance of programming and advertising standards.

## PROGRAM TYPES

Religious (include here all sermons, devotionals, religious news and drama, etc.)

Instructive (include here programs other than those classified under religious, agricultural, news or public affairs, involving primarily the discussion of, or primarily designed to further an appreciation of or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct.)

Public Affairs (include here talks, discussions, speeches, editorials, forums, panel, round table and other programs primarily concerning local, national and international affairs or problems.)

Agricultural (include here all programs of farm or market reports or other information specifically addressed to the agricultural population.)

News (include here news reports and commentaries; news programs devoted primarily to wire news copy are "recorded" news programs.)

Sports (include here play-by-play and all pre- and post-game related activities, and all programs devoted exclusively to sports news and reports.)

Entertainment (include here all programs which are intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.)

NOTE: The type of the program is determined by the character of the program material, and not the nature of whatever commercial material or NCSAs may be included. Thus, a 5-minute program of recorded music containing an NCSA on behalf of a civic organization is "entertainment."

8. **Commercial Operation**

(a) State the maximum amount of commercial time (i.e., time devoted to spot announcements plus time devoted to commercial continuity) which the applicant has broadcast or proposes to broadcast during any one hour.

| PAST | | PROPOSED |
|---|---|---|
| _____ min. | Commercial Time | _____ min. |
| _____ min. | Other program matter | _____ min. |
| 60 min. | Total | 60 min. |

(b) State the maximum number of spot announcements which the licensee has broadcast and proposes to broadcast in any one hour.
PAST_____ PROPOSED_____

9. **Operating Policies**

(a) State the name of the network, if any, with which the station will be affiliated.

(b) (1) State the average number of announcements and hours of programming per week which will be used in advertising or promoting any business, profession or activity other than broadcasting in which the applicant or any party to the application is engaged or financially interested either directly or indirectly. (This includes affiliated companies, subsidiaries and parent companies.) If this is an application for renewal of license, also show this information for the past license period.

(2) Does the applicant, any party to the application, or employee or independent contractor of the applicant have a financial interest, either direct or indirect, in any product or service which is advertised, promoted, or exposed on the air without the payment of standard commercial rates? (e.g. the applicant is affiliated with or connected with a manufacturer and announcements or programs are broadcast on behalf of said manufacturer without charge.)
Yes ☐ No ☐
(Check)
If the answer is yes, give name and description of the products and the programs on which they have been and will be mentioned or exposed. Indicate the extent and frequency of such exposure, and the nature of such financial interest.

(c) If this is an application for an FM authorization, state whether the programs of any AM station serving the same area will be duplicated, and if so, the number of hours per day to be devoted to duplicated programs and the basis for applicant's belief that such duplication serves the public interest of the area served.

(d) State applicant's general plans for staffing the station, including the number of employees in each department (i.e., program, commercial, technical, etc.), and the names, residence and citizenship of the general manager, station manager, program director and other department heads who have been employed or whom the applicant expects to employ.

## PROGRAM CLASSIFICATION

A network program (N) is any program whether of live or recorded character furnished to the station by a network or another station (except in the case of combined AM-FM operations in the same area). Delayed broadcasts of transcribed programs or films, originated by networks, are classified as "network" or "recorded." Programs are classified as network whether furnished by a nationwide, regional, or special network or by another station.

A recorded program (R) is any program consisting primarily of phonograph records, electrical transcriptions, films or other means of mechanical reproduction. A program utilizing mechanical reproductions half the time or longer is classified as "recorded"; otherwise it is classified as "live." Programs in which the live talent employed is incidental to the presentation of mechanical reproductions, as in so-called "disc jockey" shows, shall be classified as "recorded." A transcribed delayed broadcast of a network program, however, is not classified as "recorded" but as "network." A live program produced by the station and recorded or filmed for later broadcasting by the station shall be considered a live program.

A live program (L) is any local program which uses live talent primarily, whether originating in the station's studios or elsewhere. Programs furnished to a station by a network or another station, however, are classified as "network." A program utilizing mechanical reproductions less than half the time is classified as "live;" otherwise it is classified as "recorded." Programs in which the live talent employed is incidental to the presentation of mechanical reproductions, as in so-called "disc-jockey" shows, shall be classified as "recorded" and not "live." A live program produced by the station and recorded or filmed for later broadcasting by the station shall be classified as "live."

A commercial program (C) is any program all of the time for which is purchased by a single sponsor, or by two or more sponsors each of whom pays for a portion of the total program time rather than for announcements within the program. A participating program (P) is any program, not classified as commercial under the foregoing definition, which is interrupted by one or more spot and nouncements (as defined below). A network program shall be classified as "commercial" if it is commercially sponsored on the network or contains announcements originated by the network on behalf of participating sponsors, even though the particular station is not paid for carrying it—unless all commercial announcements have been deleted from the program by the station. Cooperative programs furnished to its affiliates by a network which are available for local sponsorship are sustaining programs if no local sponsorship is involved, but are either commercial or participating commercial programs, as defined above, where there is local sponsorship.

A local alternately-sponsored program retains the classification commercial if the time is sold to a single sponsor and the program contains no more than one "cross-plug" for the alternate sponsor.

A sustaining program (S) is any program which is not interrupted by a spot announcement (as defined below) or the time for which is not paid for by one or more sponsors.

A spot announcement (SA) is any announcement, including a promotional announcement, for which a charge is made and which is not part of the continuity of a commercial program, as defined above; or any announcement which, by express or implied agreement between the applicant and a sponsor assumes in fact the character of a paid commercial announcement (such as "bonus" spots, "per inquiry" spots, promotional announcements containing sponsor identification, or "trade out" spots involving a barter arrangement). Time signals, weather announcements, and station identification announcements are classified as "spot announcements" if they come within either of the two foregoing categories; otherwise, they are not classified as announcements except for station identification announcements which refer to or mention the name of any business concern beyond the mere name of the station licensee (i.e., the exact name of the applicant herein), in which case they are classified as "spot announcements."

A non-commercial spot announcement (NCSA) is an announcement which is not paid for by a sponsor and which is devoted to a non-profit cause—e.g., Government Bonds, Red Cross, Public Health, civic announcements, etc. Government Bond, Red Cross, civic and similar announcements for which the station receives renumeration should not be classified as "non-commercial spot announcements" but as "spot announcements." Promotional announcements which are not "spot anouncements" within the above definition should not be classified. Participating announcements should be classified as "spot announcements."

### CONCURRING STATEMENT OF CHAIRMAN FREDERICK W. FORD

I concur in the above proposed form, however, I would prefer that the provision made for a composite week be eliminated and that item 7 be further broken down better to reflect the actual programs proposed and broadcast as well as the number of weeks involved. Specifically, column 3 should be divided to show the number of weeks the program category was broadcast and the time per week it was broadcast.

### CONCURRING STATEMENT OF COMMISSIONER ROSEL H. HYDE

I concur in the issuance of the Notice of Proposed Rule Making, Docket No. 13961, for the purpose of obtaining comment. However, I have misgivings concerning certain phases of the procedures proposed and the possible overall implications of the same which it seems appropriate to state in conjunction with the issuance of the invitation for comment.

The approach, however well intended, in which the licensing authority endeavors to prescribe certain guide-lines for the programming of stations would seem to assume responsibilities which should remain as the clear responsibility of licensees. The more the agency gets into this business, the more impossible its position is likely to become. It could find itself being held responsible by the public in matters involving creative effort, taste and opinion, which it would be hopeless to deal with aside from the traditional objections against government intervention in such matters and the specific prohibition of Section 326.

I am also concerned that this attempt to give direction may tend to limit rather than expand the potential of broadcast services. The concept which requires a determination of the tastes, needs and desires of the community or service area and the reduction of the same into a written formula for submission to the Commission seems most difficult of application. Does it assume that a definitive statement of actual needs can be posted for each community to be used as some kind of a standard for the weighing of the service of all broadcasters serving the community? If, on the other hand, it means submission of an applicant's opinion or judgment as to a community's needs how can the agency undertake to approve or disapprove?

My suggestion is that it would be more appropriate to recognize that there is always a general need in every community for information, public understanding of local and national issues, for entertainment as such, the enhancement of cultural interests and, of course, the serving of economic interests. The possibilities and opportunities for service would seem to be as great as the imagination, creative ability, dedication and resources of the applicant would permit. It would be agreed, I am sure, that there is always a need for better understanding of the values on which society has been established; always the need for making the educational message more interesting, and always a need for making informative presentations more effective. There is, it seems to me, a need for diversity and competition as opposed to conformity and sameness which, I fear, would be the product of prescribing guidelines and formulae.

My suggestion in respect to the application form would be that the Commission should put more emphasis on the showing it requires of the applicant as to the effort it makes to provide a successful and useful service. It seems to me that information as to an applicant's methods and means of obtaining and developing program material, evidence as to the provisions made for continuing study, research, experimentation and consultation in search of good programming would be relevant and more significant than statistical analyses of past and proposed programs. I would further suggest that more emphasis should be placed upon the provision made by the applicant to insure the integrity of its service. It seems to me that the Commission might require specific information as to how an applicant insures that it is fully informed and that necessary safeguards are maintained regarding all matters accepted for broadcasting.

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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### *Congress*

**MILITARY HOGS THE SPECTRUM,** charges Sen. Magnuson, taunting FCC with timidity at federal-aid-to-ETV hearings. Ford stumps for vhf-uhf sets (pp. 1 & 9).

**OVERSIGHTERS AT WORK AGAIN** in new Subcommittee on Regulatory Agencies set up by House Commerce Committee Chmn. Harris (D-Ark.) He'll head unit (p. 9).

### *Networks*

**COURT BACKS FCC NETWORK-REP DECISION,** unanimously holding conclusions to be reasonable (p. 2).

**1960 NETWORK BILLINGS ROSE 8.8%** to $682.4 million, reports TvB. December business increased 3.4% to $63.4 million (p. 6).

### *FCC*

**MINOW SWORN.** Assumes FCC leadership as Justice Douglas reminisces about the time he thought he would be Commission Chmn. (p. 2).

**AN "A" REPORT CARD ON SEC. 315** Presidential-campaign behavior by broadcasters is filed with Congress by FCC (p. 11).

### *Programming*

**TV VIEWING GOES UP.** In Jan. 1961, it hit a near-record level of 6 hours per home per day, aided by snowy winter (p. 2).

### *Auxiliary Services*

**McGEE BOOSTS BOOSTERS,** reporting on problems found in Western hearings, calling for FCC & Congressional action (p. 8).

**H&B BUYS 3 CATV SYSTEMS.** Approximately $1.3 million is paid for properties in Montana & Arizona (p. 8).

### *Consumer Electronics*

**NEW IN TUBES & SETS:** No-reflection screen from Corning; Sylvania may resume color tube output this year; du Pont & Pittsburgh implosion shields evaluated; revival of 17-in. sets (p. 17).

**NEW FRONTIERS** for consumer electronics foreshadowed in 3 developments: First commercial electronic refrigerator, air-conditioned garment, molecular radio (p. 18).

**DISTRIBUTION OVERHAUL** by GE may result from new planning operation headed by Riegelman (p. 19).

**GE IN FERMENT:** On heels of company's anti-trust indictment, Pres. Robert Paxton retires and Chmn. Ralph Cordiner resigns chairmanship of Business Advisory Council (p. 19).

### *Film & Tape*

**WESTINGHOUSE DICKERS FOR DESILU.** Hush-hush negotiations for the telefilm studio held in Hollywood (p. 3).

### *Stations*

**SPOT GAINED 6.3%** in 4th quarter to $163 million, pushed 1960 gross-time billings to a preliminary $616.7 million total (p. 13).

### *Advertising*

**MORE SUCCESS STORIES** in local-level TV, this time for food products, beverages and restaurants (p. 14).

### *Finance*

**PHILCO AND RCA PROFITS FELL** in 1960 (pp. 23 & 24).

### *Other Departments*

**FOREIGN** (p. 12). **TECHNOLOGY** (p. 15). **PROGRAMMING** (p. 16). **PERSONALS** (p. 16).


**MILITARY HOGS THE SPECTRUM, SAYS MAGNUSON:** Long-dormant issues of broadcasting-vs.-military use of scarce vhf channels were suddenly revived last week by Senate Commerce Committee Chmn. Magnuson (D-Wash.).

Military services are hogging the spectrum without known justification, and FCC has been too timid in challenging the armed forces to surrender some space to crowded telecasters, Magnuson said. He taunted the Commission for its acceptance—without further argument—of OCDM's decision last August that "national defense & security" require the armed forces to keep what they have taken (Vol. 16:34 p2).

"What does the military do with all these 'v' channels?" Magnuson asked FCC Comr. Ford, who had been testifying on educational TV allocation problems at the Committee's hearings on Magnuson's federal-aid-to-ETV proposals (see p. 9). Magnuson didn't press for answers, remarking that even if he knew, Ford couldn't tell.

Military just stamps "secret" or "classified" on any answers to such questions—and inquiries about actual military uses of vhf always seem to stop there, Magnuson complained. "Experiments" also are cited as the excuse for not yielding unutilized channels for civilian use, Magnuson went on. "Sure, they'll tell you they're experimenting. And if they aren't, they'll think one up."

Magnuson promised he'd try to get some answers this session. He issued no summons to OCDM or Defense Dept. and scheduled no hearings on spectrum. But problems of TV allocations are high up on the Commerce Committee's investigations agenda for 1961 (Vol. 17:8 p9).

**COURT BACKS FCC NETWORK-REP DECISION:** FCC's spot-rep decision forbidding networks to rep stations other than their o&o's (Vol. 15:41 p1 et seq.) was sustained by Court of Appeals last week, to few observers' surprise. Unanimous decision by Judges Bazelon, Phillips & Washington, written by Bazelon, was mere 3 pages. It rejected out of hand the arguments of NBC and 4 repped stations. (CBS didn't appeal; ABC isn't in the business.)

First, Court said, FCC has adequate legal power to make the decision, and "we cannot say that these conclusions, based upon findings supported by substantial evidence, were erroneous." Second: "Nor can we agree that the regulation in dispute is unwarranted on the basis of petitioners' claim that its promulgation is rested merely on a potential evil of restraint upon the independent responsibilities of licensees affiliated with the network and not upon a violation of the antitrust laws. We need not decide whether the evil may fairly be characterized as 'potential.' For it is settled that practices which present realistic dangers of competitive restraint are a proper consideration for the Commission in determining the 'public interest, convenience & necessity.' And the elimination of this danger is consistent with the Commission's duty under the Act to 'encourage the larger and more effective use of radio in the public interest.' "

Finally, Court rejected appellants' claim that FCC's action was "unduly harsh" and that less drastic remedies were available. "Since the Commission considered the alternatives presented," Court said, "and since we cannot say that the basis for their rejection is unreasonable, its action must stand."

Repped stations joining NBC in appeal were KOA-TV Denver, WAVE-TV Louisville, KSD-TV St. Louis, WRGB Schenectady. Station Representatives Assn. backed FCC, and its counsel Harry M. Plotkin last week said: "We're gratified. Complete vindication." NBC Washington counsel Howard Monderer commented: "We're studying the decision, haven't decided whether to go to the Supreme Court."

**MINOW SWORN, ASSUMES FCC LEADERSHIP:** Newton N. Minow is now on the job as FCC Chmn., sworn in March 2 in the most "public" ceremony on record—with more audience, photographers & reporters on hand than at any similar Commission occasion.

Ceremonies were distinguished more by outgoing Chmn. Fred Ford's graciousness than anything else. He made certain that every FCC employe was invited—first time in history—and he held Bible as Minow repeated the oath administered by Supreme Court Justice Douglas. Among guests were Reps. Harris (D-Ark.) & Mack (D-Ill.). Minow and his attractive young wife remained for some time to accept congratulations from the Commission staff and other guests.

Before swearing Minow in, Justice Douglas noted that, 22 years ago, "I had expected to become Chairman of the FCC"—something not generally known. Douglas inscribed the Bible as follows: "For Newton N. Minow, in the great day of March 2, 1961, with all good wishes and affectionate regards."

Earlier in week, in Commission's regular meeting, Ford expressed thanks to colleagues for co-operation, lauded Minow. Comr. Bartley, on behalf of other members, presented Ford with gavel made from the "Washington elm"—a tree reputedly planted by George Washington on grounds of Capitol.

**TV USAGE AT NEAR-RECORD LEVEL:** And now a message to those who say the public is sick & tired of TV programming: According to Nielsen, the average U.S. home TV set was viewed 6 hours a day in January—a near record.

Figure is substantially higher than that of previous month, Dec. 1960, when the average TV home watched for 5 hrs., 41 mins. daily. Researchers we talked to were of the opinion that the upsurge, in part, was due to the blizzardy January weather throughout much of northern U.S., which kept many families at their nighttime hearthsides—and TV sets

In any event it's highest level in 3 years. Last big TV surge beyond the 6-hours-daily level (which itself represents something akin to a 4-minute-mile) occurred in Dec. 1957, when usage also hit 6 hours exactly, and in Jan. & Feb. 1958 when it hit 6 hrs., 6 mins. twice in a row. Jan. 1961 score is also up nicely from the Nov. 1960 score of 5 hrs., 47 mins. (Vol. 17:4 p7) when viewing was boosted by election TV coverage.

Because the TV base keeps growing, it's also a new peak in terms of homes. At night (7-11 p.m. all week), 62.2% of U.S. TV homes were watching TV at any average minute in Jan. 1961. Although the 62.2% figure is a bit lower than the 64.0% scored in Jan. 1960, when measured against the total U.S. TV homes, it produces the whopping average of 29,172,000 American families watching the medium.

**TELEMETER STARTS A 'HOPE CHEST':** Feature movies aren't enough to sustain program effort in a pay-TV system—you've got to produce your own TV shows as well. This was the tacit admission of Paramount-owned Telemeter in N.Y. last week with announcement by Pres. Louis A. Novins that the pay-TV system was starting a stockpile of taped TV specials.

Telemeter has already ventured into the production realm in its Toronto pilot operation with live, and later, tape-repeat telecasts of "An Evening with Bob Newhart" (Vol. 17:2 p9). Last season it set up a special AFTRA pay-TV rate in order to tape a Jean Dalrymple production of Menotti's "The Consul." And Telemeter also feeds sports specials (ice hockey, etc.) to its hookup of "some 6,000" families.

New shows will have Toronto trial runs, probably at a loss initially to Telemeter. They'll then go on the shelf to become a product backlog awaiting the start of Telemeter-franchised operations in U.S. Production costs thus stand a chance of being amortized, after the productions themselves initially help fill the gap between the amount of programming needed for normal Telemeter operation and the amount of movies, sports, etc. that can be obtained. To build its backlog, Telemeter will scout many areas—Broadway productions, off-Broadway, night clubs, etc. (see p. 7).

Telemeter in Toronto is in unique position to argue with movie majors & large distributors who view pay TV with mixed feelings. Paramount offshoot Famous Players controls at least half of all Canadian movie theaters, and books their films. It's virtually impossible to make a movie profit in Canada without playdates in Famous Players' houses—and Famous Players also operates the Toronto Telemeter system. In U.S., where movie-studio ownership of theatrical circuits is barred by Justice Dept., Paramount has no such lever.

## Film & Tape

**WESTINGHOUSE DICKERS FOR DESILU:** Secret negotiations are being held between Desilu Productions and Westinghouse Bcstg. Co., regarding the sale of Desilu to Westinghouse.

Earlier, Desilu brass had denied to us the report that such negotiations were on, but late last week several associates of Desilu Pres. Desi Arnaz confirmed to us that such conversations are being held. Westinghouse Pres. Donald McGannon met with Desilu vp Edwin Holly and other Desilu executives in a secret meeting at Desilu Culver Studios Friday (March 3).

In addition to Pres. McGannon, a coterie of WBC brass had gathered last week in Los Angeles, ostensibly to take part in the WBC-Desilu huddles: WBC finance vp Joseph Mikita; sales vp Alexander W. Dannenbaum Jr.; program vp Richard M. Pack; national program mgr. William J. Kaland; PR dir. Michael R. Santangelo. WBC executives were going to some lengths to blend unobtrusively into the Hollywood scenery and to avoid attracting attention to what amounted to a top-brass gathering.

Arnaz, in Palm Springs, Cal., wasn't available for comment. However, we are told he is willing to sell—if he can get what he considers to be the right price. Some sources said Desilu is asking $20 million., but this could not be confirmed. Involved are 3 studios—Desilu Gower and Desilu Culver (formerly the RKO studios), and Desilu Cahuenga (formerly Motion Picture Center).

Controlling interest in Desilu is owned by Arnaz and his ex-wife, Lucille Ball. The pair bought the RKO Studios several years ago for $6,150,000. A sale, if it's consummated, would include the company's backlog of films & all assets in addition to the studios.

In N.Y. meanwhile, WBC was taking another step forward toward becoming a major figure on the national TV program scene. Announced by the station group's hq was the formation of WBC Productions Inc., "a corporation which will produce radio & TV programs for the 11 WBC stations." Named as executive producer for the new company was Ben Park, who produced WBC's taped ETV series *Lab 30* and who was recently pres. of Mills-Park-Milford. Also named to the WBC Productions Inc. staff: Associate producer William Peters, production mgr. Roger W. Murphy, research dir. Marlene Sanders and TV-radio writer Marvin David. "Further details about WBC Productions Inc.," said the station group, "will be announced shortly."

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Desilu Productions filed suit against NTA in Los Angeles Superior Court last week, seeking an accounting & damages, alleging breach of contract, and asking an injunction against further showing of 3 series. Desilu asked $105,956 damages for 78 *U.S. Marshal* telefilms, and alleged that because of assertedly delinquent payments by NTA, action has been threatened against Desilu by Screen Actors Guild, Writers Guild of America and Directors Guild of America to collect residuals (Vol. 17:7 p12). Desilu owns 43%, NTA owns the remainder of the series. Desilu asked $26,031 damages for *Sheriff of Cochise* and $12,268 for *This Is Alice*. The plaintiff said Desilu owned 33⅓% of each series, NTA the rest. Involved are 78 *Sheriff* films and 39 *Alice* films.

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NBC TeleSales "doubled" production during 1960 in the black-&-white tape-commercials area and increased color commercial production 75% during the Oct. 1960-Jan. 1961 period, said dir. Jerry Madden last week. The NBC offshoot credits its expanded activity to recent N.Y. studio-facility additions: The Chroma Key process, a background-effect technique; the RCA TK12, a large-tube, black-&-white camera using the 4½-in. image orthicon; Intersync, a "non-roll-over" picture device. In recent months, TeleSales has also been hired to tape dramatic shows, including 2 *Plays of the Week* for WNTA-TV and "Hedda Gabler" for Telemeter (see p. 7).

Tidewater Oil Co. has bought two 60-min. specials, *The Race for Space* and *Project: Man in Space*, from David L. Wolper Productions for 50 markets. Foote, Cone & Belding placed the order for Tidewater's Flying A dealers. *Race* will air the second week in April in some areas, and repeat in others. *Project* will be telecast in May.

**FOUR STAR & BRITISH A-R MAY LINK:** Four Star Television and Associated-Rediffusion of London are negotiating for an alliance which may embrace co-production & distribution, we're informed by Dick Powell. The Four Star president recently returned from a trip to England & the Continent.

In his offices at Republic studios, Powell told us: "There is a possibility we may make an association with Associated-Rediffusion. We are going to make some films in London. We will do background footage there principally, with the rest of the photography being done here in Hollywood. Associated has distribution facilities in Hong Kong, Rhodesia—in many out-of-the-way places, and it may distribute our films."

Powell said he was considerably impressed by Associated's tape facilities, and that much progress has been made in the transition of tape from the electronic camera to film. "We are not going into tape now, but we may next year," he commented.

Four Star, which will be 10 years old next September, lost $160,000 in its first year of operation, when it had one series—Four Star Playhouse. For the fiscal year ended June 30, 1960, it netted $317,506 on a gross of $15,141,419. Powell expects even more production in 1961-'62. Four Star had 11 series at the outset of this season, and will have 10 next, but over-all production will be greater, because at least four 60-min. series, Powell expects, will be before the cameras: *Dick Powell Anthology Theater* (already bought by NBC-TV), *The Corrupters* (several episodes of which are being financed by ABC-TV), *Stagecoach West*, and *Michael Shayne*. A fifth—a 60-min. version of *Zane Grey Theater*—is now the subject of negotiation with the networks.

Four Star has also sold *The Freshman*, starring Gertrude Berg & Cedric Hardwicke, for next season. Powell expects sales on *The Jimmy Durante Show* (starring Durante and Eddie Hodges), *The Corrupters* (a James Thurber pilot starring Orson Bean), *McKeever & the Colonel*, and *Mustang*, a Western. He predicts renewals on *The Rifleman*, *The Tom Ewell Show*, *The Law & Mr. Jones*, and *Robert Taylor's The Detectives*, and is trying to convince Taylor he should expand his show to an hour.

### Future Production Plans

Busy preparing his anthology series for NBC-TV, Powell expects to go into production in April. He will star in 10 of the segments, and has commitments for other episodes from his Four Star partners, Charles Boyer and David Niven, and from actors Peter Ustinof, Curt Jurgens, Robert Morley and Jack Hawkins. Writers will include Howard Koch, Christopher Knopf, Frank Gilroy, Aaron Spelling, Frank Gabrielson and Charles Beaumont.

Powell has made a deal with Jurgens to star in a series, the pilot of which Jurgens did in Germany. Other Powell-Four Star plans: He is planning a situation comedy series starring June Allyson & Van Johnson, for the 1962-'63 season; he has postponed the pilot on *Caribbean*, starring Rory Calhoun, until next year; and although Four Star has filmed the pilot, *Our Man in Rome*, starring Rossano Brazzi, it won't be shown until next year because the star has 3 back-to-back movie commitments and would not be able to work in a series next season.

The NBC-TV deal is for 30 first-runs and 20 reruns. The budget will be $150,000 for each episode. Powell ("Don't call me host—I don't like the word") will introduce each segment. Theme: action, adventure, strong drama—"the same as *Zane Grey* but contemporary," he said.

Four Star casualties this season are *The Westerner*, *Dante*, *Wanted—Dead or Alive*, *The DuPont Show With June Allyson*, and *Peter Loves Mary*. Of *The Westerner*, axed after 13 weeks during which it got generally good reviews, Powell said: "We are not going to make any more 13-week deals. I don't see any reason to gamble that much. It takes too long to get a good show organized & off the ground. *The Westerner* never got a bad notice, as far as I know. Still it was axed, when the network refused to move it to a later time slot. Maybe this proves good notices don't mean a thing. The only good time slot we had this season was the *Ewell* show, at 9 p.m. Tuesdays, and that was opposite one of our others—*Stagecoach West*."

Powell does not think there will be as many 60-min. series next season as is generally believed.

## NEW YORK ROUNDUP

Intercontinental TV, production-packaging-distributing company recently formed by the Walter Reade Group (Vol. 17:4 p8), has placed its first TV series, *Golden Time*, on the market. The 39-episode, 30-min. animated color series, adapted from Simon & Schuster's Golden Books & records, will be offered to the networks and, barring any deal there, will be syndicated. According to John Leo, Intercontinental vp & sales mgr., promotion plans in co-operation with Golden Press will offer sponsors a "merchandising program built into the package." The tie-in will utilize the Golden Books sales staff and their 100,000 retail outlets, said Leo.

Screen Gems has sold its newest Hanna-Barbera production, *Top Cat*, to ABC-TV where it will get a fall prime-time airing (Wednesday, 8:30-9 p.m.). The animated comedy series is the 5th H-B 30-min. show set for the 1961-'62 season, and the 2nd on a prime-evening-time network hookup. The first, *The Flintstones*, will continue on ABC-TV next season, and *Huckleberry Hound*, *Quick Draw McGraw* and *Yogi Bear* will continue on a national spot basis. All 5 are under Kellogg sponsorship, with Bristol-Myers co-sponsoring *Top Cat*.

Synchronous editing of video tapes is now being offered by Reeves Sound Studios in N.Y. The newly installed equipment also makes possible fades & dissolves, split screens or transition with expanding geometric patterns in the post-production editing of tapes. Pres. Chester L. Stewart said 2 Reeves' recorders are now equipped for this process, while installations for the other 6 are being completed.

BBC-TV N.Y. is marketing in the U.S. an off-network 6-episode, 30-min. adventure serial, *No Wreath for the General*, produced by Julian Aymes, ex-dir. of *The Third Man* TV series.

CBS-TV & Cayuga Productions' *Twilight Zone* has been renewed for the rest of this season by L&M and Colgate. March 15 is the option date on the decision for renewing the Rod Serling series for next season.

Add syndication sales: Seven Arts has sold its post-1950 Warner Bros. feature-film package to KHJ-TV Los Angeles, bringing market total to 47.

People: Edgar A. Grower has been appointed Videotape Productions sales production supervisor . . . George Mitchell has been named Seven Arts West Coast div. mgr. . . . John Fernandez has been named NTA Spot Sales gen. sales mgr. . . . Will Baltin has been appointed administrative assistant to the pres., International Telemeter.

## HOLLYWOOD ROUNDUP

**Revue Studios** has spent approximately $3 million in an expansion program, in which 8 new stages have been built on the lot since it was acquired from Universal-International several years ago. It has also added 3 more stages by dividing huge movie stages, and a 12th by converting the old UI prop shop which originally had been a stage. The expansion is designed to accommodate the company's largest production program—biggest in the industry—as well as movie production companies such as Stanley Kramer Productions which will rent space.

**Bing Crosby Productions** has postponed piloting *My Favorite Love Story* until May or June, and will aim the 60-min. project at a January sale. Meanwhile it has cast Sam Jaffe & Evelyn Ward in its 60-min. *Ben Casey* pilot (which stars Vincent Edwards, and is produced by James Moser) and Barbara Jo Allen & Steve Brodie in *The Colonel's Lady* (which stars Eve Arden).

**Warner Bros. exec. TV producer** William T. Orr, has been placed in charge of all movie production as well as TV for the Burbank studio. He will report to Pres. Jack L. Warner. Hugh Benson, Orr's TV asst., will also help him in the movie area. Steve Trilling, who has been exec. associate to Warner in movie production, will continue as a WB vp, and may produce some projects, Warner said. Warner expects to add TV & movie producers, writers & directors to the studio's contract list.

**Warner Bros.** will star Evan McCord & Chad Everett in its new 60-min. Western, *Tumbleweed* . . . **Screen Gems** will pilot *Father Came Home*, a comedy, with Harry Ackerman as exec. producer . . . **Tarantula Productions** has been formed by producer Joan Harrison and Eric Ambler for TV film production.

**Revue Studios** has added another pilot to its agenda (Vol. 17:9 p6), *Breakdown*, a fictionalized series dealing with mental health. The studio is planning to use big names in the series. Producer is Richard Berg.

**Belmont Television**, owned by Danny Kaye & his wife Sylvia Fine, plans to pilot *Zurich*, a mystery-adventure series, as well as a 60-min. adventure series, and a semi-documentary series.

**Granite Productions**, owned by David O'Malley & Everett Freeman, has signed Paula Winslow, Barbara Perkins and Billy Mummy as regulars in *My Uncle Elroy*, the George Gobel pilot.

**Four Star Television** is filming its 60-min. pilot, *The Boston Terrier*, in Boston. Robert Vaughn stars in the project which was created by Blake (*Peter Gunn*) Edwards.

**People: Howard Jaffe** named editorial asst. to vp William Dozier of Screen Gems . . . **Louis Morheim** is story editor of CBS-TV's *Rawhide* . . . **Ezra Stone** will produce *The Hathaways* for Screen Gems . . . **Harold Breacher**, ex-William Morris Agency, named exec. in charge of TV for Famous Artists . . . **Jerry Thorpe**, exec. producer of *The Untouchables*, named to new post of programming vp, Desilu Productions . . . **Arthur Hoffe**, producer of *The Ann Sothern Show*, joins Columbia Pictures April 17 as a movie producer . . . **George A. Elber** elected first vp & a board member of Four Star Television.

## Networks

**NBC PULLS A COLOR COUP:** NBC's long-term investment in color TV paid a handsome dividend last week. Some $6 million in Eastman Kodak billings are being shifted from black-&-white network vehicles on CBS-TV and ABC-TV to a color co-sponsorship deal on NBC-TV. To make its color splash, Kodak is dropping co-sponsorships of *The Ed Sullivan Show* and *The Adventures of the Nelson Family*, and is joining with RCA in sponsoring the high-budget *Walt Disney's Wonderful World of Color*, the new lead-off show in NBC's Sunday-night lineup (Vol. 17:9 p5).

CBS belittled the idea that color-TV exposure was the reason for the switch, when we queried the network last week. "CBS has color equipment, and we've always been willing to colorcast for any advertiser who requests it," insisted a network spokesman, adding that Kodak had "never discussed color with us in connection with *Ed Sullivan*." James E. McGee, Kodak domestic sales & ad vp, said, however: "We are moving to Walt Disney's new show because color TV has now come of age." We asked J. Walter Thompson, Kodak's agency, about CBS's willingness to provide color on demand, were told, "Kodak approached CBS on this more than a year ago."

### Tie-in With Color-Film Sales

The shift to color TV will be timely for Kodak. The giant photographic firm has just launched "Kodachrome II," a speeded-up, premium-priced version of its 25-year-old Kodachrome film, and is hoping to expand the market for its use in home movies & still photography. Commercials for the Disney show will, naturally, be on film & in color.

Some other color-TV factors are working in favor of NBC's color-sales efforts this season. Not generally known is the fact that median income in color-TV homes has been running at somewhat better than $13,100 annually, as compared with about $5,400 for the nation as a whole—indicating a well-above-average potential market for such semi-luxury items as movie cameras, color film, etc. ARB's recent estimate of 600,000 U.S. color homes further underlines the scope of the 1961 color-market ad potential.

The value to networks of such color-sparked TV business was stressed to us last week by NBC Chmn. Robert W. Sarnoff: "There's no question but that networking, as it now is, is approaching a plateau because of limits on hours available, limits on station ownership, rising production and other costs. Networks are facing a profit squeeze. Increasing revenue will be difficult. Color TV will help enormously to raise from that plateau and to create more TV advertising dollars. I don't believe in the theory that 'networks should wait for color demand before getting into color.' They should do all they can to create the demand in the first place."

Apart from Kodak, there are several other advertisers who have insisted on color programs & commercials when buying NBC shows for this fall. These include: Du Pont (see p. 6), Ford Motor Co., Chrysler, Bell Telephone, Kraft Foods, and a sprinkling of color experimentation (such as L&M and Newport cigarets, which have quietly aired color film commercials in black-&-white shows).

On the daytime color front, NBC has set aside March 13-17 as "Festival of Color Week"—will colorcast 50% of its regular daytime programs for a total of 22.5 hours, or 8 programs daily. The color schedule will begin at 6 a.m. with *Continental Classroom* and run till 4 p.m.

Du Pont is leaving CBS-TV at season's end, taking an approximately $10-million budget over to NBC. The sponsor, which now has some $6 million in *The Du Pont Show with June Allyson* and $4 million in *The Show of the Month*, will put all its TV money into one NBC-weekly series described as a "panorama of unprecedented scope." (Vol. 17:9 p5). The series includes musical variety, dramatic actualities and Don Hyatt-Irving Gitlin special projects.

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CBS News N.Y. hq recently received the following wire from Hong Kong correspondent Guy Searls: "Do we have any stationery which still has the full name of Columbia Bcstg. System on it? I have a problem. Columbia Bcstg. System can be translated into Chinese but CBS can't. Result: The Chinese have not learned to connect the initials with the organization." Searls got his stationery, although CBS is still wondering how the full network name looks in Chinese.

American Institute of Graphic Arts has awarded NBC a certificate of merit for a promotional kit the network recently sent to affiliates on the proper use of the new NBC corporate trademark (the NBC letters).

## NETWORK SALES ACTIVITY

ABC-TV

Hawaiian Eye, Wed. 9-10 p.m., part. eff. April.
*Lever Bros.* (Foote, Cone & Belding)

The Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. June.
*Derby Foods* (M-E Productions)

Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. April.
*Colgate-Palmolive* (Ted Bates)

Calvin and the Colonel, Tue. 8:30-9 p.m. (tentative), half-sponsorship eff. fall 1961.
*Lever Bros.* (J. Walter Thompson)
*Whitehall Laboratories* (Ted Bates)

CBS-TV

The Arthur Godfrey Show, May 19, 8:30-9:30 p.m., full-sponsorship.
*Bulova* (McCann-Erickson)

NBC-TV

The Du Pont Show of the Week, Sun. 10-11 p.m., full-spon. eff. Sept. 17.
*Du Pont* (BBDO)

The Lawless Years, Fri. 9-9:30 p.m., part. eff. May 12.
*Brown & Williamson* (Keyes, Madden & Jones)
*Alberto Culver* (Compton)

Wagon Train, Wed. 7:30-8:30 p.m., part. eff. April 12.
*Revlon* (Grey)
*National Biscuit* (McCann-Erickson)

Michael Shayne, Fri. 10-11 p.m., part. eff. March 17.
*Walt Disney Productions* (no agency)

JFK No. 2, Tue. April 11, 10-11 p.m., full-sponsorship.
*Proctor & Gamble* (Benton & Bowles)

JFK No. 3, Tue. July 4, 10-11 p.m., The Great War, June 20, 10-11 p.m., full-sponsorship.
*Lipton* (SSC&B)

Baseball special, April 4, 10-11 p.m., half-sponsorship.
*Kemper Insurance* (Clinton E. Frank)

Purex Special for Women, June 17, 10-11 p.m., full-spon.
*Purex* (Edward H. Weiss)

## Network Television Billings

December 1960 and January-December 1960
For Nov. report, see TELEVISION DIGEST, Vol. 17:6 p10

**1960 Gained 8.8%:** Network TV's 1960 gross-time billings rose 8.8% to $682.4 million from $627.3 million in the preceding year, reports TvB. The year closed with $60.7 million in December billings. This was 1960's 3rd highest monthly volume, topped only by Nov.'s $64 million & Oct.'s $63.4 million. December's business also was 3.4% ahead of Dec.-1959's $58.7 million—but the percentage gain was the smallest posted by any 1960 month over 1959.

CBS, after trailing NBC for 2 consecutive months, regained the leadership in monthly dollar volume. But CBS backed into the lead. Its December volume declined 3% to $23.2 million from $24 million in Dec. 1959. And runner-up NBC was upbeat, with a 5.8% gain to $22.7 million from $21.5 million.

Each of the 3 networks posted 1960-over-1959 gains. CBS led in dollars with a 2.9% increase to $274.1 million. ABC set the pace for percentage gains with a 26.2% jump to $158.6 million. NBC chipped another chunk off CBS's lead with a 6.1% gain over its 1959 billings.

The 1960 nighttime billings of the 3 networks climbed 11.1% to $471.5 million from $424.2 million in 1959. Daytime billings gained 3.8% to $210.9 million from $203.1 million. In Dec. 1960 vs. Dec. 1959, nighttime billings inched up 1.1% to $40.7 million from $40.3 million. Daytime gained 8.7% to $20 million from $18.4.

NETWORK TELEVISION

| | Dec. 1960 | Dec. 1959 | % Change | Jan.-Dec. 1960 | Jan.-Dec. 1959 | % Change |
|---|---|---|---|---|---|---|
| ABC | $14,788,070 | $13,280,610 | +11.4 | $158,591,010 | $125,665,324 | +26.2 |
| CBS | 23,205,750 | 23,935,048 | − 3.0 | 274,139,763 | 266,355,269 | + 2.9 |
| NBC | 22,691,002 | 21,453,811 | + 5.8 | 249,640,296 | 235,290,937 | + 6.1 |
| Total | $60,684,822 | $58,669,469 | + 3.4 | $682,371,069 | $627,311,530 | + 8.8 |

1960 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | TOTAL |
|---|---|---|---|---|
| January | $13,260,010 | $23,477,358 | $20,980,897 | $57,718,265 |
| February | 12,677,110 | 22,977,171 | 19,923,712 | 55,577,993 |
| March | 13,487,460 | 24,043,799 | 21,072,164 | 58,603,423 |
| April | 12,701,240 | 22,580,032 | 20,642,038 | 55,923,310 |
| May | 12,876,050 | 23,209,917 | 19,414,264 | 55,500,231 |
| June | 11,948,700 | 22,062,832 | 18,959,323 | 52,970,855 |
| July | 12,529,660 | 23,442,997 | 19,805,457 | 55,778,114 |
| August | 11,366,100 | 21,448,482 | 18,052,503 | 50,867,085 |
| September | 11,875,080 | 21,103,437 | 18,436,653 | 51,415,170 |
| October | 15,239,570 | 23,024,149 | 25,086,325 | 63,350,044 |
| November | 15,841,960 | 23,563,839 | 24,575,958 | 63,981,757 |
| December | 14,788,070 | 23,205,750 | 22,691,002 | 60,684,822 |

Note: These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading-ing National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time rates or before frequency or cash discounts.

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Support for NAB Pres. Collins, who recently shook up NAB's board meeting in Palm Springs with a lively criticism of TV-radio (Vol. 17:7 p1), was voiced last week by 2 top-level broadcasting executives in N.Y. CBS Chmn. William S. Paley wrote Collins: "Many of us do not agree with some of the things you said—but your general objectives are the important thing, and we endorse them. You can count on our best efforts . . ." MBS Pres. Robert F. Hurleigh publicly supported Collins with an editorial in MBS's monthly newsletter, *Of Mutual Interest*. "What he (Collins) did was to spell out realities," said Hurleigh, "in terms even the most ostrich-like license holder could heed & understand. He eschewed patent defensiveness, argued for positive, remedial action to eliminate malpractices."

**Goldenson Talks Global TV:** International TV can advance understanding & harmony among the world's people, said AB-PT Pres. Leonard H. Goldenson last week. He told the San Francisco ad club that TV can "hurdle the handicap imposed by mass illiteracy" as does no other medium.

The free world, he warned, "can't afford to relinquish its pre-eminent position in the area of electronic communications and must take the initiative now."

American business must lead the global expansion, Goldenson challenged, pointing to a few pioneering corporations now advertising on the Central American TV Network. He said TV "can open new channels . . . to an unlimited & as yet untapped number of consumers."

Programming concepts must portray "in its truest form" the U.S. way of life, he added. New approaches & different concepts are demanded, although familiar areas of programming—entertainment & public information—will form the backbone of international TV. "The time to plan, to experiment, to act is now," he concluded.

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New Venezuelan TV network, VeneVision, in which AB-PT has a minority interest (Vol. 16:33 p9), began operation last week. The 3-station network covers a potential audience of 3 million in the areas of Caracas, Maracaibo, Barquisimeto and Valencia. A number of ABC-TV shows (*77 Sunset Strip, Maverick, Cheyenne*) are included in the schedule. TV ad billings committed to date total "close to $500,000," according to ABC, which represents VeneVision here. Young & Rubicam has bought participations for 7 clients: General Foods, Bristol-Myers, Procter & Gamble, Johnson & Johnson, Chrysler, S. C. Johnson, Dorothy Gray Ltd. Other advertisers include Firestone, Pepsi-Cola, Kellogg, Mobil Oil, Esso Standard, div. of Humble Oil, H. J. Heinz, Nestle, Philip Morris.

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ABC Radio regional-network consolidation to serve 10 Western states with regional programming was announced last week. ABC Radio West, as it is now called, will include 104 stations of the ABC Pacific network, the Arizona network and the Intermountain network. The coverage area encompasses 11 million radio homes & almost 26 million people. Jack H. Mann has been named dir. and Harry Woodworth sales mgr.

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NBC won't "editorialize" news, said NBC Chmn. Robert W. Sarnoff last week, in the latest of his open letters to TV editors. The current upsurge in informational programming has created problems of style & policy, he added, and "we have not yet resolved to our satisfaction some of the practical & procedural problems involving editorial opinion . . . We are continuing to work on these problems because we believe in the value of the broadcaster's editorial voice." NBC's approach to news is "interpretive reporting rooted in a responsible sense of fairness," he declared. Sarnoff also reiterated NBC's stated policy of refusing to schedule outside-produced news & public-affairs shows. "Interpreting the news through such programs is a keen responsibility. We therefore present them only when they are produced or directly supervised by NBC . . . It is not enough to review & evaluate a finished program dealing with public issues as produced by others. Responsibility demands that we be able to vouch for the competence of the research and preparatory interviewing, the impartiality in the selection of material, the conditions under which it is obtained, the interpretation of data, as well as the manner of presentation."

## Auxiliary Services

***More about***

**TELEMETER'S TAPED TRY-OUTS:** Telemeter's new plans to produce a program backlog specially for TV include "a wide variety of special programs on a scheduled basis," according to Pres. Louis A. Novins, who outlined projects due for trial runs in Toronto (see p. 3):

1. Gian-Carlo Menotti's opera "The Consul" will be shown for the week beginning March 16, matinees Saturday & Sunday. Taped "especially for Telemeter," it is uncut & presented "exactly as Menotti wrote it," runs 2 hrs., 13 min. with 5-min. intermissions. Patricia Neway, who originated the leading role on Broadway in 1950, will star.

2. A "direct-from-Broadway" performance of "Show Girl," starring Carol Channing with Jules Munshin is scheduled for April 2. Mobile units at N.Y.'s Eugene O'Neill Theater will pick up the show for a live telecast to subscribers in Toronto, where it will be taped for repeats.

3. Off-Broadway's current success, the David Ross production of Ibsen's "Hedda Gabler" starring Anne Meachem, is set for the week of April 20. Novins called this project "a new form of road show" which would otherwise be economically impossible for off-Broadway productions.

4. "An Evening with Edith Piaf in Paris," currently at the Olympia Theater in that city, will play during the week of May 4 as a filmed special.

Home "box-office" price will be $1.50 for "The Consul," may be upped or lowered "slightly" for future shows, depending on how much Menotti draws. (Telemeter charged $1.25 for Bob Newhart and scored a 30% rating—"which compares very favorably with free TV," said Novins.)

There is no official union wage scale governing pay-TV productions, but "the unions have been most co-operative," Novins said. Contracts have been worked out to grant creative personnel "a participation in the tapes over a long period of time, on a gross percentage basis."

Although Novins described the talent unions' attitude as "most co-operative," a union hassle seemed possible at week's end. Actors Equity indicated it would fight to protect "our exclusive jurisdiction" in the "Show Girl" theatrical production. Telemeter, however, pointed to negotiations with AFTRA dating back nearly a year (Vol. 16:20 pp4 & 12) when it recognized the union as bargaining agent for "The Consul." A long-range AFTRA-Telemeter contract was negotiated a few months later (Vol. 16:44 p2).

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**Exhibitors Mull Pay-TV Decision:** Movie operators, through the Joint Committee Against Toll TV—affiliated with Theater Owners of America—are still studying FCC's go-ahead on the Hartford pay-TV experiment (Vol. 17:9 p1). Philip F. Harling, chmn. of JCATT, told us:

"Uppermost in our minds is an appeal to the courts. Too little attention was paid by the FCC to the facts in the record. The programming is not in the public interest. They have nothing lined up. The pie in the sky was not brought down to earth. Whether we appeal or not, we'll be looking over the Hartford operators' shoulders all the time. FCC has given them no *carte blanche*."

Harling also said that exhibitors will oppose the wired pay system proposed for Little Rock, Ark. by Telemeter (Vol. 17:5 p3) in state Public Service Commission hearings expected at the end of this month. Harling asserted that the Ark. operation should come under FCC supervision because its proposed programming "will be interstate in character."

**McGee Boosts Boosters:** Sen. Gale McGee (D-Wyo.) returned from his recent vhf booster hearings in Salt Lake City & Casper, Wyo. with 4 major points, he told us last week:

(1) Operators needed clarification of FCC rules to tell them whether they could adapt existing equipment or would have to junk it. FCC Comr. Lee, who attended the hearings, went back to Washington, McGee said, and explained the problem to FCC—which then assured operators they could adapt present gear.

(2) Increased power is a prime desire. Operators insisted that many isolated transmitters couldn't possibly cause interference if they used more than FCC's one-watt ceiling. McGee said that Comr. Lee didn't encourage them much—noting that interference can extend hundreds of miles in some cases.

(3) Small-market stations are concerned about duplication—extension of other stations' signals into their coverage areas—just as they were with CATV duplication. McGee said that local-live stations "must be kept alive" and measures must be taken to reduce or eliminate harmful duplication.

(4) There is continuing CATV opposition to boosters. McGee said that there have been instances of CATV operators establishing boosters causing destructive interference —"for the purpose of driving boosters out of business."

No more field hearings are planned at present, according to McGee, but he said that Congress & FCC must settle the problem soon.

FCC acted last week to ease booster operators' problems of complying with new Commission rules which require publication in a daily newspaper of the fact that they have applied for new or changed facilities. The Commission modified the rules to allow the use of weeklies or bi-weeklies—or mere posting of notice in the post office if no other medium is available.

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**Canada Delays CATV Control:** Canada's Board of Broadcast Governors recommended last week that the government maintain a watchful eye on the development of CATV & wired pay-TV systems, but refrain from placing them under federal controls at this time. Both CBC & CAB had called for application of standard TV-broadcasting regulations to the 2 services, and both were represented on BBG's special study committee.

CBC Pres. Alphonse Ouimet said the network had modified its opinion and was agreeable to BBG's watchful-waiting proposal because wired- & pay-TV are not yet a major factor in influencing public opinion. He did recommend that the legislative definition of broadcasting be changed now to embrace CATV & pay TV so that the government could apply the broadcast regulations any time it thought necessary.

Canada currently has 260 CATV systems servicing 200,000 or 4.6% of all Canadian homes. About 100 of the systems carry Canadian TV programs exclusively. Less than 20 rely solely on U.S. TV stations for programming. The remainder offer both U.S. & Canadian shows.

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**TNT** has recently produced & networked closed-circuit shows for all of the automotive industry's big 4—GM, Ford, Chrysler and American Motors. In all, TNT has done 21 shows for the automotive industry.

**Translator starts:** K81AJ Ellensburg, Wash. began week of Jan. 9 repeating KNDO Yakima, Wash.

**H&B Buys 3 CATV Systems:** H&B American Corp. is acquiring 3 additional CATV systems, Pres.-Chmn. David E. Bright disclosed last week. The properties being acquired by H&B's recently organized subsidiary, Transcontinent Communication Systems Inc., are in Missoula and Whitefish, Mont., and Prescott, Ariz. Approximately $1.3 million is being paid for the properties & an intercity common-carrier microwave relay system that serves the same communities.

Bright said that with these acquisitions H&B will have about $6.5 million invested in the CATV industry, making it the largest single entity in the field. Last summer, H&B acquired 9 CATV systems from Jerrold Electronics for $5 million (Vol. 16:33 p8).

Bright also reported H&B's operating income of $300,732 represents earnings of 11¢ per share before depreciation & taxes, on sales of $2,569,291 for the last 6 months ended Jan. 30, compared with a loss of 8¢ per share on sales of $5,308,345 for the 6 months ended Jan. 30, 1960.

The latest purchases bring H&B's subscribers to a total of 41,500. Plans call for the acquisition of systems including about 20,000 more subscribers within the next several months—at a cost of about $3 million. H&B will then dispose of its non-CATV properties, leaving it the sole publicly-held firm exclusively in CATV.

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**TelePrompTer** acquired Elmira Video Inc. (Vol. 17:7 p24), Elmira, N.Y. CATV system, for 45,000 shares of TelePrompTer common stock (closed at 13¼ March 2).

## Congress

"I take my hat off," said Sen. Monroney (D-Okla.) in a *Congressional Record* statement commenting on NAB Pres. LeRoy Collins' speech at last month's NAB Board meeting in Palm Springs, Cal. (Vol. 17:7 p1). A member of the Commerce Committee and a frequent critic of TV rating services, Monroney said challenges thrown out to the industry by Collins were "encouraging, exhilarating and tough." All in all, Monroney went on, the Collins speech was "the freshest breeze we have heard from the medium which monopolizes the recreation of so many Americans." Monroney was particularly impressed ("I hardly can believe my ears") with the way Collins decried programming influences of the rating systems.

**Forgetful legislator:** Rep. Cramer (R-Fla.) voted last year for the Harris-Pastore Act. As enacted, its first order of business was to repeal part of Sec. 4(b) of the Communications Act which permits FCC members to collect "a reasonable honorarium or compensation" for speeches & articles. But on Feb. 23 Cramer introduced an "ethics" bill (HR-4812) calling for repeal of the honorarium bit all over again. Cramer's legislative aides, abashed, told us last week that he was unaware that the repealer already was law, that he'd withdrawn his bill for some rewriting.

**CBS-TV deserves commendation** for changing its mind about permitting "The Spy Next Door" to be shown on the *Armstrong Circle Theater* Feb. 15 after canceling it Feb. 1, Sen. Hruska (R-Neb.) told the Senate. He said it would have been "a grave mistake indeed" if the network had stuck to its original decision to cancel the show in the fear that it might damage U.S.-Soviet relations. Hruska inserted the TV script in the *Congressional Record.*

**Piped music services** would be exempted from communications excise taxes under a bill (HR-4236) introduced by Rep. Davis (D-Tenn.).

**OVERSIGHTERS AT WORK AGAIN:** A new Subcommittee on Regulatory Agencies to "take the place of & supplement the work" of the gone-but-not-forgotten House Commerce Legislative Oversight Subcommittee was set up last week by Committee Chmn. Harris (D-Ark.)

The roster of the new unit—assigned to "exercise continuous watchfulness" over operations of FCC & other govt. commissions & boards—probably will resemble that of the Oversight unit, with Harris himself as chairman again. He & Rep. Bennett (R-Mich.), ranking minority member of the full Commerce Committee, caucused March 3 on selections for it. They were reported agreed on a ratio of 5 Democratic members to 4 Republicans, but postponed naming the members until this week.

On taking over his new Subcommittee, Harris is expected to turn in a 3rd hat he has been wearing on the Committee—chairmanship of the Communications Subcommittee. Next in seniority line for that job is Rep. Rogers (D-Tex.).

Harris said the Regulatory Agencies Subcommittee will need "services of some technical staff," but that for the most part it will count on regular professional staffers of the full Committee to carry on the Oversighter's work. One of them is veteran communications counsel Kurt Borchardt.

No specific inquiries by the new unit in such areas as FCC and TV & radio were outlined by Harris, who said only that he had "no intention of abandoning or neglecting the responsibility [of the Commerce Committee] in this field." He did indicate that FTC operations would be one target, however: "There is no reason why false & misleading advertising should remain in a gray area, unchecked by regulation."

One investigative item on this year's Commerce Committee agenda—broadcast rating systems—may be shifted from the full Committee to either the Communications Subcommittee or the new regulatory-agency unit when a contract study of the services by the American Statistical Assn. (Vol. 17:9 p11) is completed.

The ASA report had been scheduled for delivery to the Committee in January, but won't be ready until late this month, at least. Chief counsel Robert W. Lishman of the Oversight Subcommittee, who has been cleaning up its left-over paper work, told us last week that drafts of the ratings study have been exchanged by members of a 3-man ASA committee. But Lishman said neither he nor members of the Committee had seen any part of the report.

Lishman plans to return to private law practice after the delayed ASA study comes in. He said he would not carry on with the Regulatory Agencies Subcommittee.

Meanwhile the House voted without dissent to give $435,000 to the Commerce Committee for "experts, clerical, stenographic and other assistance" to carry on all of its jurisdictional investigative work.

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**FCC's budget requests** (Vol. 17:4 p10) will be handled again in the Senate by Commerce Committee Chmn. Magnuson (D.Wash.), who wears another legislative hat in the regulatory-agency field as chmn. of the Appropriations Committee's Independent Offices Subcommittee. He was renamed head of the 16-man subcommittee.

**"How the FTC Works"** is the title of an article by outgoing FTC Chmn. Earl W. Kintner in *Repros*, Advertising Federation of America publication. Copies are available from AFA's bureau of education & research, 655 Madison Ave., N.Y.

**EVERYBODY FAVORS ETV:** Usually-cautious FCC Comr. Hyde, who takes a dim view of such govt. intervention as the Commission's latest moves to make TV & radio programming better (Vol. 17:9 p2), last week came out swinging against current fare—and prescribed govt. ETV subsidies as an antidote for it.

Hyde enlivened otherwise repetitious Senate Commerce Committee hearings on federal aid to educational TV by taking the stand to heap scorn on "cowboys, private eyes and giveaways." He also became the first FCC member to give public endorsement to $51-million proposals by Committee Chmn. Magnuson (D-Wash.) for station-equipment purchases by the states & D.C.

Expected support for the Magnuson bill (S-205) came from nearly a score of witnesses, including spokesmen for CBS-TV, RCA and Westinghouse Bcstg. Co. in addition to ETV professionals who also had testified for the measure at 2 previous sessions of Congress.

FCC Comr. Ford, who had just relinquished his Commission chairmanship to Newton N. Minow (see p. 2), reiterated FCC's traditional hands-off policy position on ETV subsidies. Ford also engaged in an indecisive colloquy with Magnuson on military uses of vhf channels (see p. 1). and urged Congressional approval of FCC proposals to require manufacture of vhf-uhf sets (Vol. 17:6 p1).

Ford said an FCC-drafted bill prohibiting interstate sale of sets which don't meet the Commission's proposed all-channel standards would be ready soon for Congress, which has pigeonholed such measures in the past. Pointing to unused uhf educational channels, he argued that the forced acceptance of all-channel sets would stimulate the spread of ETV. "We've tried everything else," Ford said. "And I think this is the only thing left." Some Committee members wondered whether repeal of the excise tax on uhf sets bought for ETV reception might do the trick. That wouldn't work, Ford said: "I've just about given up on the idea of the excise tax."

### Hyde Pleads for Federal ETV Aid

Then, speaking for himself, Hyde took over. "I feel impelled," he said, "to urge the use of federal funds for educational TV." He described ETV as "the single most important addition needed to improve our communications institutions in the public interest."

Hyde stressed these points: (1) "Starting with a different economic base, educational TV is not under the pressing need to equate public interest with maximum sales of soap, cigarets, beer, deodorants or cold remedies." (2) "I am optimistic enough about the possibilities of educational TV to believe that it can even educate the people to demand of commercial TV something better than a surfeit of cowboys, private eyes and giveaways."

CBS-TV Pres. James T. Aubrey Jr. also foresaw benefits to commercial programming in ETV systems activated by $1-million grants to each state. It would work the other way, too, competitively speaking, he said, because in the "competition of ideas & formats, some elements of commercial TV's format & showmanship may find their place in educational programming. And concepts of educational programming may well be adaptable to commercial TV in its endeavor to entertain & inform its viewers."

RCA Pres. John F. Burns, who once taught at Harvard & Lehigh, endorsed the Magnuson bill "as an essential first step in stimulating the national growth of electronic teaching methods."

Westinghouse's Washington vp Joseph E. Baudino submitted a statement by WBC Pres. Donald H. McGannon,

who said enactment of the Magnuson measure would break "a logjam that is thwarting the forward progress & expansion of educational TV."

One scheduled witness—HEW Secy. Abraham Ribicoff—didn't show for the March 1-2 hearings, but Magnuson told us that his absence didn't indicate any cooling-off of the Kennedy administration's support for federal aid to ETV. Magnuson said Ribicoff begged off appearing because he hadn't had time in his new office to familiarize himself with the proposed govt. program, which would be administered by HEW's Office of Education. Ribicoff is expected to testify at as-yet-unscheduled House hearings.

Other witnesses who testified or submitted statements in favor of the Magnuson bill included Sens. Metcalf (D-Mont.) & Cooper (R-Ky.), Pa. public instruction supt. Dr. Charles H. Boehm, NET Pres. John F. White, mgr. John Schwarzwalder of KTCA-TV St. Paul-Minneapolis, mgr. Loren B. Stone of KCTS-TV Seattle.

No opposition to the Magnuson plan was voiced by any witness or by any Committee member except Sen. Lausche (D-O.). He said he didn't like the idea of the federal govt. paying for things which should be bought by states & cities if they need them. "There is a misapprehension in the country that there are unlimited federal funds," Lausche complained.

Magnuson said he was confident that his bill would again be passed by the Senate, which has already approved it twice. Prospects in the House for ETV-aid legislation—probably modified to require states to put up money matching federal grants—are better than they were last year, when the Rules Committee blocked a floor vote on it. The Committee's membership has been revamped & liberalized (Vol. 17:6 p14). Another matching-grant bill (HR-5099) was introduced March 1 by Rep. Rogers (D-Tex.).

## Educational Television

**ETV research grants** totaling $252,000 have been awarded by the U.S. Office of Education to educational WQEX (Ch. 16) & WQED (Ch. 13) Pittsburgh and Miami U., Oxford, O. The 2 publicly-financed Pittsburgh stations received $126,000 under Title VII of the National Defense Education Act for an 18-month study of techniques in televised science demonstrations. A like amount went to Miami U. to finance a 38-month project, now under way, to determine how well students can master closed-circuit courses. The awards were among 23 new grants totaling $1 million that covered such other media fields as films & teaching machines. All told, the Office of Education has allocated $7 million for 139 audio-visual educational research projects since the program was started in 1958 (Vol. 14:49 p6 *et seq.*). The National Defense Education Act expires June 30, 1962, but an advisory panel of 20 educators has recommended that its programs be expanded and that the law itself be extended another 5 years. The programs will be administered in the Kennedy Administration by academic vp Sterling M. McMurrin of the U. of Utah, a philosophy teacher named to succeed Lawrence G. Derthick as U.S. Educational Commissioner. Under a $56,000 contract with the Office of Education, the National Assn. of Educational Bcstrs. is conducting a nationwide survey of educators to determine their precise TV channel needs. The survey will be followed by an engineering study by Jansky & Bailey.

**Latest ETV applications:** Ch. 17, Schenectady, by Mohawk-Hudson Council on Educational TV (William J. Gold, pres.); Ch. 29, Williamsville (Buffalo), N.Y., by Board of Cooperative Educational Services, first supervistory dist. of Erie County.

**ETV "patronage" trend** is growing quietly in San Francisco. It began recently on non-commercial KQED with the purchase by San Francisco Brewing Co. (Burgermeister Beer) of NTA's *Open End* series, which is now telecast on the educational outlet with a "KQED wishes to thank . . ." corporate mention. Intrigued, CBS Films recently checked up on how Burgermeister was doing with this bare-bones "commercial," discovered that the beer firm had received sackloads of mail and "a definite increase" in sales. Next move: CBS Films and KQED have worked out a deal for the prestige-laden, taped-in-N.Y. *Robert Herridge Theater*, a dramatic anthology. It will have as its "patron" (as distinguished from "sponsor") Bank of America, which will also receive "thank you" mentions but will have no say in the station's programs. FCC sources say that the ETV stations don't violate Commission rules when they accept programming material without payment. In fact, they point out, the stations are required to identify the donor under the new "payola" rules—and a "thank you" method is satisfactory. They report no complaints received from commercial stations.

**Unusual ETV effort in Maine** finds 3 private liberal arts colleges—Colby, Bates and Bowdoin—joining forces to build what is claimed to be the nation's "first full-powered satellite." CP for WPTT (Ch. 10) Augusta, now held by Bates, which acquired it from Boston storage-business operator Richard S. Robie last year, will be transferred to a corporation owned equally by the 3 colleges. Each has appointed 3 representatives; included are Carleton D. Brown, radio WTVL Waterville, and Horace Hildreth (Hildreth network). Plans call for construction of a $425,000 facility using 316 kw near Lewiston. An order for equipment has been placed with RCA and the on-air target is next September. The station will relay WENH-TV (Ch. 11) Durham, N.H. which in turn repeats WGBH-TV (Ch. 2) Boston. Eventually, studios will be built.

**Special TV course for teachers** has been developed jointly by the N.Y. City Board of Education and TIO "to help orient teachers constructively in their utilization of commercial TV as an adjunct to formal in-school teaching." Entitled *TV in Today's World*, the 15-session course deals with TV as communication & art form, industry, and social institution. Guest lecturers will include TV executives, creative, technical and research personnel. "Since TV occupies a large part of school children's free time, teachers could take a more active role in helping their pupils understand the medium and get the most out of it," said TIO Dir. Louis Hausman. The course, which began Feb. 16, is held in N.Y.'s Donnell Library.

**Wider use of TV** as an educational instrument in Cal. schools & colleges has been recommended by a subcommittee of the Assembly. The group warned, however, that ETV must be used wisely & in courses where it can be most effective. Other subcommittee recommendations: To justify itself financially, TV should be limited to courses in which at least 200 students are enrolled; the state college board of trustees should develop an overall plan and spell out how ETV should be used in each college; a policy should be established regarding the rights of instructors affected by the introduction of ETV.

**"Design for ETV"** is an elaborate, 96-page, illustrated brochure-report from Educational Facilities Labs on "how to plan new schools or adapt existing schools for teaching by TV." The subject was researched for EFL by Dave Chapman, Inc., Industrial Design. Copies are available from EFL, 477 Madison Ave. New York 22.

## The FCC

**INDUSTRY GETS AN 'A' ON SEC. 315:** In a follow-up report supplementing testimony by then-FCC Chmn. Ford to the Senate Commerce Communications Subcommittee (Vol. 17:6 p2), the Commission told Congress last week that TV & radio behaved themselves well during the 1960 Presidential election campaign.

Equal-time complaints from all sources could be counted on the fingers of one hand following Congressional suspension of requirements of the Communications Act's Sec. 315 for candidates for President & Vice President, FCC said in a 12-page recapitulation buttressed by 22 pages of statistics.

From Aug. 24 last year (effective date of the Sec. 315 suspension) until Election day in November, just 2 complaints about "equal opportunities" on the air were filed on behalf of Presidential candidates John F. Kennedy or Richard M. Nixon. And only 3 complaints came in from minor-party candidates for the White House. All beefs were quickly resolved by stations involved, FCC said.

In the comparable Presidential campaign period of 1956, when Sec. 315 was in full force, there were 13 complaints to FCC—4 on behalf of major-party candidates, 9 from all other sources.

The Commission had 2 suggestions for Congress in acting on a bill (S-204) by Sen. Magnuson (D-Wash.) to regularize the equal-time suspension for Presidential tickets. Both were minor.

For one thing, FCC said, language of the bill should make it "unequivocally" clear that "nominees" for President & Vice President are all of the candidates for the offices—not just Democrats & Republicans nominated at national conventions.

FCC also recommended that the bill take care—one way or another—of equal-time situations in which a top candidate is running at the same time for another office. This question was raised during last year's campaign by Lyndon B. Johnson's dual candidacy for election as Vice President & re-election to his Tex. Senate seat. Johnson's Republican opponent for the Senate, John G. Tower, had argued that he was entitled to equal time every time Vice-Presidential candidate Johnson appeared, but did not press the argument in any formal complaint to the Commission.

Scheduled for delivery to Congress by FCC in April is another batch of equal-time reading matter which is guaranteed to get close attention from all politicians. It will contain state-by-state TV-AM-FM statistical breakdowns on political announcements & programs (paid & sustaining) involving appearances by candidates not only for President & Vice President but for the Senate, House and governor.

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RCA won FCC contract for the transmitter for the Commission's N.Y. uhf project—lease of $377,584 running to June 31, 1962, "with option for renewal, if necessary." In addition, FCC will pay a dismantling charge of $135,615 if the transmitter isn't otherwise disposed of—*e.g.*, given or sold to ETV or municipal authorities at the conclusion of the experiment. The choice, FCC said, was "on the basis of power consumption, tube replacement, experience in installing and general performance as well as cost." The contract specifies installation by Aug. 1 and 2 months of testing before acceptance Oct. 1. Contract for an antenna is expected to be signed soon.

**Craven's Doubts on Govt.-&-Programming:** FCC Comr. T. A. M. Craven issued his concurring but dubious statement on the Commission's new program-form rule-making (Vol. 17:9 p2) too late for inclusion in our supplement reprinting the full text. Here it is:

"While there are several aspects of this Notice of Proposed Rule Making with which I am not satisfied; for example, the retention of a composite week and the requirement that an applicant specify the number of hours to be devoted to various types of programming, I think the Notice is appropriate for the purpose of obtaining industry comments.

"I have been in the past, and I continue to be, unalterably opposed to the Commission establishing guidelines for the programming of broadcast stations. For, as I have frequently stated, it is the legal obligation and privilege of the licensee and not the government to ascertain the mass communication needs, tastes and desires of the communities of this country. Establishment by the Commission of programming types which the applicant must follow in order to be seriously considered by this Agency would mean the throttling of initiative, creative thinking and the legal rights and duties of licensees in violation of the censorship provisions of the Constitution and the Communications Act. I certainly would not aid, abet, or condone any efforts on the part of the government to intrude on the private rights of individuals. In my opinion, it is the government's duty merely to ascertain whether the licensee has the sense of public responsibility necessary to enable him to operate a broadcast station in the public interest, and whether he has been diligent in ascertaining the needs, tastes, and desires of his community.

### Endorses FCC Program-Type Definitions

"In characterizing programming the Commission and the industry over the years have used terminology peculiar to the broadcast field to describe the programs which are transmitted to the public. While this descriptive language has now become an integral part of the broadcast field, there has been a wide disparity among the users thereof as to the appellation to be given to certain types of programs. What one broadcaster might call educational, another might call informational or entertainment. In an effort to obtain unanimity of thinking in this regard the Commission, in its proposed application form, has included certain program types and has attempted to define them as well as illustrate the type of programming which might come under such headings. I should think that this would be most helpful to the industry and the Commission, and it would in no way impinge upon the rights of broadcasters.

"Additionally, the Commission proposes to require applicants to list these program types and state the number of hours which they contemplate devoting thereto. I have already stated that I am opposed to requiring applicants to state the number of hours which they propose to devote to their various types of programs. Insofar as listing the programs according to type is concerned, I have no objection thereto as long as I am correct in my understanding that it is the Commission's intention that such list is to serve only to round out the applicant's narrative statement as to the type of programming he proposes to broadcast as a consequence of his study of the needs, tastes, and desires of the community which he proposes to serve. Insofar as I am concerned, no applicant need fear that all such types must be included in a proposal in order to be assured of favorable consideration by the Commission."

Last week, the Commission also issued 2 corrections to its proposed changes (see Special Supplement). Paragraph

4 of the "instructions" is changed to read:

"Applicants for renewal filing FCC form 303 need not complete paragraph 9(d), except to indicate the names, addresses, and positions of employes who are not U.S. citizens."

The paragraph titled "Controversial Issues of Public Importance" is changed to read: "State the past & proposed practice of the applicant with respect to the fair presentation of controversial issues of public importance, including the frequency of the editorials (if broadcast) or other types of programs, and the procedure followed with respect to the presentation of opposing points of view. If this is an application for renewal of license, describe at least 2 leading community issues (*i.e.*, local in nature) in each of the last 3 years and state whether specific programs and/or announcements have been broadcast in connection therewith, the number & length thereof, and the times at which broadcast."

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Award of Ch. 2, Portland, Ore. was granted last week to Fisher Bcstg. Co. by FCC, which denied the competing application of Tribune Publishing Co. It thus affirmed examiner Herbert Sharfman's initial decision (Vol. 16:2 p7). Fisher is 60% owned by the owners of KOMO-TV Seattle. Tribune owns KTNT-TV Tacoma & *The Tacoma News Tribune*. "Of decisional importance," FCC concluded, "is the question of which applicant gives greater assurance that it will do what it proposes to do. Insofar as such is predictable, thc answer is 'Fisher.' Its principals' backgrounds are more diverse than Tribune's, thus indicating that a broader range of experience will be brought to bear upon problems which might confront the station. The local residence of three 10% stockholders, who, though lacking in broadcast experience, appear determined to have more than a passive voice in the operation of the proposed station, weighs strongly in Fisher's favor. Finally, Fisher's past broadcast record at Seattle has been demonstrated to be superior to that of Tribune at Tacoma despite its abandonment of FM and its promise-vs.-performance variance in the area of spot announcements, and this factor is entitled to considerable weight."

Ch. 10, Medford, Ore. is free for CP—with the withdrawal of TOT Industries and Medford Telecasting leaving radio Medford the sole applicant. Radio Medford will pay TOT $6,700, Medford Telecasting $9,300, for expenses incurred to date. FCC chief examiner Cunningham approved the agreements.

FCC Comr. Robert E. Lee will address a joint banquet meeting of N.Y. state legislators & broadcasters in Albany March 7, at the Sheraton Ten Eyck hotel, to stress the need for activating the state's fallow uhf ETV CPs. Guests will include Gov. Rockefeller.

CP for KFUR-TV (Ch. 11) Santa Fe has been reinstated by FCC which approved its transfer from Harrison M. Fuerst to Raymond F. Hayes & Milford Kay—for $2,700 out-of-pocket expenses.

## Foreign

West Germany's proposed 2nd TV network was dcclared unconstitutional last week by the federal Constitutional Court, which upheld a challenge brought by 5 West German state governments. The ruling was considered a major defeat for Chancellor Adenauer, who had been closely identified with thc controversial network proposal.

## Stations

**NEW & UPCOMING STATIONS:** KCDA (Ch. 3) Douglas, Ariz. began programming Feb. 27 as an independent outlet after receiving FCC program-test authorization Feb. 24. The new starter boosts the on-air total to 582 (90 uhf) outlets. KCDA has a 500-watt transmitter furnished by the station's owner Electron Corp., Dallas, Tex. A Jampro antenna has been installed on the roof of the Gadsden Hotel, Douglas.

William B. Miller, ex-KBTV (now WFAA-TV) Dallas and more recently consultant to Mexican TV stations, is gen. manager. Daniel C. Park, ex-radio WIRE Indianapolis, more recently with Better Business Bureau of Tucson, is commercial mgr. David B. Miller, coming from management & production in the entertainment industry, is production director. Norman Robb is chief engineer. Base hour is $150. Rep not reported.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

KCSD-TV (Ch. 19, educational) Kansas City, Mo. now has a mid-March target for programming, reports J. Glenn Travis, admin. asst. to the school supt. of the Kansas City School Dist. It has just completed work on studios in the Board of Education Bldg. A 1-kw GE transmitter has been ready for use since early January, and the antenna was installed on a stub tower atop City Hall last fall. Zoel, Parentian, ex-WETV Atlanta, Ga., has been named producer-director.

KBMT (Ch. 12) Beaumont, Tex. has set a May 15 target, writes John H. Fugate, gen. mgr. Owners Randolph C. Reed, pres. & 50%, and N. D. Williams, secy. & 50%, operated KBMT on Ch. 31 April 1954 to Aug. 1956. (Additional information about construction has been requested from Mr. Fugate.)

KPOB-TV (Ch. 15) Poplar Bluff, Mo. has a tentative June 1 target for its start as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill. (an ABC-TV affiliate). The report by O. L. Turner, gen. mgr. of WSIL-TV, also states that a studio-transmitter building has been completed and installation of GE equipment, purchased from defunct WBLN (Ch. 15) Bloomington, Ill., began on March 1. Work on a 500-ft. utility tower is scheduled to start March 30 or before. It will use a GE 4-bay helical antenna. Personnel not chosen and rates not set. WSIL-TV rep is Meeker.

CJOH-TV (Ch. 13) Ottawa, Ont. has changed its target for programming to March 12 from the previous March 1 target, wires W. O. Morrison, sales mgr. It has an 18-kw Marconi transmitter & 600-ft. Microtower. Base hour will be $475. Reps will be Young and Stovin-Byles.

CHCB-TV (Ch. 10) Banff, Alta. has been delayed until mid-March for its start as a satellite, reports G. A. Bartley, pres. of parent CHCA-TV (Ch. 6) Red Deer, Alta. It will be an automatic unattended repeater and will be sold as a bonus to CHCA-TV, which has a $200 hourly ratc.

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KCMC-TV Texarkana, Tex., which is changing call letters to KTAL April 1 when it expects to begin operating from a site at Vivian, La., 30 mi. from Shreveport, has signed with NBC-TV as its Shreveport outlet, with the effective datc tentatively set for Sept. 1.

Triangle stations are moving their N.Y. sales office to 320 Park Ave. New telephone is Plaza 9-7115.

**SPOT GAINED 6.3% IN 4TH QUARTER:** Spot-TV sales in 1960's final quarter produced gross time billings of $163,060,000, TvB noted last week in a report based on a 330-station checkup compiled with N. C. Rorabaugh. The Oct.-Dec. volume pushed 1960 business to a preliminary $616,701,000 total—7.9% ahead of 1959 billings on the basis of similar estimating procedures.

The 4th-quarter figures reflect the new 4-part measuring system introduced by TvB with its 2nd-quarter report (Vol. 16:40 p10). Based on the measuring system operative a year ago, 1960's 4th-quarter volume would total $176,105,000—or 6.3% ahead of Oct.-Dec. 1959.

Prime-night accounted for 32% or $52.3 million of the total time investment, followed closely by day with 31% ($50.5 million). Late night accounted for 19.1% ($31.1 million); early evening, 17.9% ($29.2 million).

More than three-fourths (76.4% or $124.6 million) of the Oct.-Dec. volume went for spot announcements. The balance was divided 13.1% ($21.3 million) for programs and 10.5% ($17.2 million) IDs.

Food & grocery products, with total gross time billings of $46.6 million, led all product classifications (TVs & radio receivers accounted for only $107,000 of total spot ads). Procter & Gamble was the 4th quarter's top time buyer, with billings of almost $12 million. Runner-up: General Foods, $4.8 million.

Three newcomers were added to the list of top-100 spot spenders: Corning Class, 76th ($435,000); Ideal Toy, 74th ($445,900); J. Nelson Prewitt Inc., 89th ($405,500).

* * *

**Price boost for 60-sec. spots** (to bring their cost into "a more realistic balance with the cost of triple-A 20-sec. spots") and discount revisions are highlights of WNBC-TV N.Y.'s new rate card No. 21, effective March 1. Previously, WNBC-TV—like many other stations—had been charging the same price for both 1-min. and 20-sec. spots in prime evening hours. Under the new card, the 1-min. spots will jump in price to $2,500 (an increase of $200) on the basis of 4 each week. The 20-sec. spots will generally remain the same, although there'll be a 40% fixed-position discount in the 8 p.m. station-break strip, making the new per-spot rate $1,380. Daytime spot rates, thanks in part to NBC's upbeat daytime ratings, receive a "minor upward revision," as do spots slotted next to nighttime newscasts. New maximum discount on the station at night with a large spot buy is 57.25%, an increase of 7.25% over the previous rate card.

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**Transfer of about 25% of CHAN-TV** (Ch. 8) Vancouver, B.C. for an undisclosed price (Vol. 16:48 p13) has been recommended by BBG and awaits approval by Federal Transport Minister Leon Balcer. The stock is being acquired by Famous Players Canadian Corp. Ltd. and Canastel Bcstg. Co. Ltd., the latter a subsidiary of British program contractor Associated Television Ltd. Famous Players will be represented on the CHAN-TV board of directors by its B.C.-Alta. div. supervisor Maynard S. Joiner, and Canastel by its managing dir. William Jones.

**New CBC microwave hook-up** Feb. 18 with CBAFT (Ch. 11) Moncton, N.B. brought the area its first live French network TV. The station has been using kines since it began operation in Dec. 1959. The microwave system cost $1.2 million and has towers at Dalhousie, where the signal is first picked up, and at Guitar, Allardville, Bartibog, Rogersville and Adamsville.

**That ABC-Taft Deal:** Final details of the affiliation switch by Taft-owned WKRC-TV Cincinnati from CBS-TV to ABC-TV at the end of April (Vol. 17:9 pp3 & 4) include these highlights:

1. WKRC-TV will enter the ABC-TV lineup as a primary affiliate at a $1,750 network hourly rate. This, ABC-TV points out, is "not a network rate increase in the Cincinnati market"—the present ABC affiliate, WCPO-TV (joining CBS-TV April 30), having been getting the same rate. It represents, however, a $250-an-hour boost (or a gross network-rate boost of around $275,000 annually) for WKRC-TV. The station's compensation rate, adds ABC, will be "standard."

2. In its shared-affiliation rivalry with CBS-TV on Taft-owned WBRC-TV Birmingham, ABC-TV is going all-out to be competitive financially with CBS. The station's network rate will be similar with both networks. But an increase in compensation rate works out to just about the break-even point for ABC-TV; *i.e.*, ABC will pick up line charges to Birmingham on ABC shows, provide a compensation rate of approximately 54%, and will pocket no profit. CBS won't match the deal, we're told.

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**Bids abound for WNTA-TV N.Y.** David Susskind is the latest contender for ownership of the independent, on the market since mid-February (Vol. 17:8 p8). Reportedly, Susskind has the financial backing of "a reputable concern" and will inform NTA of his offer "shortly." Other bidders: A citizen's group working with NET bid $4 million (Vol. 17:9 p8), and was turned down by NTA, but has indicated it will raise its offer "at the proper time." And Ely Landau, ex-NTA chmn. who stated he would make a "substantial offer," last week formed Landau Bcstg. Ltd. to handle negotiations.

**Westinghouse is "banker"** for a deal whereby a Montreal firm, Shoreacres Bcstg. Co. Ltd., is putting up over $4 million to buy CKEY Toronto, said a report from Montreal last week. The Shoreacres concern is seeking authority from Canada's BBG to take over the CKEY license from Consolidated Frybook Industries Ltd., now owned by *Liberty* magazine. No confirmation of such an arrangement could be had from Westinghouse Bcstg. Co. in N.Y. (For report on WBC program activities see p.3.)

**KJEO (Ch. 47) Fresno** has been sold for $3 million to Shasta Telecasting Corp., operator of KVIP-TV (Ch. 7) Redding, Cal. The price is the highest ever paid for a uhf station. The area is now all-uhf, FCC having deleted Ch. 12, shifting KFRE-TV to Ch. 30. KJEO is an ABC-TV affiliate, KMJ-TV, NBC-TV; KFRE-TV, CBS-TV.

**Off-air WUTV (Ch. 36) Charlotte, N.C.** transfer application has been filed with FCC to permit the following to acquire 12.5% each for total consideration of $34,000: C. J. Hawes, D. W. Phillips, Franklin Brown & L. W. Coppala. This will reduce holdings in Century Advertising Co. Inc., owner of WUTV, from 37.5% to 18.75% for Hugh A. Deadwyler; from 37.5% to 18.75% for F. P. Larson Jr.; and 25% to 12.5% for R. E. Redding.

**Friendly rivalry** between San Francisco's KRON-TV and KGO-TV spurred the former's gen. mgr. Harold P. See to wire the latter's gen. mgr. David M. Sacks: "ASSUME AVERAGE VIEWER COMMENT RE YOUR NEW NEWS SHOW WOULD BE 'GOOD.'" Sacks was proudly showing off this heartwarming message when See's follow-up wire arrived reading: "TO PREVIOUS WIRE ADD THE WORD 'GOD.'"

## Advertising

**SUCCESS STORY—CHAPTER 3:** Continuing our coverage of local TV successes (Vol. 17:8 p11), this report covers regional & local food products, grocery outlets, beverages and restaurants.

**WOW-TV Omaha, Neb.** In Jan. 1957, the station talked a local supermarket chain, Shaver's Food Marts of Omaha, into co-sponsorship of the station's *Million-Dollar Movie* feature series. "We noticed an immediate increase in our business," said Shaver's ad mgr. Neil Shaver. "It continued to build month by month and by the end of our first year, our business had increased nearly 33%. As we did no other advertising, the gain can be chalked up completely to TV." Added WOW-TV gen. mgr. C. A. Larson: "When Shaver's started on our station, it owned 4 Food Marts. Today, there are 6—with a 7th under construction." Since its initial purchase, Shaver's has expanded WOW-TV sponsorship to include the syndicated *Sea Hunt* series and nighttime minute announcements. "TV," said adman Shaver, "has given us an image of quality that is difficult to achieve in other media."

**WAST Albany, N.Y.** An exclusive client for the past 9 months, the Ventre Packing Co. has increased sales for its TV-sold product, Enrico Spaghetti Sauce, "a full 25%," according to station promotion mgr. Michael S. Artist. Full sponsorship of the 30-min. syndicated telefilm series *Target* helped Ventre to achieve "a 90% distribution factor in the Albany-Schenectady-Troy market."

**CFCL-TV Timmins, Ont.** Unable to score any strong gains against veteran competitors, executives of McDonald Beverages Co. came to this Canadian station to take a chance on a trial TV campaign. Reported station mgr. Jean De Villiers of what followed: "Four years ago, at the opening on our TV station, McDonald Beverages sponsored a 30-min. program with live commercials. The impact was such that they reported a 50% sales increase in the first year, and a 20% rise in the 2nd year. McDonald has become *the* soft drink plant of Northern Ontario, all through TV advertising."

**KDKA-TV Pittsburgh, Pa.** A literal "overnight success" was scored not long ago for a local Pittsburgh supermarket chain. Wishing to promote a special sale of prime beef, the food retailer bought a single late-night feature film. Result: by noon next day, some 300,000 pounds of beef were sold. Added station promotion-PR dir. Peter Thornton: "These results were achieved with just 4 commercials—all 4 between 11:15 p.m. and 1:30 a.m."

**WLWI Indianapolis, Ind.** "We're proud to cite the Frisch Drive-In Restaurants as one of the outstanding ad campaigns exclusively on our station," reported gen. mgr. John B. Babcock. "When it started on TV, Frisch was completely unknown in this very competitive restaurant market. Frisch opened one location and advertised it on several 5-min. weather shows, plus a supplemental schedule of alternate-week 60-sec. announcements. Now, 2 years later, Frisch is making plans to dedicate its 11th restaurant in our coverage area."

**WJXT Jacksonville, Fla.** "An admittedly rough beer market from the standpoint of a new entry." Station promotion dir. Tom Mahaffey so described the Jacksonville marketing situation facing Busch Bavarian Beer, a premium-priced brand. In Sept. 1958, Busch purchased a heavy spot TV schedule on WJXT, with only a light schedule in other media. Result: "By Feb. 1959, Busch was the No. 3 beer in this area and sustained TV advertising has kept it in this position ever since."

**WPTA Fort Wayne, Indiana.** This midwestern outlet reported that Hobby House Restaurants have been WPTA sponsors for the past 2 years, using no other advertising. By all indications, what keeps things this way is results. Hobby House advertised recently a special "Kentucky Fried Chicken Sale" on *Club 21*, a Sat.-night teen-age dance show with considerable adult appeal as well. All the Hobby House restaurants were sold out the first day of the sale, with people waiting in lines for over an hour, stated WPTA. The restaurant chain's TV-stimulated success has enabled it to expand recently from 3 to 5 restaurants.

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**Parting shot at James M. Landis,** President Kennedy's regulatory agency advisor, has been fired by lame-duck Republican FTC Comr. Edward K. Mills, who is being replaced by Democrat Philip Elman (Vol. 17:7 p3). He said that Landis made "arbitrary & unreasonable" agency-reform proposals in his report to Kennedy (Vol. 17:1 p1), that in other FTC recommendations Landis seemed more interested in "an improved organizational chart" than in improved administration. As for FTC's operations under outgoing FTC Chmn. Earl W. Kintner, Mills said the agency had acquired "momentum." But he suggested more attention should have been paid to long-range FTC planning and to "major business evils" than to piling up a "statistical box score" of cases started. For one thing, Mills recommended that more authority be delegated to individual FTC members in in the future.

**"Interim guide-lines"** for toy advertisers were issued last week by NAB's N.Y. Code office, pending a review by the Code Review Board of a recent hassle over alleged abuses of viewer confidence in last Christmas-season's toy commercials (Vol. 17:2 p8). Commercials should "avoid demonstrations or dramatizations that show a toy in use in a manner that is not authentic . . . dramatizations from real life (or) suggesting attributes not inherent—unfair glamorization . . . dazzling visual effects . . . sounds of the real object." Recommended: "The toy in the framework of a play environment, performing in a way actually representing the toy." Another Code office caution: Avoid the use of the word "only" in front of the toy's price.

**U.S. cosmetics industry** has been warned by FTC in letters to 40 manufacturers to eliminate advertising-&-promotion representations that domestically-made products have foreign origins. Citing widespread complaints from consumers that "words, names and phrases" used on labels mislead buyers to believe the products are imported, FTC gave the manufacturers until March 20 to decide whether they will comply voluntarily with truth-in-cosmetics rules. Otherwise, said FTC, "mandatory procedures may be used."

**All media have shown a gain,** although slight, in co-op advertising over the past 3 years, reports ANA. Newspapers showed the largest gain among ANA members using co-op advertising. Of 203 advertisers in the study, 102 reported use of newspaper co-op advertising. TV had 45; radio had 56. Of total respondents, only 76 reported no use of co-op.

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**People:** **Robert H. Schmidt** named PR vp, Grant Advertising . . . **William D. Kistler** appointed a vp, Assn. of National Advertisers. He will be in charge of the media committee . . . **Jack L. Warner,** Warner Bros. Pictures pres., will serve on the industries advisory committee of the Advertising Council . . . **Maitland Jones** named vp & associate creative dir., Donahue & Coe.

Comparison pictures used in TV commercials to illustrate Wesson Oil's claimed advantages over "solid shortening" aren't in conflict with the product-disparagement clause of NAB's TV Code as now written—but the language may be clarified to cover such representations. That, in essence, is the answer of the Code office in Washington to complaints by big TV advertiser Procter & Gamble and its agency Compton that the Wesson commercials display a can, labeled "solid shortening," which is otherwise an easily-recognizable P&G Crisco can. The Code clause (XII-C) cited by the complaints says "copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions." It was the first time the Code office had been called on to make a ruling on acceptability of commercials which don't identify a competing product directly in downgrading it. In the Wesson-P&G case, Compton had called on stations carrying the Wesson commercials to cancel them—and questions from the stations poured into the Code office. All code subscribers were notified in a letter signed by N.Y. office dir. Stockton Helffrich that the Code Review Board would take a fresh look at the subject.

TV Code progress is being made in the area of "false & misleading" advertising copy, said N.Y. TV Code office dir. Stockton Helffrich in a discussion of taste in TV commercials at an RTES meeting in N.Y. He asserted that lurid descriptions of competitors' deficiencies and "copywriters' pitches which resemble a Cook's tour through the alimentary canal" prove that "a TV Code is needed." Noting a Better Business Bureau challenge, Helffrich added: "Advertisers must be willing to forego performance claims until they can prove them; agencies must demand proof without fear of offending clients; and media must pass up revenue rather than accept unsupported claims of a questionable nature."

Recent NAB Code target, Holland House, is "very pleased" with the results of its cocktail mix campaign on non-Code-subscriber WNTA-TV N.Y. and is ready to expand "on a national level." So said David Sheinker, its pres. & ad mgr. last week, adding that non-Code stations in Boston & the South are under consideration. Said he: "The Code is operating under a double standard—it permits club soda and quinine water ads. We feel our product is in the same category." NAB ruled last fall that the Holland House commercial "did not follow the spirit & intent of the Code since the actual mixing of a whiskey sour" was shown (Vol. 16:39, 40, 41).

A Lemmy is a "so-so show—not quite a lemon, not quite an Emmy," explains a recent *Television Age* in producing a whole new clutch of Madison Ave. clichés. "A tall tower but no signal" refers to a man who is impressive at meetings until he opens his mouth. "A Key West snow tire" is an impractical suggestion. "Don't pan while I dolly" is a request to quit changing the subject. And if the meeting is not producing the needed idea, one now says: "Rattle the knob again; there must be somebody home."

Northwest Schools Inc., Portland, Ore. firm which has branches in 9 other cities, has been ordered by FTC to stop misrepresenting employment prospects of students enrolled in correspondence & resident courses which included "Television Broadcasting." In its opinion FTC modified & adopted an initial decision by examiner L. H. Laughlin.

New reps: WLEX-TV Lexington, Ky. to Raymer March 1 from Bolling • WTVP Decatur, Ill. to Blair Television Associates Jan. 1 from Gill-Perna.

## Technology

**Space Race Accelerates:** Long-range plans for space communications were filed with FCC last week by 17 parties, and they included a determined effort by several organizations to use the new technology to cut a slice of AT&T's pie.

Notable among comments were those of RCA, General Telephone & Electronics and Lockheed—which propose a joint effort in the field. Lockheed included a Justice Dept. letter, from acting asst. antitrust chief W. Wallace Kirkpatrick, which gave the 3 a certain amount of antitrust immunity for their project. They propose the synchronous type of satellite—3 of them 22,300 miles out—as contrasted to AT&T's recommended series of 20-30 low-flying units. Drawback to the far-out type, AT&T says, is that time delays (about one second) make 2-way conversations unsatisfactory.

FCC & NASA, meanwhile, announced the signing of a "memorandum of understanding" which stated that civil space communications would be a private-enterprise operation under govt. supervision & encouragement.

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New-model RCA TV tape recorder (TRT-1B) has "improved picture quality, greater reliability, versatility & all-around performance," according to RCA Best. & TV Equipment Div. vp-gen. mgr. C. H. Colledge. Among the features of the new recorder, which retains the basic design concept of its predecessor: (1) Conversion to color has been simplified, now requires only a half rack of additional equipment; color-rack price has been cut by more than one-third. (2) Transistor signal processing amplifier, with key function controls grouped on a single accessible control panel. (3) Increased limiting (more than 55 db) of the demodulator, minimizing "drop-outs" & extending usable life of tape. (4) Separate guide position controls for record & playback, reducing possibility of error. (5) Variable de-emphasis network for quality playback of non-standard tapes. (6) Transistor power supplies for lower power consumption & greater reliability. RCA said it has manufactured more than 200 TV tape recorders in 2 years.

Broadcast engineering problems ranging from automation & tall-tower rules to TV frequency-deviation monitoring & space communications were explored March 1 by NAB's Engineering Advisory Committee at a Washington meeting. No policy recommendations were reported adopted by the Committee, which is headed by A. James Ebel of KOLN-TV Lincoln. But it did vote a resolution expressing regret over the resignation of NAB engineering mgr. A. Prose Walker, who joins Collins Radio May 16.

New series of TV monitors was announced recently by GE. Available with 14-, 17- or 21-in. tubes, they're designed for maximum accessibility. All normal servicing & adjustments may be accomplished without major disassembly. The resolution (800-line minimum horizontal) is claimed to exceed that of all standard camera chains. The size, focus & linearity controls may be operated individually, with no interaction.

Inexpensive sound-newsfilm operation has been developed by KPHO-TV Phoenix, using the Fairchild 8mm home-movie magnetic sound camera, which retails at $239.50 (Vol. 16:5 p21). As adapted by station engineer George McClanathan, KPHO-TV uses the Fairchild camera & companion sound projector (listing at $240.50) and Fairchild's rapid film processor.

## Programming

Threats of TV censorship are implicit in the Supreme Court's decision upholding the authority of Chicago's city officials to pre-judge theatrical movies, NAB said in urging that the case be heard again. Joining with other media in supporting a petition by the Times Film Corp. for re-examination of the 5-4 ruling (Vol. 17:9 p12), NAB argued in a brief that "what disrupts the basic freedoms guaranteed by the First Amendent with respect to one medium, affects all others." The brief said the Supreme Court majority in the Times Film-"Don Juan" case may have assumed that normal processes in criminal courts give protection against censorship to other media. "We submit that this is not a sound assumption," NAB argued. "But even if true, what is vital to freedom of expression and distinguishes a free society from a police state is that there be no prior censorship of any media." Among groups united for the Supreme Court move were the American Society of Newspaper Editors, American Society of Magazine Photographers and Society of Magazine Writers. Thanking all of them for their help, Times Film Corp. Pres. Jean Goldwurm suggested from Europe that an all-media Permanent Council Against Censorship be organized.

TV is rated higher in 1961 than it was in 1959, according to the latest Schwerin Research Corporation sampling of 920 viewers. This year 66% rated TV excellent or good as against 60% two years ago. However, the 66% included a pickup in "good" (29% to 40%) and a drop (from 31% to 26%) in "excellent" ratings. (For the same years, the same audience rated magazines as doing an excellent or good job as follows: 68% in 1961 vs. 59% in 1959.) Asked for their main criticisms of TV, 9% (in both sexes) gave general approval, but among the men, 60% complained of programs and 31% of commercials. Women had a higher ratio of commercial complaints: 42% vs. their 49% disapproval of programs. Program complaints were largely about Westerns, sex, violence and lack of culture. Commercial complaints were mainly about their being too numerous; less than one in 200 viewers accused commercials of being deceptive or mendacious.

Add public service: An amnesia victim, puzzling Pittsburgh police for 24 hours, was identified by 2 people immediately after being interviewed on a KDKA-TV Pittsburgh noontime news show.

### FACTBOOK NO. 32 CLOSES MARCH 10

The 1961 Spring-Summer edition of TELEVISION FACTBOOK (No. 32), our new and greatly expanded issue containing data never before published in one volume, closes for advertising on Friday, March 10.

The new FACTBOOK, for the first time, provides station area coverage and circulation at a glance—contour maps of all commercial stations as filed with the FCC, county by county and net weekly circulation of all commercial stations as reported by the American Research Bureau 1960 Television Coverage Study, plus all the regular features which, since 1947, have made TELEVISION FACTBOOK the industry's most frequently used reference.

To reserve your advertising space for this new 1,088-page edition, we suggest you get in touch with our Business Department today. Call, write or wire for rate card and descriptive brochure.


# Television Digest

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hallywood Blvd.
Hallywood 28, Cal.
Hallywood 5-5210
DAVID KAUFMAN

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**Personals:** Sig Mickelson, ex-pres. of CBS News, joins bcstg. div. of Time Inc. with "broad responsibilities for Time Inc. plans in the fields of international broadcasting" . . . Seymour L. (Stretch) Adler ex-Official Films and Guild Films, promoted from national sales dir., Paramount Television Productions, to vp & gen. mgr., Paramount-owned KTLA Los Angeles.

Samuel G. Henderson Jr., gen. mgr., WGAN-TV Portland, Me., and vp of Guy Gannett Bcstg. Services, will resign Oct. 1 to begin study to become an Episcopal priest . . . Edgar J. Scherick, ex-Sports Programs Inc. (his own production firm), named ABC-TV network sales vp . . . Keith T. McKenney promoted from local sales mgr. to gen. sales mgr., WJBK-TV Detroit.

Peter Robinson named associate dir. of program development, CBS-TV, Hollywood, succeeding Bruce Lansbury, recently named to new post of daytime programs dir., CBS-TV, Hollywood . . . Abe Mandell appointed to new post of ITC administration vp. He continues as international sales vp . . . Don B. Curran named to new post of publicity & promotion dir., ABC Radio's o&o stations, effective April 11 . . . H. D. Neuwirth named vp & radio sales dir., Metropolitan Bcstg. Corp.

Paul B. Evans, ex-Metropolitan Bcstg. Corp., Storer and NBC, named gen. mgr., WHCT Hartford, which will test Zenith's Phonevision pay-TV system . . . Robert M. McGredy, ex-WBC and WCAU-TV Philadelphia, named gen. sales mgr., TvAR, suceeding Jack Mohler, resigned . . . Michael Joseph named ABC Radio program consultant to o&o stations . . . N. Gary Eckard, ex-ARB, named vp, Charles Harriman Smith & Associates.

President Kennedy & former Vice President Richard M. Nixon will get RTES's Gold Medal Awards for "outstanding achievement in broadcasting" this week (March 9). The awards will be accepted *in absentia*. The President's medal will be picked up by his communications advisor, J. Leonard Reinsch, exec. dir., WSB-TV & WSB Atlanta. Herbert G. Klein, *San Diego Union* editor and press secy. for the former Vice President, will pick up for Mr. Nixon. RTES's Gold Medal Awards were established last year, the first going to Brig. Gen. David Sarnoff, RCA chairman.

David Brinkley, asked whether he's getting into station ownership, comments: "I'm working on it."

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**WHAT'S NEW IN PICTURE TUBES & TV SETS:** Stability, maturity, quality seem to be the best words to describe the TV industry and its product for 1961-'62. The days of the breathtaking scientific breakthroughs have passed—at least temporarily—with the '50s. Today's advances are centering around increased reliability, simpler servicing, better styling, higher quality.

If there's such a thing as a "minor breakthrough," here are some upcoming & current ones in picture-tube & set technology & merchandising: (1) A new no-glare laminated picture-tube cap from Corning. (2) A potential 2nd source of supply for color tubes before year's end. (3) Revival of 17-in. sets this spring. (4) Eventual price increase in 19-in. sets due to hikes in tube & other part & material prices. (5) Some chance for full-scale production of Pittsburgh laminated picture-tube shields by early 1962. (6) Availability of super-low-power picture tubes for battery portables, if anyone wants them.

Next "major breakthroughs" in consumer-electronics technology probably will be in non-TV fields—such as refrigeration (see story on p. 18). Widely heralded picture-on-wall electroluminescent TV screen is only tentatively chalked in for middle or late 1970s. A simplified low-cost color-TV system is not in sight.

These observations are based in part on a visit last week to Sylvania's vast picture-tube operation in Seneca Falls, N.Y. (the biggest of its 3 CR-tube facilities) and to its Home Electronics hq in nearby Batavia. Among new & upcoming highlights:

**'Velvetone' No-Glare Glass:** Sylvania, and presumably other tube makers, will soon be sampling to set makers a new Corning anti-reflective laminated cap for 19- & 23-in. picture tubes. "Velvetone" cap was designed to meet objections to present anti-reflective shield—which it replaces. We saw demonstration and, from our viewpoint, the new shield represents good compromise—diffusing reflections without appreciably affecting picture resolution. It will be priced the same as old anti-reflective cap, which failed to gain industry acceptance, having been used only on Sylvania receivers and on some high-end Zenith models. It will be available in time for summer new-line showings.

**Picture-tube Implosion Shields:** We saw lab samples of tubes with newly improved Pittsburgh laminated plate-glass shield and with du Pont Mylar plastic shield. Briefly, this is how they are seen at this moment by Sylvania Electronic Tubes gen. mgr. Gordon Fullerton and asst. chief engineer Max Krawitz: Mylar still has "long way to go—another year of development & research at the very minimum." On the plus side, it holds promise of cheaper, lighter 19-in. tubes. Negative aspect is its susceptibility to scuffing, they said, plus a tendency to bumps & bubbles in preliminary samples—indicating need for "much more intensive work on equipment & material."

Pittsburgh glass shield is more advanced and "could be a product in 6-to-9 months." Sylvania claims to have made more Pittsburgh-type laminated tubes than anyone in the business, is now evaluating Pittsburgh's new process. Preliminary estimates indicate that new manufacturing techniques, along with reduction in glass price, could make Pittsburgh shield "a good competitor" to the Corning bonded tube, Fullerton said—although he said it was too early to determine whether there would be a price differential. Although Sylvania has been identified with the Corning process because it was first to go into production of bonded-shield tubes, Fullerton emphasized that his company is interested in every new approach and will supply whatever its customers want.

**Color TV:** Zenith's announcement last week that it's going into color business next fall (Vol. 17:9 p2) makes color the industry's hottest current topic. All major non-color TV makers were re-examining whole question of color last week. At both Sylvania tube & Home Electronics plants we saw evidence of renewed color activity. Fullerton and tube product sales mgr. Ralph R. Shields told us that Sylvania may be back in

the color picture-tube business by end of year—thus providing 2nd source of supply for 21-in. round shadow-mask tubes.

Sylvania Home Electronics Div. is in throes of deciding whether to return to color-set production—a decision which probably will be forthcoming within 30 days, according to vp-gen. mgr. Robert E. Kenoyer, who says his company fortunately is in position to be producing sets by fall if it decides to rejoin the field. Decision will be made, according to Home Electronics Corp. Pres. Peter J. Grant, on basis of demand from dealers & public. Will Zenith's move help increase demand or "take the pressure off" such manufacturers as Sylvania whose dealers want color? Too early to say, they replied—but they indicated a tendency to feel that their dealers still should have Sylvania color to sell.

As to major simplifications of color-set circuitry or bold new color-tube innovations—nobody in Sylvania tubes or Home Electronics saw anything on horizon.

**17-in. Revival:** Several set makers, Sylvania included, have gone back into the 17-in. set business, or are planning to do so this spring. Reviving its Dualette portable, Sylvania finds demand brisk, according to Grant. Reported last week was RCA's promotional "Bonanza" 17-in. at $149.95 (Vol. 17:9 p18). Admiral is said to be planning springtime exhumation of 17-in., and Philco, which never dropped its popular "Slender Seventeener," reports sales good, does not intend to drop it before new-line showings this summer.

**Transistor TV:** If anyone wants a picture tube with heater-power requirements so low it can be operated from a flashlight battery, Sylvania presumably will be ready. It's already making for portable military display devices a heater & cathode combination so small it's almost microscopic—which could be adapted to standard-size picture tube. Power requirements for the heater have been reduced from more than 3 watts for standard picture tube to .2 watt for the miniature assembly. We reported original development of this technique last June (Vol. 16:26).

**Business Conditions:** Record foreign orders for bonded-shield tubes are taking up much of the slack of lower domestic picture-tube orders, according to Fullerton. From vantage point of picture-tube business, he observed that production & sales in year's 2nd half will have to be extremely heavy if industry is to sell 5.7-5.8 million sets this year. At Sylvania Home Electronics, Grant reported business pickup in February over January in both TV & radio.

Note: As predicted here several months ago, bulbs for 19-in. picture tubes went up 50¢ March 1. Exactly what this will do to picture-tube & set pricing isn't certain yet, but best guess is that tubes will rise about $1 and there will be no general increase in 19-in. set prices before new models come out.

**NEW FRONTIERS FOR CONSUMER ELECTRONICS:** Three significant developments last week emphatically underscore our belief that TV, radio & the phonograph as we know them today are only the beginning of a vastly larger, more inclusive, consumer-electronics industry:

(1) The first commercially-available electronic refrigerators will be installed next May in each of the 500 rooms of a new Sheraton hotel in Chicago. Made by Norge div. of Borg-Warner, each refrigerator-freezer will be designed only to make ice cubes (18) in its half-cubic-ft. interior. Each unit is priced at $200—comparable to the price of a much larger conventional refrigerator. But the new units, with no moving parts, require almost no repair or maintenance.

(2) Also using thermoelectric principles, Westinghouse & U.S. Navy have announced development of an experimental air-conditioned garment for military use, which can maintain temperature of about 80° when external temperatures vary from 40° below to 135° above zero. Although the bulky, battery-powered suit obviously isn't a civilian item, it points the way to all sorts of consumer cooling & heating applications—possibly even a true air-conditioned suit for regular outdoor wear in the far future.

(3) Dramatic demonstration of molecular electronics at Wright Air Development Div., U.S. Air Force, gave a glimpse of the radio of the future. Also developed by Westinghouse, the molecular broadcast-band radio receiver—with neither tubes, transistors nor traditional electronic circuits—was composed of 6 silicon wafers about the size of a dime but only one-fourth as thick. Replacing 50 components & 150 soldered connections, the tuned-RF set was termed "the most complex electronic system yet achieved by these principles." Each of the 6 wafers performs a complete circuit function (such as amplification, detection, etc.). The set has

enough power to operate a 2-in. speaker. It was developed to show basic principles which eventually will be built into a molecular-electronics military receiver.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Feb. 24 (8th week of 1961):

| | Feb. 18-24 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 103,571 | 116,463 | 113,066 | 810,680 | 1,029,947 |
| Total radio | 282,031 | 277,136 | 321,852 | 2,202,696 | 2,798,156 |
| auto radio | 63,520 | 65,671 | 126,939 | 696,852 | 1,229,333 |

**GE Distribution Overhaul?** GE's complex distribution system for its recently broadening line of consumer electronic products is scheduled for a thorough study—which presumably will be followed by a continuing review. Radio & TV Div. gen. mgr. Hershner Cross has organized a distribution planning operation, which "will initiate a detailed analysis of the current distribution structure used by the division's product departments." Added Cross: "It will enable the division to maintain a distribution system in line with its future growth & planned expansion of its product line."

Supervising the new operation will be Herbert Riegelman, who leaves the post of TV-receiver dept. gen. mgr. A member of the TV-receiver dept. since 1953, when he joined it as marketing mgr., Riegelman is a former Montgomery Ward vp. He'll be stationed at Radio & TV Div. hq in DeWitt, N.Y. Until the appointment of a successor, Cross will take over the duties of TV-receiver dept. gen. mgr. plus his own post as head of the Radio & TV Div.

The distribution study operation apparently was made more urgent by the recent introduction of 2 new consumer electronic product lines—home intercoms and educational electronics kits—and may herald further new products.

At present, GE's consumer-electronics lines are handled through at least 5 different distribution approaches. TV sets are distributed through GE Sales & Distribution Dept. (formerly GE Appliances), Louisville, and several independent distributors. Radios are distributed by GE Supply Co. (Gesco), phonos through Gesco and the Sales & Distribution Dept. Home intercom distribution varies by area, choice of distribution method being left up to district managers. GE's new educational electronics kits are being merchandised direct to dealers through manufacturers' reps.

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**Jerrold Electronics** is completing acquisition of Harman-Kardon Inc. (hi-fi components). H-K stockholders will receive one share of Jerrold stock for each 1.8 shares of H-K common. Jerrold will issue a maximum of 300,600 shares, of which 42,414 will be reserved for potential conversion of $538,000 of outstanding H-K convertible debentures. When all H-K stock is converted, Jerrold will have 2,020,000 shares outstanding • **Other merger news: Oak Mfg. Co.** (components) acquired McCoy Electronics Co. (quartz crystals, filters), Mt. Holly Springs, Pa., for an undisclosed cash sum. McCoy's sales last year totaled more than $1 million • **Giannini Controls Corp.**'s purchase of Conrac Inc. was approved by Conrac shareholders • **Litton Industries** announced acquisition of Hopkins Engineering Co. (micro-miniature capacitors, interference filters) for stock • **Space-Tone Electronics Corp.**, Washington, D.C., hi-fi equipment firm, has bought Product & Industrial Engineering Co., Arlington, Va. The latter firm will produce amplifiers, speakers & tuners for Space-Tone.

**GE In Ferment:** GE is still reverberating from that anti-trust explosion in Philadelphia 3 weeks ago (Vol. 17:7 p18). Pres. Robert Paxton last week cited his poor health and retired from both the presidency & board. Simultaneously, on Feb. 27, Chmn. Ralph J. Cordiner resigned the chairmanship of the Secretary of Commerce's Business Advisory Council. In the aftermath of the anti-trust indictment of GE, he had been under fire to vacate the Council chair. He gave up the post (but not his Council seat) with the explanation that Paxton's retirement requires that "my time must be devoted solely to the affairs of my company." He will assume Paxton's duties until GE's board names a new president, possibly March 24.

In another reverberation, GE reported last week that it will put to stockholder vote at the annual meeting April 26 various IUE proposals for more severe punishment of the GE executives involved in the anti-trust violations. The union wants GE to fire the violaters, sue them for damages and obtain return of any incentive compensation they received. IUE also proposes a committee to determine whether GE's top officers & directors "reasonably" should have known of any illegal conspiracy.

Addressing the U. of Chicago's 9th annual Management Conference March 1, Cordiner said the "sorry experience" of the anti-trust suits had "brought embarrassment upon everyone associated with the industry." He announced that GE was setting up a reform program to prevent anti-trust violations in the future, noted that "the errors of a few can do great damage, and it will take patient effort to restore what has been lost."

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**Ling-Temco Electronics** made more court news last week (Vol. 17:9 p16) when stockholder R. C. Slagle Sr. filed suit in the state district court in Dallas to force Pres. James J. Ling & 13 other company directors to return to the firm 235,000 shares of Ling-Temco stock or their market equivalent of more than $7 million. He charged that they acquired the shares though "fraudulent & unlawful" maneuvers in 1956 involving predecessor companies Ling Electric and Ling Electronics. Slagle's action, on behalf of all Ling-Temco stockholders, alleges that the 14 directors made loans to Ling Electric for relending to Ling Electronics as "merely a device & excuse for the subsequent transfer of 235,000 shares of Ling Electronics to the defendants" at a price of "$1 a share or less." Ling replied: "I emphatically deny the allegations. I regard the suit as a slanderous & vicious affront to me & to others named."

**Parliament T. V. Tube Sales Inc.**, Chicago, has denied FTC charges in a Nov. 1960 complaint that it sold rebuilt picture tubes as new, misrepresented age & size of its business. Parliament asked dismissal of the complaint.

**New long-life battery** for transistor radios has been introduced by Eveready (Union Carbide) at a list price of 75¢. No. 333 "Mini-Max" is claimed to replace the mercury E-133 at half the cost.

**Japanese Pot Still Boils:** Japan continued to make import news along a broad front last week. President Kennedy was reported as strongly opposed to a threatened boycott of Japanese fabrics by U.S. clothing workers (Vol. 17:2 p16). A major American radio manufacturer, generally regarded as in the no-import camp, revealed that it was now importing Japanese components for use in a forthcoming radio. Another U.S. manufacturer, which had been importing Japan-made radios, announced a completely Yankee-made model. Here are last week's Japan-made news items:

RCA confirmed to us that it is currently importing Japanese components—specifically capacitors. A spokesman explained: "American industry, including RCA, sells millions of dollars worth of American products & services in foreign markets. Conversely, it's RCA's practice to consider the purchase of materials & components from any company within the free world if the products meet our high quality standards & specifications. In line with this practice, we are now purchasing certain components from Japanese suppliers for use in one model of our forthcoming transistor radio line. These components represent a very small part of the radio."

Columbia Phonographs, which had been importing made-in-Japan radios, last week introduced an American-made 9-transistor set in which every component is as Yankee as apple pie. The Columbia 709 lists for $39.95, including matching leather case & shoulder strap.

Japan Trade Union Congress, through its Pres. Minoru Takita, expressed to President Kennedy its concern over the threatened boycott of Japanese fabrics scheduled for May 1 by the Amalgamated Clothing Workers of America (Vol. 17:9 p17). After their 30-min. meeting, Takita reported that "the President agreed that a boycott move by U.S. industry would not be in the best interests of our trade relations."

Japan's 1960 exports to the U.S.: 3-or-more-transistor radios, 4,149,164 valued at $55,042,783 (vs. 3,990,361 at $57,829,176 in 1959); tube radios, 880,790 at $6,277,500 (456,580 at $2,552,300); TV sets, 10,347 at $502,980 (3 at $200); radio-phonos, 38,576 at $1,251,989 (21,045 at $546,596); recorders & reproducing equipment, 207,642 at $6,414,486 (41,313 at $1,676,584).

Japan is replacing the U.S. as the world's biggest exporter of transistors, Tokyo-based *Nikkan Kogyo Industrial Journal* reported last week. The paper said exports had grown in the last year from less than one million transistors monthly to more than 2 million.

AFL-CIO executive council approved without a dissenting vote last week a declaration which said in part: "Labor has supported a liberal trade policy, but we insist that gradual reduction of trade barriers must not entail a callous disregard for U.S. workers displaced by imports."

$20-million order for a steam-electric power plant was placed with Westinghouse last week by Osaka-based Kansai Electric Power Co.

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Sylvania's 1960 picture-tube exports to Europe doubled those of 1958, largely because of the bonded-shield design. So said Sylvania senior vp George C. Connor in a recent address in Chicago. In the case of the bonded-shield tube, he said, Sylvania had a product which was not being produced in Europe and it successfully exploited this advantage. In the field of foreign marketing, he said, "ingenuity of product design is one weapon we're going to have to count on increasingly in the years ahead to lick the problem of foreign competition."

**RCA's 'Dark Heater':** RCA last week took the wraps off a major tube development which already has been incorporated in more than a quarter-million receiving types. The development is a "dark heater," of undisclosed chemical substance, which, RCA says, "functions efficiently at operating temperatures 20% lower than those necessary with conventional white heaters."

Although exact figures regarding the beneficial effect of the heat reduction on tube life were unavailable, vp Douglas Y. Smith, electron-tube div. gen. mgr., hailed the new heater as a milestone in tube technology, the "key to greatly extended tube life & improved performance for all types of entertainment, industrial and military receiving tubes."

The new heater is now being incorporated in RCA receiving tubes for TVs, radios and phonos—with no change in price. Application to industrial & military receiving tubes will follow.

An RCA source told us that the company also is investigating the possible use of the dark heater material in other tube types, including TV picture tubes. He also gave us some indication of dark heater tubes' longer-life potential: "RCA's conventional receiving tubes already have life expectancies measured in years," he said. "It will require continuing our current tests over extended periods of time to determine the exact improvement. However, tests to date indicate that the reduction of heater operating temperature permits a 50% increase in the ultimate tensile strength of the wire, a reduction of as much as 25% in internal stresses which will result in a significant increase in heater life."

We understand that the new heater's "patent aspects have been covered" by RCA, but the company's plans to sell the dark-heater process or materials to other tube manufacturers were not immediately available.

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Nuvistor uhf tuner has been developed by F. W. Sickles div. of General Instrument Corp., and will be offered to the TV-receiver industry. Sickles, which claims to be the largest maker of uhf tuners, says the new tuner will minimize drift, thereby reducing the amount of retuning required when the set has warmed up. The tube's life is said to be 300% longer than that of a conventional tube. The uhf nuvistor, developed jointly by RCA & Sickles as a modification of an RCA vhf nuvistor, is claimed to be "equal to or better than conventional glass & metal tubes" in all performance characteristics. It will reduce the top-to-bottom measurement of Sickles' uhf tuner by one inch.

Guide to electronic teaching devices, for school administrators & language teachers, will be published within 4 months by EIA under contract to U.S. Office of Education. Titled *A Technical Guide for the Purchase & Use of Language Facilities & Equipment*, the booklet will be written by Howard W. Sams & Co.

GE's 1¢ TV-base sale, which "cleaned out retailers' showrooms last year," is being repeated this week, accompanied by national & local advertising. The sale features a swivel TV stand or mobile TV cart for 1¢ with the purchase of any 19-in. Designer TV set.

Motorola consumer products will be manufactured in Canada by Seabreeze Mfg. Ltd. and marketed by J. O'Brien Industries Ltd., both located in Toronto. The full Motorola line—including TV, stereo and table, clock, portable & AM-FM radios—will be sold exclusively through independent regional distributors.

**Trade Personals:** **Joseph B. Elliott**, ex-Tele-Dynamics pres. and formerly RCA exec. vp, named chmn. of Borg-Warner electronics subsidiary, Omnitronics (511 N. Broad St., Philadelphia). **Herman Epstein**, ex-Tele-Dynamics vp, appointed pres.

**John H. Adams**, ex-gen. sales mgr. of Kleinschmidt Div., Smith-Corona Marchant Inc., appointed vp-gen. mgr. of Zenith subsidiary Central Electronics Inc. . . . **Thomas M. Snow Jr.** promoted to gen. sales mgr., Rauland Corp. . . . **John L. Franke**, ex-RCA Victor, appointed engineering dir., Warwick radio products div., succeeding **John T. Ralph** . . . **Robert E. Brockway** named mgr., Sylvania Electro-Specialties, marketing organization for Sylvania closed-circuit TV systems.

**Robert L. Parrish** named mgr., Lee **Hermanson** chief engineer, **James C. Balderston** mgr. of commercial engineering, **William Dudley** production mgr. of new Sprague Transistor Div., consolidating all transister manufacturing, engineering & marketing activities of Sprague Electric . . . **Will I. Bull** appointed operations dir., **Warren H. Davis** mktg. dir., **Dr. Paul N. Russell** technical dir., Hoffman Electronics semiconductor div. . . . **Louis H. Neimann** named mgr., govt. & industrial marketing, CBS Electronics.

**Robert G. Frick** heads new educational technology & products project within GE Defense Electronics Div.; **Robert W. Beckwith** is engineering mgr. . . . **Dermot A. Dollar** named to new post of mgr., sales administration, commercial systems dept., RCA Electronic Data Processing Div., as reported here last Dec. (Vol. 16:49 p21) . . . **Herbert W. Morse**, ex-vp-treas., Radiation at Stanford Inc., joins Electronics Capital Corp. as chief financial officer . . . **Ben Snyder**, pres. of Snyder Mfg. Co., elected "Host & Greeter" of auto accessory industry's Quarter Century Club.

**John C. Forrest** promoted from chief engineer for radar & special products, GPL, to engineering div. dir. **Dr. Frank N. Gillette** promoted from industrial products chief engineer to associate dir., engineering div. **Louis L. Pourciau** promoted from head of electronics dept., industrial products, engineering div. to new post of head of the industrial products dept.

**H. Kenneth Brown** heads new nation-wide electronic service div. of Federal Electric Corp. **William F. Dority** named sales mgr., **N. V. Calzolari** operations mgr.

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**RCA** has awarded $4,000 fellowships to each of 12 graduate students for advanced studies in engineering, physics, dramatic arts, journalism, and science teaching. The new grants make a total of 140 fellowships awarded since 1947 • **Westinghouse** has honored 399 high school seniors as the nation's "most promising young scientists," in conjunction with its 20th annual Science Talent Search. Forty finalists were chosen for an all-expense trip to Washington in March to compete for Westinghouse scholarships & awards totaling $34,250.

**Export control violations** are charged against Max Rose & his Vienna firm M. Rose Handels Gesellschaft m. b. H. in a Commerce Dept. order alleging that Rose transhipped 17 electronic tubes from Austria to Hungary. Rose has been denied all U.S. export privileges, but may apply for probationary restoration of them in January 1962.

**Radio refractive data** researched by Bureau of Standards' Boulder, Colo. labs has been compiled in *Climatic Charts & Data on the Radio Refractive Index for the U.S. & the World.* Copies at $2 are available from the U.S. Govt. Printing Office, Washington 25, D.C.

**Electronic "reading" instrument** for the blind, developed in Britain, uses photo-electric cells to convert printed words into a sound "alphabet" of musical notes. The notes are transmitted to a telephone-type receiver as the instrument, called Optophone, traverses a line of print. The device, reports the British Information Services, "has made it possible for blind people to 'read' ordinary printed books & newspapers, and even typewritten material." The BIS says a blind person is able to use the Optophone with "reasonable facility" after only a few lessons, and "a practised Optophone reader may recognize words as readily as a telegraph operator interprets a succession of sounds in the Morse code."

**American Standard Television Tube Corp.** & its sales agent A. S. T. Sales Corp., both of Jamaica, N.Y., have signed an FTC consent order forbidding them to misrepresent rebuilt tubes as new. The agreement settled an FTC complaint filed against the firms last August.

**Emerson marketing subsidiary** Du Mont Emerson Corp. has named N.Y.-based Robert Whitehill ad agency for Emerson TVs, radios, phonos and other consumer products. The Whitehill agency has been servicing the Granco div. for some time.

**Sylvania's 1962 line** will have its premier May 23-25 at a distributor convention at Miami Beach's Eden Roc.

## Finance

**Westinghouse's** final 1960 figures (see Vol. 17:5 p20 for preliminary report): Earnings of $79,057,562 (vs. 1959's $85,947,359) on sales totaling $1,955,731,183 ($1,910,730,252). The pamphlet report issued last week also disclosed the sales breakdown (1959 performance in parentheses): Consumer products, 25% (28%); apparatus & general products, 55% (54%); atomic & defense products, 20% (18%). Chmn. Mark W. Cresap forecast slightly higher sales in 1961, but noted increasing pressure on earnings, particularly in the first half. The report also noted that Westinghouse had made no provisions for any contingent liability that may arise from the recent antitrust indictment (Vol. 17:7 p18). "It is not feasible at this time to predict what claims may be asserted," the company said, adding: "It is our conviction that our customers have at all times received fair & full values."

**International Resistance** orders in 1961's first 8 weeks were 20% higher than in the corresponding 1960 period. Pres. Walter Slocum noted in a letter to stockholders that incoming orders are running in excess of IRC's forecast for 1961. (For IRC's record 1960 sales & profit figures, see Vol. 17:8 p20.) Slocum said that several "large, new product programs" have been initiated, and that their "full effect will be evidenced in 1962 by a rising sales volume & by increased earnings." He reported that IRC "continues to maintain a strong financial position," and said the company's working capital totaled $4,609,450 at 1960's end.

**MPO Videotronics** sales in fiscal 1961's first quarter (ended Jan. 31) rose 20% above the year-ago level and the profit gain was "larger than the 20% increase in sales," Pres. Judd L. Pollock told the annual meeting last week. It was MPO's first annual meeting as a publicly-held company. Pollock told 25 attending shareholders that 1961 should be "another year of continued growth. We have a larger backlog of industrial film contracts than we had at this time last year." He said TV commercial sales also are ahead of a year ago.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Adler Electronics[1] | 1960—24 wks. to Dec. 17 | $ 3,358,709 | — | $ 43,287 | $0.08 | 552,129 |
| | 1959—24 wks. to Dec. 12 | 720,795 | — | (198,824) | — | 552,129 |
| Andrea Radio | 1960—year to Dec. 31 | 7,423,316 | $ 621,201 | 314,761 | 1.26 | 250,700 |
| | 1959—year to Dec. 31 | 6,526,827 | 541,402 | 279,675 | 1.12 | 250,700 |
| Crosby-Teletronics | 1960—year to Oct. 31 | 1,683,010 | — | 35,264 | .04 | 836,417 |
| | 1959—year to Oct. 31 | 463,179 | — | (213,858) | — | 834,704 |
| Dominion Electrohome Ind. | 1960—year to Dec. 31 | 15,175,000 | — | 332,000 | .79 | 417,940 |
| | 1959—year to Dec. 31 | 15,424,000 | — | 381,794 | .91 | 417,790 |
| Federal Pacific Electric | 1960—6 mo. to Dec. 31 | 45,861,001 | — | (164,194) | — | — |
| | 1959[2] | — | — | — | — | — |
| Giannini Controls | 1960—year to Dec. 31 | 15,848,007 | 1,292,401 | 599,401 | 1.52[3] | 385,803[4] |
| | 1959—year to Dec. 31 | 13,070,501 | 1,051,423 | 482,423 | 1.30[3] | 344,996[4] |
| Litton Industries | 1960—6 mo. to Dec. 31 | 108,202,000 | 8,559,000 | 4,448,000 | 1.03[3] | 4,267,171 |
| | 1959—6 mo. to Dec. 31 | 77,401,000 | 6,020,000 | 3,248,000 | .83[3-5] | 3,752,848 |
| Metropolitan Bcstg. | 1960—year to Dec. 31 | 42,579,477 | — | 1,708,253 | 1.01 | 1,699,137 |
| | 1959—year to Dec. 31 | 16,543,422 | — | 1,552,463 | 1.00 | 1,549,102 |
| Philco | 1961—52 wks. to Jan. 1 | 400,587,000 | 2,273,000 | 2,287,000[6] | .47[3] | 4,090,207 |
| Story on p. 23 | 1960—53 wks. to Jan. 3 | 397,792,000 | 15,534,000 | 7,176,000 | 1.67[3] | 4,074,866 |
| | 1961—qtr. to Jan. 1[8] | 103,486,000 | — | 180,000 | — | 4,090,207 |
| | 1960—qtr. to Jan. 3 | 114,277,000 | — | 2,803,000 | — | 4,074,866 |
| RCA | 1960—year to Dec. 31 | 1,494,896,000[7] | 66,917,000 | 35,117,000 | 2.10 | 16,537,220 |
| Story on p. 24 | 1959—year to Dec. 31 | 1,395,620,000 | 78,542,000 | 40,142,000 | 2.65 | 14,271,378 |
| | 1960—qtr. to Dec. 31[8] | 433,896,000 | — | 11,017,000 | — | 16,537,220 |
| | 1959—qtr. to Dec. 31 | 417,420,000 | — | 12,842,000 | — | 14,271,378 |
| Rollins Bcstg. | 1960[1]—9 mo. to Jan. 31 | 3,141,479 | — | 309,400 | .35 | 890,245[4] |
| | 1960[2] | — | — | — | — | — |
| Standard Kollsman Ind. | 1960—year to Dec. 31 | 95,568,805 | 7,760,992 | 3,459,992 | 1.66[9] | 2,078,566 |
| | 1959—year to Dec. 31 | 73,765,428 | 3,211,379 | 1,523,379 | .73[9] | 1,983,553 |
| Texas Instruments | 1960—year to Dec. 31 | — | — | 15,488,209 | 3.91 | — |
| | 1959—year to Dec. 31 | — | — | 14,142,788 | 3.59 | — |
| Textron Electronics | 1960—year to Dec. 31 | 25,271,000 | — | (1,022,000) | — | — |
| | 1959[2] | — | — | — | — | — |

Notes: [1]From SEC report. [2]No comparison available. [3]After preferred dividends. [4]Average. [5]Adjusted for Oct.-1960 2½% stock dividend. [6]Includes $700,000 special tax credit. [7]Record. [8]Indicated. [9]Based on shares outstanding Dec. 31, 1960.

**Dynatronics Inc.**, Orlando, Fla. electronic equipment manufacturer, proposes a public stock offering of 120,000 common shares through underwriters headed by R. S. Dickson & Co. The price wasn't listed in an SEC registration statement (File 2-17567), which also covered 60,060 shares to be offered for $1.75 per share to holders of outstanding bearer warrants and 10,000 shares which may be purchased by the underwriter through 5-year warrants.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Acme Electric | Q | $0.07 | Mar. 20 | Mar. 8 |
| Bendix | Q | .60 | Mar. 31 | Mar. 10 |
| Clevite | Q | .30 | Mar. 28 | Mar. 13 |
| Corning Glass | Q | .37½ | Mar. 31 | Mar. 13 |
| Decca Records | Q | .30 | Mar. 30 | Mar. 10 |
| GE | Q | .50 | Apr. 26 | Mar. 17 |
| Hoffman Electronics | — | (no action taken) | | |
| Newark Electronics A | Q | .06¼ | Mar. 30 | Mar. 15 |
| Radio Condenser | Q | .07½ | Mar. 20 | Mar. 8 |
| RCA | Q | .25 | Apr. 24 | Mar. 13 |
| Rollins Bcstg. | Q | .08 | Apr. 25 | Mar. 24 |
| Sangamo Electric | Q | .18¾ | Apr. 1 | Mar. 11 |
| Times-Mirror | Q | .10 | Mar. 23 | Mar. 7 |
| Universal Pictures | Q | .25 | Mar. 29 | Mar. 15 |
| Wells-Gardner | — | .30 | Mar. 15 | Mar. 8 |

**Bendix** foresees a drop in both sales & profits in its 1961 fiscal year ending Sept. 30. Pres. Malcolm P. Ferguson told the annual meeting recently that sales will sink to about $735 million from $792 million in fiscal 1960 and will carry earnings below the year-ago $26 million or $4.88 a share. "Earnings will be related to the hoped-for pickup in business conditions and the results we obtain from strenuous efforts we are making to cut costs & raise our over-all efficiency," he said. Bendix's backlog, he noted, had climbed to $473 million on Feb. 1 from $452 million Sept. 30, 1960.

**Rollins Bcstg.** was listed for trading on the American Stock Exchange recently. Symbol: ROL.

**Reports & comments available:** "The New Sprague Electric Co.," booklet study, Laidlaw & Co., 25 Broad St., N.Y. 4 • **International Resistance**, discussion, Cohen, Simonson & Co., 25 Broad St., N.Y. 4 • **CBS**, report, A. C. Allyn & Co., 44 Wall St., N.Y. 5 • **American Bosch Arma**, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • "The Science Companies in 1961," review, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • **Electronics Capital Corp.**, report, Lieberbaum & Co., 50 Broadway, N.Y. 4 • **Wometco Enterprises**, prospectus, A. C. Allyn & Co., 44 Wall St., N.Y. 5.

**PHILCO PROFIT FALLS 68%:** A "disappointing & difficult year" was the way Philco Pres. James M. Skinner Jr. viewed 1960 last week in the annual report. The year had wound up with a 68% profit plunge to $2.3 million from $7.2 million in 1959, despite a slight 0.7% sales gain to $400.6 million from $397.8 million (see financial table).

He attributed the drop in earnings to an "industrywide drop in consumer-goods volume, the continued cost of computer developments, and subnormal margins on highly competitive military contracts." The view for 1961 is more hopeful: "We look forward to an improved, though not an exceptional, year," Skinner said. "And we are reasonably optimistic for the balance of the 1960s."

Despite the less-than-cheery results, 1960 "was not, however, a year without accomplishment or encouragement for the future," Skinner noted. "Philco computers are establishing excellent performance records" on important defense programs.

* * *

Philco's international operations established new sales peaks in 1960, Philco International Corp. reported last week. Said *Philco World*, the company's world-wide house organ: "The total units of product sold in world-wide markets outside the U.S. & Canada under the Philco, Crosley & Bendix trademarks exceeded 1959 by more than 15%." The total outside-U.S. business of these products in 1959 had been estimated at more than $100 million, or in excess of 600,000 TVs, radios & appliances (Vol. 17:4 p14). In a message to Philco's foreign licensees, subsidiaries & distributors, Philco International Pres. Harvey Williams wrote: "We of Philco look forward to 1961 & 1962 with confidence & enthusiasm. We do not anticipate business conditions in the U.S. which will be detrimental to other national economies abroad. We anticipate that the spending of American consumers will remain at a high level, that American imports in 1961 will tend to exceed those of 1960 as our production level rises and our need for raw materials increases. When we observe the unsaturated state of markets abroad for household appliances, radio & TV receivers, we are not surprised that independent professional marketing consultants expect overseas sales of these products to grow, from year to year, from twice to 4 times as fast as in the U.S."

———■———

Guild Films, now in bankruptcy with $10-million liabilities vs. $277,475 assets (Vol. 17:8 p19), has run into SEC trouble. The defunct TV film distributor was summoned to a Washington hearing March 10 to answer SEC charges that a May 1960 stock registration statement contained "deficiencies." Cited by SEC in the proceedings against Guild Films, which could lead to issuance of a stop-order against the registration of 11,664,891 common stock shares, were: (1) Failure to disclose the bankruptcy prospects. (2) Failure to disclose collapse of a stock-exchange deal with the Vic Tanny Gymnasium System. (3) Faulty financial statements which weren't certified.

Kings Electronics Co. Inc., Tuckahoe, N.Y. maker of radio frequency connectors & other components, plans public sale of 250,000 common stock shares at $4 per share through Ross, Lyon & Co. Inc. An SEC registration statement (File 2-17524) also listed an offering of 45,187 shares by present holders at prevailing prices in the over-the-counter or exchange market, the stock not to be sold until 60 days after the company offering.

Thompson Ramo Wooldridge will offer 206,433 common stock shares in exchange for employe option holdings in its subsidiaries Space Technology Labs Inc. & Pacific Semiconductors Inc. An SEC registration statement (File 2-17583) said TRW will offer its shares for STL common stock on a share-for-share basis and for PSI convertible preferred stock on a 10-for-1 basis. TRW now holds all other outstanding shares of the subsidiaries. No underwriting is involved. The company has also asked SEC approval of its plans to buy Radio Condenser Co. through exchange of 103,463 TRW common stock shares for 435,815 Radio Condenser shares (Vol. 17:1 p19). The SEC registration statement (File 2-17527) said TRW's offer of .2374 of a share for each Radio Condenser share is conditioned on acceptance by not less than 90% of Radio Condenser holders.

Electronics Investment Corp. reports record net assets of $37,653,050 at the close of fiscal 1961's 3rd quarter (ended Jan. 31). This was a 16% gain over the $32,377,675 shown at the end of the 2nd quarter (Vol. 16:49 p22). The net asset value per share also gained sharply over the 3-month period, to $8.17 from $7.26. As of Jan. 3, 1961, the portfolio included $26,016,350 in common stocks, $43,200 preferred, $3,702,330 bonds & notes, $6,086,155 U.S. govt. obligations.

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American Society of Composers, Authors & Publishers' receipts for 1960 amounted to $32,344,135—an increase of $2,313,168 over 1959, ASCAP's 350 West Coast members were told at their semi-annual meeting in Beverly Hills last week. Of the total, $31,983,789 was derived from licensing; $249,590 represents interest on U.S. Treasury notes; and $110,755 came from membership dues. Approximately 1,200 new members joined ASCAP last year. After deduction of expenses, which totaled $6,131,455, ASCAP funneled $26,212,689 in royalties to its members. ASCAP set $850,716 for payments to foreign societies for performances in the U.S. Last Dec. 7, ASCAP members received $2,618,549 collected for performances of their works in 17 foreign countries. (This is part of a reciprocity arrangement, whereby American composers are compensated when their works are done abroad.) ASCAP is currently negotiating contracts with the networks.

AB-PT profit in 1961's first quarter "will likely be a little behind" the $3,336,000 (80¢ a share) earned in the year-earlier period, because of "a little softness in spot-TV commercial sales" currently, Pres. Leonard H. Goldenson forecast last week. The "outlook for the year is better," he said, than 1960's expected showing of a $10.5-million profit ($2.50) on a gross of some $320 million. Goldenson reported that advance TV ad orders for 1961's 2nd half are running ahead of last year's advance-order volume.


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**RCA PROFIT DOWN 13%:** RCA's 170,000 stockholders got the bitter with the sweet in the 1960 annual report from Chmn. David Sarnoff & Pres. John L. Burns last week. Sales were up a healthy 7% to a record $1.5 billion (see financial table). But profits were down 13%—to $35.1 million from 1959's $40.1 million.

Factors in the sales & profit see-saw, apart from the economic softness: "Continuing heavy investments in electronic data-processing" and the "write-off of the $4-million cost of centralizing our consumer-products operation in Indianapolis," Sarnoff & Burns explained, adding: "Our profits for the year would have exceeded 1959 had we not taken these 2 essential steps in the interest of efficiency & growth." They noted that "5 of our operating units had record earnings," but they didn't (and RCA's corporate offices wouldn't) identify the pacemakers. "NBC's profits for 1960 were the largest in the company's history," they said, but no figures were released.

The RCA leaders were bullish about their EDP future: "Independent surveys of the industry-wide market potential for data-processing systems indicate that the sales value of new equipment deliveries will increase from an estimated 1960 total of $600 million to $1.2 billion by 1965. We believe our data-processing investment will be earning profits a very few years from now."

Breakdown of RCA's record $1,494,896,000 sales: Commercial sales, 39%, $576,777,000. Military, 37%, $551,662,000. Broadcasting (NBC's TV-radio operations), 22%, $329,682,000. Communications, 2%, $33,246,000. RCA Institutes chipped in a fractional $3,529,000.

Westinghouse has registered 200,000 common shares with SEC (File 2-17674) for use in its stock plan for employes.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 2, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 17 | 18⅝ |
| Aerovox | 9¼ | 10¼ |
| Allied Radio | 21¼ | 23 |
| Astron Corp. | 1½ | 2⅛ |
| Baird Atomic | 25 | 27¼ |
| Cetron Electric | 8½ | 9⅜ |
| Control Data Corp. | 70½ | 74¾ |
| Cook Elec. | 13¼ | 14⅜ |
| Craig Systems | 16¾ | 18⅜ |
| Dictaphone | 34½ | 37¼ |
| Digitronics | 24½ | 26¾ |
| Eastern Ind. | 16½ | 17⅝ |
| Eitel-McCullough | 16¾ | 18¼ |
| Elco Corp. | 16¾ | 18¾ |
| Electro Instruments | 35 | 38⅝ |
| Electro Voice | 13¼ | 14⅞ |
| Electronic Associates | 36 | 38½ |
| Erie Resistor | 14⅞ | 16 |
| Executone | 19 | 20⅝ |
| Farrington Mfg. | 19¼ | 21¼ |
| Foto Video | 3½ | 4¼ |
| FXR | 26½ | 29⅞ |
| General Devices | 10¾ | 12 |
| G-L Electronics | 9¾ | 10¾ |
| Gross Telecasting | 21½ | 23⅝ |
| Hallicrafters | 34¼ | 36⅝ |
| Hewlett-Packard | 32 | 34⅛ |
| High Voltage Eng. | 192 | 206 |
| Infrared Industries | 17¾ | 19¾ |
| Interstate Engineering | 23¼ | 25⅛ |
| Itek | 56 | 62½ |
| Jerrold | 8 | 8¾ |
| Lab for Electronics | 52¼ | 55¾ |
| Lel Inc. | 7¼ | 8⅛ |
| Magna Theater | 2⅝ | 2⅞ |
| Magnetcs Inc. | 10½ | 12 |
| Maxson Electronics | 16¾ | 18 |
| Meredith Pub. | 36½ | 38¾ |
| Metropolitan Bcstg. | 21½ | 23 |
| Milgo Electronics | 28½ | 30⅞ |
| Narda Microwave | 6⅛ | 6⅞ |
| Nuclear of Chicago | 45½ | 48¾ |
| Official Films | 2⅝ | 3-1/16 |
| Pacific Automation | 6¾ | 7⅝ |
| Pacific Mercury | 7½ | 8⅜ |
| Philips Lamp | 164¼ | 170 |
| Pyramid Electric | 2½ | 2⅞ |
| Radiation Inc. | 25½ | 27¾ |
| Howard W. Sams | 46½ | 49⅝ |
| Sanders Associates | 47 | 51⅜ |
| Silicon Transistor | 5¾ | 6⅝ |
| Soroban Engineering | 53 | 57⅜ |
| Soundscriber | 13½ | 15 |
| Speer Carbon | 21½ | 23¾ |
| Sprague Electric | 63¼ | 66¾ |
| Sterling TV | 2 | 2½ |
| Taft Bcstg. | 14¼ | 16¼ |
| Taylor Instrument | 41 | 44⅝ |
| Technology Inst. | 8 | 9¼ |
| Telechrome | 13⅞ | 15 |
| Telecomputing | 7⅜ | 8⅜ |
| Time Inc. | 97 | 102 |
| Tracerlab | 11¼ | 12⅝ |
| United Artists | 6⅝ | 7⅜ |
| United Control | 20 | 22 |
| Universal Trans. | 1 | 1½ |
| Vitro | 19¼ | 21 |
| Vocaline | 2¾ | 3-3/16 |
| Wells-Gardner | 25½ | 27½ |
| Wometco Ent. | 14 | 15⅛ |

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**MINOW EXPOUNDS HIS PHILOSOPHY** and priorities: Allocations, space communications, programming, ETV, procedures (pp. 1 & 7).

**FCC SEEKS COURT ACTION AGAINST MCA** as the talent agency again balks at telefilm quiz (pp. 3 & 6).

### *Programming*

**FALL NETWORK LINE-UPS** reveal heavy emphasis on 60-min. shows on all 3 networks (pp. 2 & 3).

**"FIRESIDE CHATS" MAY BE REVIVED** by President Kennedy, who plans direct White House broadcasts to country (p. 4).

### *Film & Tape*

**WHEELING & DEALING GOING ON** between 20th Century-Fox and NTA involving a possible purchase of the TV-film firm by the movie company. "Matty" Fox may be involved (p. 8).

### *Advertising*

**IS AD INDUSTRY BELT-TIGHTENING?** Some budgets are getting 5-to-10% trimming, but networks aren't hit (p. 3).

### *Stations*

**COLLINS HIRES RICHARDS** as special architect for NAB remodeling job. Former NAB administration vp assigned to work on reorganization needs & cost (p. 10).

### *Congress*

**MOULDER IN COMEBACK** on House Commerce Committee as Communications Subcommittee chairman, in charge of TV-radio bills. Harris heads regulatory-agency unit (p. 12).

### *Consumer Electronics*

**RCA DEVELOPING HEALTHY GLOW** in Indiana. Transplanted TV-radio-phono operation, nurtured by "Debs" Mills, is recovering from 1960 problems with new spirit & teamplay (p. 15).

**COLOR TUBES & SETS:** RCA announces improved tube in bonded & non-bonded version, as other set makers ponder entry into color. No color plans this year by Sears or Ward's (p. 16).

**EXPORTS & IMPORTS ROSE** in 1960, Commerce Dept. electronics tabulation shows. Preliminary list indicates imports climbed 26%, exports 16% from 1959 (p. 17).

**EMI MOVES ON U.S.,** big British firm setting up U.S. operation in broadcast equipment, tape, tube & consumer-electronics fields. No TV-set marketing planned immediately (p. 19).

### *Auxiliary Services*

**INEXPENSIVE TV RECORDERS** designed especially for closed-circuit use to be made by Ampex & RCA. Low-cost Japanese unit to be unveiled next week (p. 14).

### *Finance*

**EMERSON-TELECTRO** verge on merger. In exchange for 5-year option to purchase controlling stock, Emerson will buy & market Telectro's tape recorders (p. 19).

**ZENITH PROFIT & SALES** slipped last year from 1959's record levels. TV sales topped the 1-million mark, radio volume was at record high (p. 20).

### *Other Departments*

**EDUCATIONAL TV** (p. 7). **NETWORKS** (p. 9). **FOREIGN** (p. 9). **PERSONALS** (p. 14).


**MINOW EXPOUNDS PHILOSOPHY & PRIORITIES:** New FCC Chmn. Newton Minow has given the public some idea of his philosophy, notably during his confirmation hearing (Vol. 17:7 p2). Last week he elaborated for us in an interview—as much as possible, considering that he's been in office only a week. Here are things most important to him, in this order:

(1) TV allocations. (2) Space communications. (3) Programming. (4) ETV. (5) FCC procedures. His reasons:

"Probably 95% of our problems would be solved if we could use all of the TV channels. The scarcity produces the tremendous competition for facilities, trafficking in licenses, etc. More usable channels would provide a diversified service. We've got to have more diversity.

"I endorse the FCC's belief that there should be all-channel sets. I understand that there's opposition to it in the industry. I can't understand why, for it's to the industry's own interest in the long run. They'll be able to sell new kinds of sets & more sets. I want to talk to the manufacturers soon. After all, it's our duty to encourage the expansion of broadcasting.

"Space communications are extremely vital. I talked with Rep. Harris & White House people about it yesterday. Of course, FCC has only one part of this—but I consider it very important.

"In programming, there must be more diversity. Not only public affairs & news, but music, drama, etc. I don't minimize the marvelous things they do—and they do them—but there aren't enough.

"The kind of programming I like has nothing to do with it. The worst thing we could do is try to tell the industry what is good or bad. That would be censorship—and I'm a great civil libertarian.

"The public must awaken to the power it has over TV & radio. It doesn't realize its influence. Most people have no idea how broadcasting works—who owns stations, networks, and so forth.

"How can FCC improve programming? It's strictly a matter of promise vs. performance. No one can cry 'censorship' if we ask a licensee why he didn't carry out his promises. I think renewal hearings might have a very beneficial effect. I'd like to have them in the field. We don't know the stations the way the PTAs, church groups and Leagues of Women Voters do.

"There's nothing in the law that says broadcasting must be an advertising or entertainment medium. However, I'm not going to try to undo history.

"We've got to have fully nationwide educational TV. Its potential for teaching is beyond measure. I don't believe the federal govt. should operate ETV—but it should help financially. If we make all channels useful, there will be enough for ETV.

"We've got to give faster service. Applicants shouldn't have to make financial commitments—then wait. We should delegate a lot more. We spend a lot of time on routine. My predecessor, Fred Ford, got a lot of faster procedures under way—and I'm lucky to come in at this time, after the Commission has sort of turned the corner. I'm lucky, too, incidentally, to arrive with Gov. Collins on the scene over at NAB."

In a surprise change at week's end, Minow announced that Seattle attorney Kenneth A. Cox would become chief of Broadcast Bureau instead of general counsel. He had been all set for the latter job but Minow concluded he'd be even more useful in the former. FCC approved Cox's selection unanimously, and Minow said: "We are delighted that Mr. Cox has agreed to serve in this capacity. It is in this area that the Commission must make important policy decisions in the coming years. Mr. Cox brings to the Commission a rich & varied experience in dealing with the complicated problems of the broadcasting industry." Cox will take over about April 10, succeeding Harold Cowgill.

Shift of Cox renewed hot speculation about general counselship. There's been no announcement, but Max Paglin will get the job—promoted from asst. general counsel in charge of litigation, while Daniel Ohlbaum will return from Justice Dept. to succeed Paglin. Henry Geller, who came from Justice Dept. to become Minow's asst., will be associate general counsel (position now vacant), and Jerry Cahill will move up to asst. general counsel for legislation—replacing Charles Smoot. No changes are indicated at present for other 2 asst. general counsels—Dee W. Pincock (regulatory) and Charles Escola (administrative laws & treaties)—or for Hilburt Slosberg, asst. to the general counsel.

Minow will be batching it in Washington until his children finish the school year in Chicago. He hopes to start going home weekends soon. His associates report he's working about 18 hours a day.

**A GOOD LOOK AT NEXT SEASON:** Hour-long shows will rule the program roost in network nighttime schedules this fall. Of 147 half-hour nighttime periods during the week (Mon.-Fri., 7:30-11 p.m., all networks), nearly 2 out of 3—64%—will be occupied by 60-min shows. Looking at it another way, there are almost as many 60-min. shows (45) as there are 30-min. series (53). (Network fall line-ups on p. 3).

Warner Bros. is the leading program supplier with 10 shows, followed by Screen Gems with 8 and MCA-owned Revue Productions with 6. Four Star, 20th Century-Fox and NBC are tied as production sources with 5 network shows apiece. (This lineup may shift slightly in favor of Revue and Four Star. Not all network periods have fall occupants, but the above was the ranking late last week.)

Innovations are few & far between in fall programming. The trend to 60-min. shows is marked; most of those from the current season are back, and a few veterans like "Gunsmoke" and "Wells Fargo" are expanding from 30- to 60-min. The 60-min. roster is largely an expansion of current programming (action-adventure, crime shows, Westerns, etc.) in this length with little that is really new. There are more adult-appeal cartoon shows scheduled for fall (5 as against only 2 this season). And post-1948 Hollywood-produced movies are making their first appearance in prime time (Fridays, 9-11 p.m. NBC).

Inter-network rivalries are active as ever. NBC-TV is waiting until the last minute to announce its Friday-night schedule, with which it hopes to buck ABC's strong ratings. NBC is also out to crack ABC's "The Untouchables" with the sudden-success "Sing Along with Mitch," although CBS has chosen to battle Ness & Co. with lofty public-affairs vehicles on Thursdays.

CBS-TV has picked Tuesday night as its comedy showcase, and has no less than 4 comedies in back-to-back position, followed by "Garry Moore Show." The Saturday-night strength of CBS with "Checkmate," "Have Gun, Will Travel" and "Gunsmoke" will be challenged by NBC with its 20th Century-Fox features. And CBS is still trying to select a lineup that will buck both ABC's action-adventure string and NBC's "Wagon Train" and "Perry Como" powerhouses on Wednesdays.

**FCC SEEKS COURT ACTION VS. MCA:** A two-pronged civil & criminal court action against MCA and Taft Schreiber (MCA vp & Revue Studios pres.) was recommended by FCC chief hearing examiner James D. Cunningham last week in Los Angeles following Schreiber's refusal to testify about MCA's TV activities at the resumed investigation of TV film. Schreiber refused on the same grounds he used last October: FCC was operating beyond its jurisdiction; Schreiber was being deprived of counsel; the ground rules were objectionable (Vol. 16:43 p2).

MCA is obviously prepared for a lengthy court fight to avoid testimony, and FCC is just as obviously prepared to take every step to compel the large talent agency to cooperate.

An MCA motion to quash the subpoena on the same grounds on which it objected last fall was denied by Cunningham. As it did last fall, MCA offered to have Schreiber testify if such data was to be kept secret. This was flatly rejected. (See p. 6 for details.)

**IS AD INDUSTRY BELT-TIGHTENING?** Last week there were some indications that it is. A spot check by the N.Y. Times indicated that big-ticket & luxury items (autos, appliances, etc.) were trimming their 1961 ad budgets by 5-to-10%, although low-price, fast-turnover packaged goods (soaps, drugs, beverages, etc.) were holding up well in billings.

One large agency said: "There is no denying that there is a general softness in the advertising picture. One encouraging note is that for agencies with overseas operations such as ours, increased European billings tend to offset the general softness."

Network TV, however, didn't seem hard hit. Admen generally felt that the current mild recession would end by mid-year and that clients aren't willing to lose good time franchises in the future by stalling on fall TV purchases now.

Agencies are practicing their own economies. The narrow profit margin for agencies has forced several to trim their staffs, cut down on expense-account living, and eliminate lavish presentations of campaign ideas to clients.

## Programming

***More about***

**FALL SHOW LINEUPS:** At a glance, the program patterns this fall (see story on p. 2) will shape up, network by network, like this:

ABC-TV: Having jumped into a 3-way nighttime race with fast-paced action shows, ABC plans to give fall viewers more of the same. New additions: *Las Vegas File* (private-eye drama with a Las Vegas setting), *The Force* (a [North] Western, with the Royal Canadian Mounties), *The Hunters* (Trader Horn-type derring-do in Africa) and *Asphalt Jungle* (big-city police stories). There'll also be an increase in ABC's comedy shows, with new entries including *Calvin & the Colonel* (cartoon show with the voices of the *Amos 'n' Andy* creators), *Top Cat* (another cartoon show, this one vaguely like the Phil Silvers Bilko characterization), and *Room for One More* (Warner Bros.' first situation comedy).

CBS-TV: Half-hour comedy shows are still a strong point of the CBS nighttime schedule, with entire blocks of them scheduled for Monday, Tuesday and Thursday nights. Noting the success of 60-min. action & crime shows on ABC & NBC, CBS will have at least 8 long shows of this genre. CBS is also the only network to schedule a public-affairs series in a mid-week prime-time slot.

NBC-TV: With its stress on "balanced" programming, NBC has managed to come up with a little of everything for fall. There are crime shows (*87th Precinct, Thriller, Alfred Hitchcock, Cain's 100*), "family" shows (the *Walt Disney Show, Perry Como*, etc.), Westerns (*Outlaws, Bonanza*, etc.), situation comedies (*3 Wishes, The Snow Whites*), feature movies, and a list of nearly 100 specials that will be dropped into the schedule on a pre-emption basis. NBC's schedule doesn't have CBS's big stress on star-name comedy, nor does it have ABC's shoot-'em-up enthusiasm for slam-bang action properties on almost every night.

Here are the tentative network night-time schedules as they stood at last week's end:

MONDAY NIGHT

| TIME | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | The Cheyenne Show *(Warner Bros)* | To Tell The Truth *(G'ds'n-T'dm'n)* | The Americans *(NBC)* |
| 8:00 | | Pete & Gladys *(CBS)* | |
| 8:30 | The Rifleman *(Four Star)* | Robert Young Show *(Temopic Ent.)* | The Price Is Right *(Goodson-Todman)* |
| 9:00 | SurfSide 6 *(Warner Bros)* | The Danny Thomas Show *(Marterto)* | 87th Precinct *(Hubbell Robinson)* |
| 9:30 | | Andy Griffith Show *(Marterto)* | |
| 10:00 | Adventures In Paradise *(20th-Fox)* | Hennesey *(Hennesey Co.)* | Thriller *(Hubbell Robinson)* |
| 10:30 | | I've Got A Secret *(G'ds'n-T'dm'n)* | |

### TUESDAY NIGHT

| TIME | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | Bugs Bunny *(Warner Bros)* | (Gunsmoke r'p'ts.) Dillon of Dodge *(CBS-Arness)* | Laramie *(Revue)* |
| 8:00 | Bachelor Father *(Revue)* | Dick Van Dyke Show *(Marterto)* | |
| 8:30 | Calvin & the Colonel *(Connolly-Mosher)* | Dobie Gillis *(20th-Fox)* | Alfred Hitchcock *(Shamley)* |
| 9:00 | Las Vegas File *(Warner Bros)* | Tom Ewell Show *(Four Star)* | Dick Powell Show *(Four Star)* |
| 9:30 | | Red Skelton Show *(CBS-Skelton)* | |
| 10:00 | Alcoa Drama Series *(Revue)* Bell & Howell Closeup *(ABC alt. wks.)* | Garry Moore Show *(CBS-Redwing)* | Cain's 100 *(MGM-TV)* |
| 10:30 | | | |

### WEDNESDAY NIGHT

| | | | |
|---|---|---|---|
| 7:30 | The Force *(Warner Bros)* | Alvin & the Chipmunks *(Format Films)* | Wagon Train *(Revue)* |
| 8:00 | | Father Knows Best (reruns) *(Temopic-Screen Gems)* | |
| 8:30 | Top Cat *(Hanna-Barbera-Screen Gems)* | TBA | TBA |
| 9:00 | Hawaiian Eye *(Warner Bros)* | TBA | Perry Como *(Roncom)* |
| 9:30 | | Mother Is A Freshman *(Four Star)* | |
| 10:00 | Naked City *(Screen Gems)* | U.S. Steel-Armstrong *(Theatre Guild, Talent Assoc.) (Alt. wks.)* | TBA *(Probably Dinah Shore-Henry Jaffe)* |
| 10:30 | | | |

### THURSDAY NIGHT

| | | | |
|---|---|---|---|
| 7:30 | Ozzie & Harriet *(Stage 5)* | TBA | Outlaws *(NBC)* |
| 8:00 | Donna Reed Show *(Tony Owen-Screen Gems)* | Angel *(CBS Films)* | |
| 8:30 | Real McCoys *(Brennan-Westgate-Marterto)* | Fasten Your Seat Belts *(Rbt.Cummings-Revue)* | What Do You Want? *(John Guedel-Groucho Marx)* |
| 9:00 | My Three Sons *(Don Fedderson)* | Gunslinger *(CBS)* | This is Your Life *(John Guedel-Ralph Edwards)* |
| 9:30 | TBA | | Ernie Ford *(Beth-Ford)* |
| 10:00 | The Untouchables *(Desilu)* | CBS Reports & Face The Nation *(CBS)* | Sing Along With Mitch *(Marandel Enter.)* |
| 10:30 | | | |

### FRIDAY NIGHT

| | | | |
|---|---|---|---|
| 7:30 | Room For One More *(Warner Bros)* | Rawhide *(CBS)* | TBA |
| 8:00 | The Hathaways *(Screen Gems)* | | Three Wishes *(Don Sharpe)* |
| 8:30 | The Flintstones *(Hanna-Barbera-Screen Gems)* | Route 66 *(Screen Gems)* | Unselected 60-min. Adventure Show |
| 9:00 | 77 Sunset Strip *(Warner Bros)* | | |
| 9:30 | | Twilight Zone *(CBS-Camuga)* | Unselected 60-min. Drama Series |
| 10:00 | The Corrupters *(Four Star)* | The Defenders *(CBS-Plautus)* | |
| 10:30 | | | David Brinkley *(NBC)* |

### SATURDAY NIGHT

| | | | |
|---|---|---|---|
| 7:30 | Roaring 20's *(Warner Bros)* | Perry Mason *(CBS-Paisano)* | Wells Fargo *(Overland Prod.)* |
| 8:00 | | | |
| 8:30 | Leave It To Beaver *(Gomalco)* | Checkmate *(Jameo)* | Tall Man *(Revue)* |
| 9:00 | Lawrence Welk *(ABC-Ed Sobel)* | | Feature Movies *(20th-Fox)* |
| 9:30 | | Have Gun, Will Travel *(CBS)* | |
| 10:00 | Sat. Night Fights *(ABC)* | Gunsmoke *(CBS-Arness)* | |
| 10:30 | | | |

### SUNDAY NIGHT

| | | | |
|---|---|---|---|
| 7:30 | The Hunters *(20th-Fox)* | Dennis the Menace *(Screen Gems)* | Walt Disney Show *(Disney)* |
| 8:00 | | Ed Sullivan Show *(CBS-Sullivan)* | |
| 8:30 | Lawman *(Warner Bros)* | | The Snow Whites *(Nat Hiken)* |
| 9:00 | Bus Stop *(20th-Fox)* | GE Theater *(Revue)* | Bonanza *(NBC)* |
| 9:30 | | Jack Benny *(J & M)* | |
| 10:00 | Asphalt Jungle *(MGM-TV)* | Candid Camera *(Funt-Banner-CBS)* | Du Pont Show of the Week *(NBC-TV, outside sources)* |
| 10:30 | | What's My Line *(CBS-Goodson-Todman)* | |

**'FIRESIDE CHATS' A POSSIBILITY:** President Kennedy, whose use of live TV & tape has given unprecedented new dimensions to his news conferences (Vol. 17:8 p4), may go back to a precedent set by President Roosevelt —"fireside chats" on the air—to widen his communications with the country.

The new TV-radio news-conference formats are working well for him so far, Mr. Kennedy indicated in answer to a question at his March 8 meeting with reporters in the State Dept. auditorium. But White House press aide Andrew Hatcher said the President is contemplating going on the air alone to develop subjects which aren't explored in the q-&-a sessions.

"There are certain things the public should know," Hatcher said, explaining that Mr. Kennedy is reluctant to go into details on his policies at his news conferences unless he is asked about them specifically. He added that the President doesn't want to plant questions with reporters, either, and so is thinking about special broadcast speeches from the White House *á la* FDR.

At the March 8 conference Mr. Kennedy was asked to describe his "feelings" about the way the conferences have been conducted on TV & radio. He was reminded that a "tremendous mail response" had come in, and that many letters complained that reporters were subjecting the President to "abuse or lack of respect."

Mr. Kennedy said lightly that he had been subjected "to some abuse but not to any lack of respect," and that "I would say that we should stay with what we now have." The President cited an old adage: "Don't take down the fence until you know why it was put up."

Amplifying the President's attitude later, Hatcher said the idea of supplementing the conferences with the "fireside" format hadn't jelled yet into definite plans, but that they were being talked over at the White House.

Meanwhile, TV & radio innovations in coverage of the new administration began spreading from the White House to the Cabinet. Secy. of State Dean Rusk announced that he would hold April 3-4 briefing sessions for invited TV & radio program directors & commentators from all 50 states. Editorial writers & other newspapermen from across the country were invited to similar briefings April 24-25.

Rusk said the President would attend the sessions, whose purpose "will be to examine a number of current international issues and to provide opportunity for discussion." The State Dept. anticipated that about 300 persons would turn up for each briefing.

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**Republicans may seek equal time** to compensate for the steady TV-radio exposure being given to President Kennedy in his broadcast-covered news conferences. So hinted Herbert G. Klein, former press secy. to ex-Vice President Richard M. Nixon, at the annual RTES banquet in N.Y. last week. Klein was present to accept a gold medal on Nixon's behalf for "outstanding achievement in broadcasting" (*i.e.*, participation in last fall's TV-radio debates). A similar medal was accepted on President Kennedy's behalf by J. Leonard Reinsch, Democratic TV-radio adviser during the campaign. Klein also quoted a Nixon telegram in which the former Vice President said he considered that TV was still "an infant factor in politics."

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**Bill to extend legal protection** to TV, radio and wire-service newsmen who decline to disclose their sources has been passed by the Cal. Assembly 77-0 and sent to the Senate. Present legislation covers newspapermen only.

**Untouchables Picketed:** The hassle between the Italian-American Democratic Organizations of N.Y. and ABC-TV (Vol. 17:9 p12) reached the picketing stage March 9. A first protest was staged in front of ABC hq in N.Y. from 6 to 10:30 p.m., disbanding at the conclusion of the show's regular Thursday-night telecast. On the other side of town, another IADO picket line marched before the doors of the Waldorf-Astoria, where the annual RTES banquet was being held.

IADO said the 250 pickets marched as a result of "a breakdown of conferences" between a group of Italian-American congressmen, led by Rep. Alfred E. Santangelo (D-N.Y.), and ABC officials. Said Santangelo: "The 21 million Americans of Italian ancestry on whose behalf these pickets parade . . . will not permit ABC-TV to commercialize on crime, and to paint America to the world as a nation of violence, shooting and murder—hot ammunition for Communist cold-war propaganda." The March 9 date was picked to coincide with the birthday anniversary of Amerigo Vespucci. Of lesser public-relations value was the picket-line appearance of Brooklyn dock boss Anthony (Tough Tony) Anastasia who threatened a longshoreman's boycott of all Liggett & Meyers products unless a stop is put to the "stereotyping" of Italians as criminals. (Tony's brother Albert was "rubbed out" in the *Untouchables* manner in a N.Y. barber shop 4 years ago. Tony himself has a record of 7 arrests.)

A second line of attack against *The Untouchables* by IADO was scheduled to be announced March 12 at the annual Amerigo Vespucci awards dinner held at the Hotel Biltmore, N.Y.

ABC's official statement concerning the picketing added little to the situation one way or the other. ABC, said the network, had instituted some time ago "a policy of avoiding the use of Italian characterization on *The Untouchables*, except where the story is based on a person who actually existed or where the plot was entirely dependent for its theme on the use of such characterizations." Added ABC: "This is in line with ABC's long-established policy never to present any program which might reflect upon the integrity of any law-abiding Americans. ABC regrets that this action has been taken by the group."

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**Screen Producers Guild**, reports Hollywood, has selected *The Untouchables* as 1960's best-produced TV series.

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**TV murder weapon** of a freshly-cleaned rug smelling of carbon tetrachloride is too fanciful even for *Peter Gunn*, according to the National Institute of Rug Cleaning. It sent a hot protest to ABC-TV against the Feb. 13 *Peter Gunn* show, which "portrayed that a murder or murders had been committed" by fumes for the "alleged" cleaning agent. Following the show, said NIRC counsel J. Anthony Moran, rug cleaners throughout the country were overwhelmed with queries from worried customers. The network was asked to "rectify this injury." Moran told us NIRC members never use carbon tetrachloride.

**Electronic baby-sitting** isn't TV's function, NAB TV Code Review Board member Joseph Herold of KBTV Denver said in a *Denver Post* guest column. He wrote that worried parents are off the beam when they complain: "I think it's awful. Little Herbert watches TV 4 hours a day. He doesn't get his homework done & he's short on sleep." Herold said that when he was growing up he knew who was running his family, that he wasn't allowed to go to the movies daily, and his all-day suckers were rationed.

**Paar vs. Sullivan—Round 1:** A Jack Paar-Ed Sullivan hassle exploded last week when Sullivan, who pays guests "up to $7,500," declared he would no longer hire entertainers who perform (not merely appear) on Paar's show for $320. Before a nationwide audience, Paar charged Sullivan March 9 with violating right-to-work laws. "My show is a low-budget freak which caught on because performers want to entertain without the monkey acts & Japanese jugglers waiting in the wings," Paar snapped. He challenged Sullivan to a ratings race, suggesting the 2 shows be slotted opposite each other.

"I don't indulge in personalities," Sullivan retorted. "He [Paar] has a show where anything goes. I want to fight in the same size ring. I want to go on his show." In a March 10 wire to Sullivan, Paar extended the requested invitation, but insisted that his usual live audience be present. He promised "every courtesy we extend to President Kennedy, Billy Graham and a host of others, none of whom have ever requested that people be banned from the studio . . . Looking forward to seeing you, I only hope your appearance on our show for scale will not ban you from your own."

"Amazed" at comedian-performer Paar for insisting on "the vocal help of his studio audience," Sullivan stressed "good sportsmanship" in an answering wire to Paar. "Let us direct our debate on important principles to the intellect of your millions of viewers, rather than to the comparatively small studio audience which responds to your skillful cues with cheers or boos."

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**Late-night TV viewers** get an occasional unexpected laugh from feature-movie shows because of odd juxtapositions between dropped-in film participation commercials and movie-story content. When WCBS-TV N.Y. ran "Death of a Salesman," a touching scene in which Fredric March pleaded for a loan was followed by a commercial telling viewers "you have a friend at the Chase-Manhattan Bank." When the same station showed a scene in "Hollywood Cavalcade" in which Alice Faye gets dumped in a mud puddle, viewers also found themselves watching a demonstration of New Blue Cheer. During a recent WABC-TV N.Y. screening of the 1958 "Pursuit of the Graf Spee," when British cruiser commanders were gathering on their flagship to plot strategy against the German raider, viewers were regaled with a Philip Morris commercial whose jingle urges: "Have a Commander! Welcome aboard!" One advertiser, however, has wisely avoided the problem. When the Japanese National Tourist Office bought a small spot schedule some time back in WCBS-TV's *The Late Show*, it requested that the participations not be scheduled in such films as "30 Seconds over Tokyo."

**Huntley & Brinkley** get the latest (March 13) *Newsweek* cover, along with a 5-page story about the celebrated news team. "TV's Castor & Pollux," says *Newsweek*, "have achieved the popularity of a Godfrey, a Como, a Sullivan—and they have done it in the unlikeliest field of all—TV news." Each member of the team, which was launched on Oct. 29, 1956, now earns more than $100,000 annually.

**Casualty rates** for sponsored series & new series are both up slightly this season, reports *Sponsor* with the following tabulation:

| | 1960-'61 | 1959-'60 | 1958-'59 | 1957-'58 |
|---|---|---|---|---|
| Total number of series entries | 114 | 119 | 114 | 120 |
| Total series dropped | 48 | 49 | 30 | 34 |
| Casualty rate for all sponsored series | 42% | 41% | 26% | 28% |
| Total news series started since the fall | 50 | 47 | 36 | 45 |
| Total newcomers dropped | 31 | 29 | 17 | 26 |
| Casualty rate for new series | 62% | 61% | 47% | 58% |

## The FCC

***More about***

**FCC COURT ACTION VS. MCA:** Courtroom spectators in the U.S. Courthouse & Post Office Bldg. in Los Angeles last week may well have been watching a rerun of FCC's TV-film investigation. MCA & its vp, Taft Schreiber, again refused to testify. MCA attorney Allen E. Susman, almost ousted from the courtroom last fall in his attempts to keep Schreiber off the witness stand, again clashed with hearing examiner James D. Cunningham. Schreiber again flatly refused to testify in the face of Cunningham's directions.

There was this major difference: Because FCC in January upheld Cunningham's ground rules and rejected MCA's appeal, another MCA refusal meant court action, and this it will get. Cunningham told Schreiber that anyone refusing to testify or produce documents is, under FCC regulations, guilty of a misdemeanor, and subject to a fine of not less than $100 and not more than $5,000 and/or one year's imprisonment. He also informed FCC counsel Ashbrook Bryant that appropriate proceedings should be instituted in the U.S. District Court to compel compliance with the subpoena, and that the record should be turned over to the Dept. of Justice for possible criminal action. Dee Pincock, asst. gen. counsel for FCC in charge of enforcement, said the civil action would be sought in U.S. District Court in Los Angeles, that the criminal action would be discussed with Dept. of Justice.

### Blasts MCA Arguments

Earlier, in denying MCA's motion to quash the supoenas for Schreiber's testimony & documents from MCA, Cunningham (1) declared the motion "contemplates suspension of the ground rules"; (2) rejected MCA's questioning of the jurisdiction of the FCC regarding MCA, saying that, because it is involved in production & packaging of TV shows, it is as much a part of the broadcast industry as a licensee; (3) rejected as "unmeritorious" the MCA contention that it is being deprived of proper counsel; (4) rejected MCA's contention that the hearing violated the Administrative Procedure Act, asserting it does not come under that act and that it is a fact-finding hearing; (5) rejected as a request for "special treatment" the MCA proposal that Schreiber testify but not publicly, with data to be held confidential pending a determination of the issues in the courts. On the last point, Cunningham was particularly vehement, pointing out that FCC had provided that public hearings be held in order that the public, licensees, broadcast-industry members and Congress have access to information garnered at such hearings. "Private interests must not be subordinated to the public interest," he said. "They (MCA & Schreiber) want a hearing tailored to their desires, built to their specifications, under rules which they will prescribe," said Cunningham sharply.

Although Schreiber flatly refused to testify, he was asked a series of questions by Bryant, all going unanswered: His position & duties with Revue? Were MCA or its subsidiaries involved in production & packaging of TV shows? Does MCA represent talent in TV? Etc. As Schreiber left the stand he was admonished that he was still under subpoena.

"Plug specialists" Dick Fishell and Betty Langley of of Dick Fishell Associates, and Mary Rothschild of Promotions Unlimited, who had also declined to testify last fall, joined in the MCA motion to quash. However, when it was denied, their attorney, Oliver B. Schwab, said they would testify. Because Fishell was ill, the hearing was recessed until this Monday (March 13), when the trio is scheduled to appear.

Fred Kline, consultant to the Fred Kline Agency, originally subpoenaed last fall for his activities in the "plugola" field, appeared as a friendly witness last week. He explained he could not appear last fall because he was out of town, and later had undergone major surgery. Kline, saying he was no longer in the plug field, gave a frank picture of how plugs are sneaked into TV shows.

### Two Types of Plugs

There are 2 types of show plugs: (1) exposure, wherein a client's product is seen as background, or (2) "exploitation by dialogue," wherein the brand name is ingeniously planted in the dialogue. As to the exposure plug, Kline said Walter Kline & Associates, the firm with which he was associated prior to his organization of the Fred Kline Agency, had a warehouse filled with products it supplied to producers of TV shows gratis in return for a plug. The company represented such diverse products as a railroad, a finance company, a van & storage company, kitchen appliances, clothing, wine, a brand of Scotch, a dance studio, a seltzer company. There was no "financial relationship" with program executives in the exposure field, said Kline, but he freely admitted "something of value" was given many times.

When a firm wanted a product plug on a live daytime show, arrangements were made with the production executives & writers. In return for the plug, gift certificates were given to those who cooperated. Writers were often paid off with a case of liquor, he said.

Certain clients liked to have their products mentioned on comedy shows, and when this was "arranged," usually through the writers, the latter would be compensated, usually with the gift certificate or a case of Scotch or bourbon. Sometimes writers and "program people" approached the agency, and they would figure out a situation or gag involving a Kline-client product, he said.

When products were furnished to TV film companies, the exposure in itself was considered sufficient, but on live shows the client received 10 words of hard-sell dialogue, Kline said.

Kline termed all this "fairly common practice" in the industry until September, 1960 (when the anti-payola act went into effect).

Kline said it's difficult to get a plug on a TV-film show because of possible sponsor conflict, and because film is eventually syndicated and consequently producers are wary of having any brand names in films which might conflict with potential syndication sponsors. Once he supplied Nash cars to a series, and when Packard bought the show, it ordered sequences with the Nash cars reshot, he said.

Kline acknowledged that "it's been the practice to pay writers for plugs" for Hollywood-made shows. He estimated that 25% of the gross income of the Walter Kline company came from the broadcast field.

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**Deintermixture of Bakersfield** may be voted by FCC this week. The plan is to delete Ch. 10, add Ch. 23 & 51, deny educational reservation of Ch. 10 in Bakersfield and Ch. 12 in Fresno, reserve Ch. 39 for ETV in Bakersfield, assign Ch. 12 to Santa Maria. KERO-TV Bakersfield would be ordered to show cause why it shouldn't be shifted to uhf.

A "summary" procedure, designed to reduce the number of long evidentiary hearings, will be proposed by FCC in recommended legislation, as forecast last year (Vol. 16:52 p1). The Commission is understood to be proposing changes in Sec. 309(d)(2) & 309(e) of the Communications Act, using language such as this to justify the amendments: "These proposed legislative changes would make clear the responsibility of the Commission initially to determine whether or not there are genuine & substantial issues as to any fact which in its judgment and under its criteria would be material to a decision. If the Commission found such to exist, it would direct the holding of an evidentiary hearing on those issues of fact, the resolution of which it deemed material to an ultimate Commission decision. If the Commission found that no genuine & substantial issue as to any fact material to a decision was presented, but was nonetheless unable to find that a grant would be in the public interest, it would notify the applicant & all of the parties in interest of the reasons therefor and afford them an opportunity to file pleadings with & present oral argument to the Commission with respect to any conclusions & determinations of legal issues by reason of which the Commission was unable to make an affirmative public-interest finding. Such a procedure would accord the parties ample opportunity to be heard with respect to the conclusions & legal determinations to be drawn from the undisputed, substantial, and material facts set forth in the pleading, without resort to a trial type hearing, and would not be dissimilar to the summary judgment procedure followed by the Federal Courts under Rule 56 of the Rules for Civil Procedure for the U.S. District Courts, as promulgated by the U.S. Supreme Court under 28 U.S.C. 2072."

**Miami Ch. 7** oral argument before FCC last week was more of the same in the long "influence" case. Examiner Horace Stern last year (Vol. 16:38 p4) had urged the absolute disqualification of 3 of the 4 applicants involved —Biscayne (which won the original decision and operates WCKT), South Florida TV Corp. and East Coast TV Corp. This left Sunbeam TV Corp. unscathed and presumably the survivor & winner. Attorneys for the first 3 told the Commission that their clients or emissaries talked to Comr. Mack for one of 2 major purposes: (1) To find out "status" of the case, when it would be decided, etc. (2) To determine whether their opponents were attempting off-the-record influence, as rumored. They insisted that their clients had done nothing improper. Counsel for Sunbeam said that Stern's decision was absolutely right and that FCC can immediately give it the channel. The others asserted that the Commission should make a brand new comparison of all the applicants and discount Stern's recommendations.

**Greensboro, N.C. Ch. 8** should be awarded to TriCities examiner Elizabeth C. Smith, who proposed the denial of Jefferson Standard Bcstg. Co., High Point TV Co. & Southern Bcstrs. Inc. Her main reasons: "The TriCities proposal will bring a new & competitive service in the field of mass communication to the 3-cities area of Greensboro, High Point and Winston-Salem, with the wide business experience & talents of all of its owners devoted to the day-to-day operation of the proposed station on a full-time basis. These factors are here controlling. Especially is this true when coupled with the plans of this applicant for extensive live programs of a commendable nature & of interest to the entire area." TriCities is owned by 4 equal partners: Hargrove Bowles Jr., James G. W. MacLamroch, Robert Hamilton Nutt and Ralph C. Price. She conditioned her recommendation on Price's disposal of an indirect interest in Jefferson Standard.

## Educational Television

**Minow is for ETV Aid:** Federal money for ETV is advocated by new FCC Chmn. Minow. Lining up with Comr. Hyde, who testified at Senate Commerce Committee hearings in support of govt.-subsidized equipment purchases for educational TV stations (Vol. 17:10 p9), Minow said he "wholeheartedly" endorses the idea.

He didn't come out specifically for the bill (S-205) by Sen. Magnuson (D-Wash.) authorizing $51-million ETV grants to the states & D.C. "The amount of funds to be allocated to this project as against other worthwhile legislative programs is a matter for the judgment of Congress," Minow said.

But in a statement filed with the Senate Committee he attached "immense importance" to the Magnuson measure. Adequately financed ETV would open up "an unparalleled opportunity for education, for experimental programming, for real diversification of program fare, and for cultural advancement," Minow said. He added: "In view of the present lack of funds in many areas to meet station construction costs, I believe that federal aid is needed, particularly to advance the date of construction and to permit extensive rather than minimal operation."

Meanwhile, the Commerce Committee, headed by Magnuson, gave speedy approval to the Senator's bill—for the 3rd time in recent sessions—and sent it along to the Senate floor, where it already has been passed twice.

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**Clue to FCC Chmn. Minow's** thinking may be found in his first dissent. He objected last week to the grant of an AM in Ebensburg, Pa. to Cary H. Simpson. "I would designate the application for hearing," he said, "on the question whether the grant is in the public interest in view of the applicant's extensive multiple interests in a highly concentrated area of Pennsylvania." Comr. Bartley concurred with him. Simpson owns 100% of WTRN Tyrone & WBLF Bellefonte; 67% of WFRM Coudersport & WNBT Wellsboro; 50% of WKBI St. Marys.

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**FCC Comr. Lee** needled N.Y. legislators in an Albany speech last week, urging them to activate their uhf ETV CPs. "The U.S. looks to New York for leadership," he told a joint meeting of the lawmakers and broadcasters, "but isn't getting it . . . If the educators come forth with their plans for multi-channel uhf operations at this time and act effectively to implement these channels, they can be saved for the needs of both educational & commercial broadcasting. Otherwise, it is difficult to say what the outcome will be." Gov. Rockefeller, an ETV enthusiast, reportedly listened with enthusiasm.

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**Dim view of ETV** for Washington classrooms has been taken again by D.C. school officials. A 5-member school board committee turned in a report supporting earlier criticism of educational TV by supt. Carl F. Hansen, who has long maintained that taxpayers' money could be spent better for teachers & books.

**Ford Foundation** grants totaling $276,957 for ETV applications were awarded recently to 10 universities, colleges and educational authorities. The major grants: U. of Miami, $72,100 for preparation & presentation of credit-telecourses in the humanities & social sciences; Southern Regional Education Board, $59,250 to assist the development of ETV; Queens College, $30,450 to video-tape ETV courses in calculus & German.

## Film & Tape

**20th-Fox Wheels & Deals:** Something interesting was cooking last week in N.Y. between 20th Century-Fox and NTA. In the pot:

1. NTA admitted that "discussions" concerning a possible purchase of NTA by the movie firm were being held with 20th-Fox—with which NTA has distribution & co-production deals for TV covering some 500 features and 2 TV series. NTA is known also to have some long-range financial obligations to 20th-Fox, but how much they are & whether 20th-Fox was pressing for payment weren't revealed last week by either side. If such a deal goes through, it will provide 20th-Fox with a ready-made TV-distribution outlet. Such an outlet could then handle post-1948 features in regular or pay TV (apart from recent deals between 20th-Fox and NBC-TV & NTA) and act as a syndication outlet for backlogged 20th-Fox network shows such as *Adventures in Paradise*.

2. Matthew ("Matty") Fox resigned as pres. & dir. of Television Industries Inc. in order to "devote his full time to Tolvision of America Inc., a subscription TV company." Fox, it has been rumored for some time (Vol. 16:26 p5), has been seeking a deal between Tolvision and 20th-Fox which might take the form of a working corporate alliance in the pay-TV field.

3. A significant plum in the 20th-Fox talks with NTA was WNTA-TV N.Y. The station is for sale, with its value generally guessed at around $7 million. Ex-NTA Chmn. Ely A. Landau is leading a group which hopes to buy it. TV producer David Susskind also wants it, and so does National ETV & Radio Center. If 20th-Fox acquires NTA, the station will probably be part of the package.

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Replacing Matty Fox as pres. & chief exec. officer of Television Industries Inc. will be Basil Estreich, the firm's senior vice president. And Walter S. Mack, onetime pres. of Pepsi-Cola Corp., is named a member of the firm's executive committee.

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Two leading officers of Writers Guild of America West have resigned, to avoid conflict of interests. They are Pres. Curtis Kenyon, who has been named head of Paramount Pictures' story dept., and TV-radio branch Pres. Fenton Earnshaw, named producer of Warner Bros.' *Solitaire* series. WGA nominees for its annual election May 18 are: For Guild pres.—Mary McCall Jr., Charles Schnee. TV-radio branch pres.—Nate Monaster, Barry Trivers. Vp—Christopher Knopf, Maurice Tombragel. Secy.-treas.—Sol Stein, Louis Pelletier. Board—Monaster, Trivers, Robert Schiller, Ellis Marcus, Miss McCall, Jerry Gottler, David Harmon, Robert Yale Libott. Screen branch nominees: For pres.—James Webb, Edward Anhalt. Vp—Tom Blackburn, Allen Rivkin. Secy.-treas.—Devery Freeman, George Slavin. Board—Eric Ambler, Herbert Baker, Henry Ephron, John Gay, Gavin Lambert, John Lee Mahin, Ivan Moffat, Schnee, Daniel Taradash. Miss McCall was nominated for WGAW pres. following the withdrawal of Earnshaw.

ITC domestic & foreign sales reorganization was announced last week by Abe Mandell, who was named administrative vp. John Pearson becomes asst. dir. of international sales, Hershel Harris becomes sales mgr. for ITC of Canada Ltd., Samuel Gang becomes Mexican & Central American div. mgr., and John Darnton becomes Far East sales div. mgr.

## HOLLYWOOD ROUNDUP

**Official setup of Producers Studio Inc.**, formed to lease California Studios (Vol. 17:8 p13), was disclosed recently by Pres. Fred Jordan. Other officers: Gerald L. King, vp-secy.; John Young, vp-treas.; Arthur J. Gaunt, vp. Phil Rapp will join the company when he finishes his job as exec. producer of *The Tab Hunter Show*. Edward Mosk will be on the board. Former California Studios lessee Philip N. Krasne has left the lot and established offices elsewhere. He plans to make 2 movies & a TV pilot, *The Orient*, an anthology with 3 rotating stars. It will be filmed in Hong Kong at the same time Krasne is producing a movie, "Rickshaw Boy," there. Krasne retains his partnership with Richard S. Degner in California Studios' div. of visual merchandising, a slide-film production firm.

**Ramrod Productions** has filed breach of contract suit in Los Angeles Superior Court against RKO General Inc., seeking alleged damages of $1.4 million, over telecasting of the RKO movie, *Bundle of Joy*, which starred Eddie Fisher & Debbie Reynolds. The plaintiff also seeks an order restraining RKO from allowing any TV showing of the movie before June 5, 1961.

**Legislation to permit construction** & lease of a $4-million Hollywood TV & movie museum has been approved by the Cal. Assembly committee on municipal & county govt. Under terms of the legislation, Los Angeles County would lease the museum facilities at a yearly rental of $260,000 for 30 years, after which it would become county property. The museum would be built with private financing on a county-owned site near Hollywood Bowl.

**Documentary-public-service programs** won a larger share of audience in 1960, reports Nielsen. They hit a 24 as compared with the 20 in each of the 2 preceding years. There were 16 such shows, vs. 10 in 1959, 6 in 1958.

**Screen Actors Guild** membership approved a dues hike recently by an overwhelming majority of 4,459 to 1,590. The increase had been recommended by the board to meet a growing financial deficit (Vol. 17:7 p12).

**Irving Mansfield-Peter Arnell Productions** is producing *Face the Facts*, a half-hour audience-participation show, for CBS-TV. It begins this week (March 13).

**Screen Gems** will begin production this spring or summer on the pilot of *Occupation Female*, a comedy-adventure starring Polly Bergen. It's aimed at 1962.

**Motion Picture Sound Editors**, at their annual awards, named "The Silent Caper" episode of Warner Bros.' *77 Sunset Strip* as the best-edited TV film.

**John Scott Trotter** will compose & conduct original music for *My Uncle Elroy*, pilot starring George Gobel.

**People:** Disneyland exec. vp **Donn Tatum** named to the board of the Cal. State Fair & Exposition by Gov. Edmund G. Brown . . . **Ellingwood W. (Bud) Kay**, ex-Warner Bros., CBS-TV story editor, named story editor of Four Star Television's 60-min. anthology series tentatively called *The Dick Powell Show*.

**More people: George Tibbles** named producer of Don Fedderson Productions' *My 3 Sons*, replacing **Peter Tewksbury** . . . **George A. Elber** elected first vp & a board member of Four Star Television . . . **Elliot Alexander**, ex-ABC, BBDO, named special asst. to Cy Howard, exec. producer of Desilu Productions' *Harrigan & Son* and *Guestward Ho!*

## NEW YORK ROUNDUP

**Desilu stock hit a new high** for 1960 and 1961 last week when it closed at 15 on March 6 (up from 14 on March 3) in the wake of reports that the firm was being bought by Westinghouse Bcstg. Co. (Vol. 17:10 p3). The level dropped back to 14 5/8 on March 9. In N.Y. and Hollywood, Westinghouse & Desilu sources maintained their "no comment" attitude concerning a WBC purchase. Footnote to last week's news: When WBC Pres. Donald H. McGannon concluded his talks with Desilu vp Edwin Holly at Desilu's Culver Studios March 3, McGannon headed for Palm Springs—where Desi Arnaz was shooting golf.

**Add syndication sales:** Ziv-UA's *Sea Hunt*, now in its 4th year, has scored a 93% renewal. Stations signing include WGAN-TV Portland, Me., WKYT Lexington, WCAU-TV Philadelphia, WAST Albany. Another Ziv-UA series, *Miami Undercover*, is now in 131 markets. . . . NTA's *Play of the Week* has been renewed for a 2nd year in 10 major markets.

**Trans-Lux** has sold *Felix the Cat* to 4 more U.S. stations, including KHQA-TV Hannibal, WHBF-TV Rock Island, and to the Australian Bcstg. Commission and the Arabian-American Oil Co. for its U.S. outpost in Saudi Arabia. The *American Civil War* series has now been sold to 6 U.S. stations & 5 U.S. armed forces overseas outlets.

**Videotape Productions** of N.Y. is taping the first Metropolitan Opera Guild TV series—3 programs produced by NET in cooperation with the Guild. English excerpts from Mozart's "Cosi Fan Tutte" are included in the series, which will get airing this season on the NET network.

**Trans-Lux** will distribute *It's a Wonderful World*, new Carl Dudley-produced 26-episode, 30-min. series shot on location in North Africa, Hong Kong, Australia and other countries. Set for an April release, the series is narrated by John Cameron Swayze.

**MCA-TV** has scored 13 station sales to date for a quartet of NBC 60-min. action-adventure shows—44 episodes of *Riverboat*, 21 of *Suspicion*, 26 of *Cimarron City* and 17 of *Overland Trail*. Sales include WNEW-TV N.Y., WTTG Washington, KTTV Los Angeles, KVAR Phoenix.

**Seven Arts Associated Corp.** is negotiating for Republic Corp.'s entire backlog of movies, with the price reported to be approximately $5 million. A Republic spokesman confirmed that negotiations are in progress, but denied reports that a deal has been made.

**People:** George Mitchell has been appointed Seven Arts West Coast div. mgr. . . . **William Van Praag** and **Robert Gross** have been named pres. & vp respectively of the Film Producers Assn. of N.Y.

## Foreign

**Candid Camera complaint:** Paris prostitutes protested an adult-angled documentary on French TV recently, with 5 local *filles de joie* launching a suit against the govt.-owned TV service. The complaint: The documentary, filmed unobtrusively on Paris streets, gave the women a "disagreeable surprise" when they saw themselves on TV screens and were recognized by "families & friends." Local TV critics praised the show, although a few questioned its scheduling (8:30 p.m.) as being at a time when French youngsters were still watching TV.

## Networks

**Uhlco Buying NBC Coast Site:** Uhlco Properties of Los Angeles has secured an option on NBC's Sunset & Vine hq, with erection of a $75-million hotel & office complex as the objective. The sale price for the 5-acre block in the heart of Hollywood is $3.5 million. Exercise of Uhlco's option will mean that NBC vacates the property on which KRCA is located, by the end of 1963, moving its entire Los Angeles operation to its 48-acre Burbank lot.

Uhlco Pres. Lionel Hayes Uhlmann said he plans a 29-story hotel and two 27-story office buildings for the site. To be known as the Towers, the complex would contain a roof heliport. Construction would begin late in 1963 for spring 1965 completion, he said.

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**All 3 networks** will have higher one-time nighttime half-hour rates this fall: CBS-TV, $80,400 (up from fall 1960's $79,200); NBC-TV, $78,700 (up from $77,700); and ABC-TV, $68,000 (up from $64,500).

## NETWORK SALES ACTIVITY

**Daytime-sales spurts** were reported last week by NBC-TV & ABC-TV. Don Durgin, NBC-TV sales vp, said that 10 advertisers had placed daytime orders totaling more than $3 million during February. The largest purchases were made by Mennen, Plough, U.S. Borax & Chemical Co., and Lever Bros. The others: Proctor-Silex, Union Underwear, Colgate-Palmolive, *Reader's Digest*, McCall Corp. and Andrew Jergens. All buys were for alternate-week 15-min. segments or daytime participations. ABC-TV landed what daytime-sales vp Edward Bleier termed "a major departure in cigaret advertising"—8 commercial minutes weekly, scattered through the ABC 11 a.m.-4 p.m. daytime schedule, for Spring mentholated cigarets. "Its success," said Bleier hopefully, "should demonstrate the efficacy & vitality of daytime TV as a marketing tool for the filter and/or mentholated segments of the tobacco industry." Spring, a P. Lorillard brand, won't use 3 of the ABC daytime shows for competitive reasons: *Camouflage* (whose host, Don Morrow, does Lucky Strike commercials), *Number Please* (because Bud Collyer works on R. J. Reynolds' nighttime *To Tell the Truth*), and *American Bandstand* (because of the show's teen-age appeal).

ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. April.
*Gillette* (North)

Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. April.
*Speidel* (M-E Productions)

Roaring Twenties, Sat. 7:30-8:30 p.m.; Naked City, Wed. 10-11 p.m. part. eff. Sept.
*Union Carbide* (William Esty)

Walt Disney Presents, Sun. 6:30-7:30 p.m.; Hong Kong, Wed. 7:30-8:30 p.m., part. eff. May & June
*Coleman* (Potts-Woodbury)

Daytime programming, Mon.-Fri. part. eff. March.
*Chemstrand* (Doyle Dane Bernbach)

NBC-TV

Cain's 100, Tue. 10-11 p.m., part. eff. fall.
*P. Lorillard* (Lennen & Newell)

Thriller, Mon. 10-11 p.m., part. eff. fall.
*American Tobacco* (SSC&B)

## Stations

**COLLINS HIRES RICHARDS:** Reorganization of NAB, as proposed in February by Pres. LeRoy Collins in his let's-get-going Palm Springs board speech (Vol. 17:7 p1), reached an active planning phase last week.

Collins announced he had retained Robert K. Richards, Washington public relations man (of Richards Associates) and former NAB administrative vp, as a special consultant for the contemplated hq remodeling job. At the same time, Collins called on all NAB staff executives to submit their own ideas on streamlining operations.

There was no hint from Collins as to what jobs or departments at hq may be under an axe. But staffers were under notice—in effect—to justify themselves & their work. And it was taken for granted in Washington that some functions would be eliminated or trimmed and others enlarged. Among NAB departments due for expansion: Govt. Relations & Public Relations.

"We are starting with our groundwork," Collins told us in N.Y., where he spent the week on a get-acquainted tour of industry centers. "We are going over the staff function by function. Nothing has been formulated in the way of specific recommendations, however."

He said he won't be ready with his reorganization chart until after the May 7-10 NAB convention in Washington. Collins will formally submit his plans to the board in June.

After a little more than 2 months in office, Collins has seen enough of NAB operations to be convinced that they have been rocking along with an outdated structural set-up which doesn't meet broad-gauge needs of the industry.

In bringing in Richards as his special advisor, Collins will have the expert help of an insider. Richards joined NAB's staff in 1947 as public relations dir., moved up to the late Pres. Harold E. Fellows' office as asst., then put in 3 years as administrative vp before leaving in 1954 to set up his own public-relations firm. In the 6 years since, he has been a regular NAB management consultant.

Richards told us he'd had only one meeting so far with Collins in his new assignment, but that work of analyzing NAB operations & their costs already was under way.

Collins said his N.Y. trip wasn't directly connected with reorganization moves, but in addition to visiting network offices and attending the annual RTES banquet, he spent much time in the TV Code Affairs Office there and at the NAB-organized TV Information Office.

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"Responsibility for Broadcast Matter" as defined by FCC for licensees is explored by the Commission's network study chief Ashbrook P. Bryant in the winter issue of *Journal of Broadcasting*. Other featured articles in the publication of the Assn. for Professional Bcstg. Education include "The Broadcaster's Responsibility for Advertising," by Henry R. Goldstein of the Washington communications law firm of Spearman & Roberson. Mass-media "attention habits" are discussed in reports by Edwin B. Parker of the U. of Ill. and William S. Baxter of Ohio U.

Storer Bcstg. Co. has appointed McCann-Marschalk Co. (Miami office) as its ad agency for corporate advertising, reports Stanton P. Kettler, exec. operations vp. Former agency was Peter Finney Advertising Co. of Miami. Storer's 5 TV & 7 radio stations will continue to use their present agencies for local-level advertising.

ARB has moved its N.Y. agency- & station-services offices to General Dynamics Bldg., One Rockefeller Plaza.

**NEW & UPCOMING STATIONS:** Two new Canadian stations began programming last week to raise the Canadian operating total to 86 outlets. CJOH-TV (Ch. 13) Ottawa began programming March 12 as a full-fledged independent. In striking contrast, CBFST (Ch. 7) Sturgeon Falls, Ont., which began March 4, is an unattended CBC o&o repeater station which picks up French network directly from the CBC cable.

CJOH-TV has an 18-kw Canadian Marconi transmitter and a 600-ft. Microtower with a directional antenna at Hazeldean, Ont. It has temporary studios at 25 Bayswater Ave., Ottawa, while a permanent installation is being constructed at 1500 Merival Rd., City View, Ottawa. Owners are Bushnell Bcstg. Associates, Granada TV Network Ltd. (London, England) and NTA Telefilm (Canada) Ltd. E. L. Bushnell, ex-CBC Ottawa, is pres. & gen. mgr.; Stuart Griffiths, ex-Granada TV Network, vp & asst. gen. mgr.; E. S. Coatsworth, ex-CBC Toronto, program dir.; A. G. Day, ex-Famous Players Canadian, chief engineer. Base hour is $475. Reps: Young and Stovin-Byles.

CBFST equipment hasn't been reported, but it has a visual ERP of 9.75 kw and its antenna is 537-ft. above the ground on Hwy. 64, Sturgeon Falls. It will be included as a bonus to the CBC French network. Alphonse Ouimet, pres. of CBC, has announced that it plans to establish a satellite of CBFST at Sudbury, Ont., as soon as an agreement on channel allocation has been reached between Canada and the U.S.

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In our continuing survey of upcoming stations, here are the latest reports from principals.

**KUSD-TV (Ch. 2, educational)** Vermillion, S.D. won't have its 250-watt Sarkes Tarzian transmitter ready until mid-March. For this reason the target for programming has been moved to April 15, reports Martin Busch, dir. of KUSD radio-TV-film for grantee State U. of S.D. A Jampro antenna has been installed on a 150-ft. tower furnished by Tower Construction Co. The school's closed-circuit system, in operation for over 3 years, will be discontinued and its studios will be used by KUSD-TV.

**KBMT (Ch. 12) Beaumont, Tex.,** with a May 15 target (Vol. 17:10 p12), has signed with ABC-TV, writes gen. mgr. John H. Fugate. It has ordered 50-kw GE transmitter for delivery in April and it starts work on a transmitter house March 13. The studio building is ready. Work starts April 15 on a 998-ft. Kimco tower which will have a 12-bay GE antenna. Vernon C. Dillaplain will be chief engineer. Base hour not set. Rep will be Hollingbery.

**WXGA-TV (Ch. 8) Waycross, Ga.,** planned as a noncommercial educational outlet by grantee Georgia State Board of Education, has a September programming target. This report comes from Mrs. Mary E. Grubbs, ETV coordinator for the Board. A 25-kw RCA transmitter is scheduled to arrive in Waycross in mid-April, but construction of the studio-transmitter building hasn't been started. WXGA-TV will use a 972-ft. Ideco tower, but work on this hasn't begun as yet. An RCA antenna is due there June 1. Claude Purcell, State Supt. of Schools, will be the director of WXGA-TV; Sam Sherhouse, dir. of instruction, asst. dir.; Mrs. Mary E. Grubbs, curriculum dir.; Hans-Werner Deeken, producer-dir.; Harvey Aderhold and Wilber Fattig, consulting engineers.

**KSLN-TV (Ch. 34) Salina, Kan.** doesn't have a programming target now. It's been held up awaiting delivery of an Alford antenna, according to Melville L. Gleason, pres. of the grantee Prairie States Broadcasting.

**Broadcast-equipment exhibit** in Washington's Shoreham Hotel during NAB's 39th convention May 7-10 will be the most extensive in convention history. NAB secy.-treas. Everett E. Revercomb reported more than 50 manufacturers & suppliers—all associate NAB members—have contracted for space: Adler, Alford, Alto Fonic Tape Service, Ampex, Bauer Electronics, Capitol Records, Cellomatic, Collins, Conrac, Continental Electronics, Continental Mfg., Ecco-Fonic, Electronic Applications, Fairchild, Fisher Radio, Foto-Video, Gates, GE, General Electronics Labs, Gotham Audio, General Precision's GPL div., Graham Sales, Hughey & Phillips, Industrial Transmitters & Antennas, Kahn Research Labs, Kliegl Bros., Universal Electric Stage Lighting, MacKenzie Electronics, Metropolitan Electric, Minneapolis-Honeywell, Minn. Mining & Mfg., Miratel, Mosely Associates, Profit Programming, Programatic, RCA, Raytheon, Schafer, Sony, Standard Electronics, Sarkes Tarzian, Tektronix, Telechrome, Telecontrol, TelePrompTer, Telescript-CSP, Television Specialty, Tower Construction, Utility Tower, Visual Electronics, Vitro.

**Seven Canadian satellites** were recommended by BBG, following its Feb. 22 meeting: Ch. 5 Salmon Arm, B.C. for CHBC-TV, Kelowna, B.C.; Ch. 2 Eastend & Ch. 2 Val Marie, Sask. for CJFB-TV, Swift Current, Sask.; Ch. 7 Carlyle Lake, Sask. for CKOS-TV Yorkton, Sask.; Ch. 6 Bon Accord, N.B. for CHSJ-TV, Saint John, N.B.; Ch. 7 Harrison Brook, N.B. for CKAM-TV, Campbellton, N.B.; Ch. 13 Edmundston, N.B. for CJBR-TV, Rimouski, Que. Decision was reserved on Ch. 3 west-central Sask. applications filed by CFQC-TV, Saskatoon and CJFB-TV, Swift Current (Vol. 17:7 p6). Also recommended were an increase in the height of the tower for CKBL-TV, Matane, Que., the move from Elk Lake to Kearns, Ont. for satellite CFCL-TV-2 and a higher power for satellite CHCC-TV, Coronation, Alta., now being built by parent CHCA-TV, Red Deer. Public hearings on TV-radio applications will be held by BBG in Ottawa April 11, June 20, Aug. 22, Oct. 17 and Nov. 28.

**Newsweek magazine control** has been bought by the Washington Post Co. (WTOP-TV & WTOP Washington and WJXT Jacksonville) from the Vincent Astor Foundation in a reported $8-million deal for its 59% interest. Operating head of *Newsweek* will be *Washington Post* Pres. Philip Graham. The sale was announced March 9 by the Foundation, following weeks of reports of negotiations involving other publishing companies. An employe group headed by *Newsweek*'s Malcolm Muir also tried to obtain control of the magazine. It owns 45.2% of KOGO-TV & KOGO San Diego, whose reported $7-million sale to United Artists fell through last December (Vol. 16:50 p12). Graham said he expects to buy 100% of *Newsweek*'s stock and that when 66% of it is acquired, the San Diego stations will be placed under management of the Post Co.'s broadcasting div. At the same time Newsweek Inc. will be merged with the Post Co., which will then set up a new *Newsweek* subsidiary he said.

**"The annual Westinghouse rumor"**—that's how Westinghouse Bcstg. Co. described to us a Hollywood report to the effect that WBC was considering the purchase of a TV station in Los Angeles or N.Y. WBC is in the process of acquiring KLAC radio Los Angeles and is known to have held discussions with Desilu concerning a purchase of that film firm (Vol. 17:10 p3)—two factors which may explain the reports of WBC interest in a Los Angeles TV station. In N.Y., where WNTA-TV is on the block (see p. 8), WBC told us it had made no bid whatever for WNTA-TV.

**CBS-TV o&o mgrs.** will gather at N.Y.'s St. Regis Hotel March 14-17 to consider such common-interest topics as sales strategy, programming in the public interest, local documentaries, editorials, and news programming. Another timely topic: The 3rd annual public-affairs program exchange which the o&o's will launch April 15. Each station contributes a series for weekly airing on the other stations—constituting a public affairs supplement of 80 taped programs. The 1961 exchange contributions: *The American Musical Theater* (WCBS-TV N.Y.) depicts the growth of the legitimate theater. *Keynotes* (KNXT Los Angeles) features concert pianist John Crown in talks on musical subjects. *The New Nations* (WBBM-TV Chicago) treats the culture & people of Africa & Asia. *Once Over Lightly* (WCAU-TV Philadelphia) is an *Open End*-type discussion series. *Outside In* (KMOX-TV St. Louis) uses on-location films & interviews to instruct children.

**Negotiations to settle AFTRA-NABET strike** against KXTV Sacramento (on since last September) have failed. We're informed by station vp-gen.-mgr. Robert Wilson that despite the impasse, he is hopeful of settlement, and is "ready & willing" to negotiate further. KXTV is resisting union demands on the grounds that they are discriminatory. "The main issue is economic, although we have offered equal scales for this market area. However, the unions want more concessions from us than they are getting from other stations in Sacramento," said Wilson. A move by the unions to persuade local advertisers & agencies not to advertise on the station "hurt us seriously," Wilson acknowledged. However, U.S. District Court Judge Sherrill Halbert has issued an injunction restraining the unions from this practice.

**Targets set for facility changes:** WSTV-TV (Ch. 9) Steubenville, O. expects to boost power to 316 kw May 1 • WOOD-TV (Ch. 8) Grand Rapids, Mich. plans to move to new Middleville site June 1 • KOLD-TV (Ch. 13) Tucson, Ariz. plans to boost to 75.9 kw in mid-June after move to site on Mt. Bigelow • WHP-TV (Ch. 55) Harrisburg, Pa. expects to shift to Ch. 21 July 1 • KVOA-TV (Ch. 4) Tucson, Ariz. has Sept. 1 target for boost to 35 kw after move to Mt. Bigelow • KCRA-TV (Ch. 3), KXTV (Ch. 10) & KOVR (Ch. 13) Sacramento, Cal. expect to be using joint tower at Walnut Grove by mid-September.

**Annual Conelrad test** will be conducted for 30 minutes starting 4 p.m. EST April 28. TV, FM and all non-participating AM stations will remain silent. There will be national, state & local civil defense programming, and state defense FM networks will test their hookups.

**TV tape recorders shipped by RCA:** Two apiece to WMCT Memphis, WOOD-TV Grand Rapids and Germany. Single units to KOB-TV Albuquerque, WAFB-TV Baton Rouge, KSLA-TV & KTBS-TV Shreveport, WTOP-TV Washington, D.C. and WBTW Florence, S.C.

**Sale of radio WSAI & WSAI-FM Cincinnati** for $1,212,000 has been authorized by FCC. The new licensee is Jupiter Bcstg. Inc.—owned 50% each by Wells & Rogers and Payson & Trask.

**Radio WTAC Flint** sale has been approved by FCC. The purchaser is Whitehall Stations Inc. (Louis Tose, pres.), paying $533,200 plus broker's commission ($22,500).

**Objections to temporary vhf-uhf operation** of KFRE-TV Fresno (Ch. 12 & 30), filed with FCC by KJEO (Ch. 47) & KMJ-TV (Ch. 24), have been rejected by FCC.

**CJON-TV St. John's**, Newfoundland, has installed a TelePrompTer standard 2-prompter studio package.

## Congress

**MOULDER IN COMEBACK:** Broadcasting legislation in the House will be handled this session by Rep. Moulder (D-Mo.), who was pushed out of his chairmanship of the original Legislative Oversight Subcommittee and nearly lost his seat in the election (Vol. 17:7 p14).

Explaining that Moulder was in line for the job because of his majority seniority ranking (5th) on the full Commerce Committee, Chmn. Harris (D-Ark.) last week designated him chairman of the Communications & Power Subcommittee, which Harris himself headed last session. Its jurisdiction covers "interstate & foreign communications" in addition to such areas as the Weather Bureau and natural gas.

Harris said he had given up the Communications Subcommittee chairmanship because of his workload of full Committee business and chores of running the reconstituted Oversight Subcommittee, which he renamed the Special Subcommittee on Regulatory Agencies (Vol. 17:10 p9). As expected, Harris himself took the new unit's chairmanship.

"After all, one person can't carry on everything," Harris told reporters March 9 at his opening news conference of the session. It was conducted in Room 1334 of the Old House Office Bldg., scene of many of the sensational Oversight hearing shows. The room has been refurbished with brighter lighting and a shiny new oil portrait of Harris hung on the back wall.

### Communications Subcommittee Membership

Except for the absence of Harris and the addition of Moulder at the top, the Democratic membership of the Communications Subcommittee—Reps. Rogers (Tex.), Flynt (Ga.), Moss (Cal.), Rostenkowski (Ill.)—is unchanged from last session.

Rep. Bennett (R-Mich.), ranking minority member of the full Committee, dropped his Communications Subcommittee assignment, but Reps. Younger (R-Cal.) & Avery (R-Kan.) stayed on. The vacancy was filled by freshman Rep. Sibal (R-Conn.).

At each session Moulder regularly introduces a bill to change daytime radio operation hours from sunrise—sunset to 6 a.m.-6 p.m. (Vol. 17:9 p11). But otherwise he has displayed little legislative interest in TV-radio-FCC subjects since he lost his Oversight Subcommittee chairmanship in 1958 in the procedural hassle with Harris which also brought dismissal of chief counsel Bernard Schwartz. Moulder quit his Oversight membership, too, and last session was a member only of the Transportation & Aeronautics Subcommittee. Moulder's major House assignment is on the Un-American Activities Committee.

First broadcasting item on the communications unit's agenda this session is federal aid to educational TV. Hearings on a handful of ETV bills in the House haven't been scheduled, but Moulder planned to schedule some soon. The faster-acting Senate Commerce Committee last week voted to send an ETV measure (S-205) to the floor (see p. 7).

Oversighter Mack (D-Ill.) wasn't renamed to the Regulatory Agencies Subcommittee headed by Harris. Rep. Rogers (D-Fla.) was his replacement. Other Democratic Oversighters—Reps. Rogers (Tex.), Flynt and Moss—will be back at the old stand. The 4 Republican places were filled by Oversighters Bennett & Springer and Reps. Younger & Thomson (Wis.), the latter a newcomer.

Harris described the Oversighters' successor subcommittee as "strong." He said it will get together "at the first opportunity" to draw up an agenda for the session & pick a staff. Its major initial task, Harris said, will be to try to "break logjams" in all regulatory agencies. Harris hinted that Oversight counsel Robert W. Lishman, who has said he is returning to private law practice, may be recruited to carry on with the new unit.

Harris also said: (1) He's looking for a special message from President Kennedy on regulatory agency problems within a couple of weeks. (2) He knows of no special situation requiring investigation "at this moment," but he wants to get into spectrum problems. (3) He may have to ask for more money than the $195,000 already appropriated for the agencies unit this session. (4) He hasn't yet seen an American Statistical Assn. report on broadcasting rating systems, but expects that the contract study will be submitted "in a very short time."

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**Broadcasting interests of members of Congress**—along with all other income-producing financial transactions—would have to be reported regularly under terms of a "full-disclosure" bill (S-1233) co-sponsored by Sens. Case (R-N.J.) & Neuberger (D-Ore.). The measure also requires that all "oral or written" communications from members of Congress to FCC & other regulatory agencies regarding "a particular case" be made public. It sets up a special commission to decide when a Congressional inquiry to an agency constitutes "legitimate representation of constituents' interests" and when it involves "improper influence or pressure." Similar legislation was introduced in the last Congress by Case & Mrs. Neuberger's late husband, Sen. Richard L. Neuberger.

**Overtime pay exemptions for "small market" TV & radio stations** under the Fair Labor Standards Act are sought again by NAB. In statements filed with Senate & House Labor Committees, and in follow-up testimony at Senate hearings, NAB broadcast personnel & economics mgr. James H. Hulbert said long-sought relief from overtime requirements would end "hardship & confusion" suffered now by the smaller stations. Defining a "small market" as one with 100,000 population or less, he said that "in many small towns, the broadcaster is the only business covered by the law." Both Senate & House agreed last session to write the exemptions into wage-hour law amendments. But the legislation was shelved when Senate-House conferees failed to agree on an omnibus bill (Vol. 16:36 p5).

**FTC reorganization** in the Kennedy Administration finally got under way March 7. The White House submitted to the Senate the nomination of Paul Rand Dixon—a month after President Kennedy announced he would replace Republican Earl W. Kintner as FTC chairman (Vol. 17:7 p3). Other delayed nominations sent to the Senate at the same time included those of Edward R. Murrow & Donald M. Wilson to be USIA dir. & deputy dir., respectively (Vol. 17:6 p3), and Lee Loevinger as the Justice Dept.'s antitrust chief (Vol. 17:8 p15). The White House withdrew Eisenhower nominations: Kintner for a new term, Edward K. Mills as lame-duck Republican FTC member.

**Equal-time "watchdog" hearings** by the Senate Commerce Freedom of Communications Subcommittee, first planned for January (Vol. 17:5 p8), have finally been set for March 27-29. Subcommittee counsel Creekmore Fath told us the witness list for the 3-day sessions hadn't been drawn up at last week's end. But Chmn. Yarborough (D-Tex.) is expected to summon TV & radio station executives to testify on how they handled political-time complaints during last year's election campaign.

**TV Crime Denounced:** Creation of a supra-FCC commission to monitor TV programs for crime, sex and depravity—and force stations to live up to their public-interest promises—was proposed to the Senate last week.

Deploring shows carried by the stations now, the National Council on Crime & Delinquency told the Judiciary Juvenile Delinquency Subcommittee that the govt. commission would help "correct the considerable gap between their established codes regarding children and the extent of horror, crime, violence and sex programs."

The testimony by exec. dir. Milton G. Rector of the N.Y.-based non-official Organization of Social Workers & Penologists (formerely the National Probation & Parole Assn.) was the opening shot in hearings on TV & movie shows which were promised last month by Chmn. Dodd (D-Conn.) of the Subcommittee (Vol. 17:6 p6).

Rector gave the Subcommittee copies of a hitherto confidential 9-page report prepared last summer for the Council by a special conference which studied effects of TV & movies on children.

The report said TV glamorizes "the criminal who has prospered for many years before his downfall in the last 3 minutes of the program." It scored both TV & movies for: (1) Stimulating children to aggressive and sexual fantasies. (2) Leading children to imitate their elders in anti-social acts. (3) Portraying crime & violence in such ways that "the true image of America is being dirtied by shoddy, garnish exaggeration of its worst aspects."

"If TV is as powerful in forming public opinion as the industry believes it to be, then the high incidence of criminality it portrays cannot be discounted lightly," said Dodd—himself the father of 2 teen-agers.

"In due time we will attempt to determine precisely what the relationship is—if any—between the 2. Something should be done to improve what appears on TV screens. The industry itself ought to be aware of how people feel. Everyone is up in arms."

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**Equal-time repeal** has been demanded by Radio-TV News Directors Assn. Pres. William Monroe (WDSU-TV New Orleans) in a statement filed with Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). Monroe said equal-time requirements have "watered down" freedom of the press as he submitted RTNDA's views as a footnote to testimony in the February hearings on suspension of the Communications Act's Sec. 315 for Presidential tickets (Vol. 17:6 p2). Argued Monroe: "If there is any reason to feel horror-struck at the idea of govt. interference with newspapers, there is as much reason—perhaps more—to be appalled by the idea of govt. interference with broadcast news."

**Annual Ohio State awards** for outstanding TV & radio programs will be presented in Columbus, O. April 26-29. The oldest competition in broadcasting—according to Dr. I. Keith Tyler, dir. of the O. State U. Institute for Education by Radio-TV—reports a record 717 programs have been entered this year, including 127 video tapes. A 60-min. TV show featuring the awards and originating from the campus April 28, will be carried by the o&o's of all 3 U.S. networks, CBC and NET. The program will also present "a documentary of TV & radio's history as reflected in the various awards given by the Institute since 1937," said Tyler. A special election year TV award will be made.

**Right to televise** a heated session of the Colorado State Senate was won by KOA-TV Denver recently with the 18-to-16 defeat of a motion to bar TV cameras.

## Advertising

**Executive reshuffle** at J. Walter Thompson was described by the agency late last week as the culmination of "an orderly management transition under Stanley Resor's chairmanship during the past several years." Resor, JWT pres. for 44 years, relinquished that title last June but retained the post of chmn. with Norman H. Strouse replacing him as president. Those who question the "orderliness" of last week's developments (notably the *N.Y. Times*' ad columnist Robert Alden) say that a rift soon arose between the 2 men with their factions vying for control. "Some feel the reorganization is related to Strouse's efforts to tighten his reins on the company," said the *Times*' Alden, noting that many Resor men "are on the way out." Another view: Although the agency points to an all-time-high volume (1960 billings were $370 million), JWT lost some $20 million worth of business last year (Shell Oil and American Home Products, among others). Whatever the reasons for the shake-up, the changes involve the abolition of 2 vice-chairmanship titles held by Samuel Meek and Henry C. Flower Jr. and the creation of 7 senior vps, among them Dan Seymour, brought in by Strouse in 1955 to head the TV-radio dept.

**Recommendations from ANA** covering "audit procedures which advertisers & their agencies may employ to verify proof-of-performance affidavits provided by individual stations or networks" are being circulated to ANA members in the form of a new report. Prepared by Joseph Barra, Lever Bros. Co. senior accountant, the report was done under the auspices of ANA's advertising administrative control committee. In essence the 12-page booklet explores several basic systems used by leading agencies to verify that TV commercials have appeared as scheduled. It also examines the reporting techniques of Broadcast Advertisers Reports (BAR) and describes ways in which this service "can be used as an additional control over TV advertising expenditures." Copies of the report are available from ANA, 155 E. 44 St., N.Y. 17, N.Y.

**Spot-TV advertising** had been "too effective" for Crayola during off-season (Jan.-Feb.-March) campaigns, creating more consumer demand than retailers had crayons to fill. So writes Channing Haddock of Chirurg & Cairns ad agency in March *Media/scope*. Consequently the company took large display ads in newspaper business sections, announcing the heavy TV-spot schedule slated for the following weeks. Dealers took note & stocked up. Crayola repeated the winning combination in its 1960 Christmas campaign, spending $100,000 on TV, $6,000 in newspapers.

**Prudential is pulling out** of CBS-TV's *20th Century* after a 4-year, $16-million association with the Burton Benjamin-produced public-affairs series. The sponsor won't undertake another big TV expenditure, and plans to limit its activity to "participations" next season. The show's fate is more uncertain. CBS is currently scouting for a new sponsor, but if there are no takers, *20th Century* will probably go off in September.

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**Ad People:** Thomas Tausig, ex-P. Lorillard, named vp & TV-radio dept. dir., N.Y. office of Grant Advertising . . . **Lester Cohen** named a vp, Compton . . . **Theodore S. Repplier**, Advertising Council pres., receives USIA's top citation—Distinguished Service Award—for "devotion to the promulgation of positive attitudes supporting free institutions of the U.S. & the free world" . . . **Judson H. Irish** named vp in the Foote, Cone & Belding creative dept.

## Auxiliary Services

**CCTV Recorders Coming:** Video-tape recorders designed for non-broadcast uses will be introduced soon by Ampex, RCA and at least one Japanese manufacturer. These simplified units will be priced far lower than their broadcast counterparts through the elimination of much of the complex circuitry, and will be aimed at educational, industrial & military uses—wherever it's necessary or desirable to store closed-circuit material for re-use.

Both the RCA & the Ampex units will be priced at about half the cost of broadcast TV tape recorders. Neither will be recommended for on-air broadcast, and presumably both will be incompatible with tapes made on the broadcast types. It appears that they'll be incompatible with each other, too—RCA's unit having 4 rotating recording-playback heads (like the broadcast version) and Ampex's having a single head. They'll both presumably be incompatible with Sony's upcoming low-priced transistorized recorder, due to be unveiled at next week's IRE convention in N.Y.

Ampex's recorder, designed for "simplicity, low price and picture resolution as good as or better than broadcast standards," will be unveiled this week. Its price will be "in the $21,000 area" and it will be commercially available early next year.

RCA's unit will sell for about half the cost of a monochrome studio recorder ($49,000), according to the company. RCA said no date has been fixed for availability of the unit.

**Bout's Big Bundle:** TelePrompTer expects to clear after taxes more than $3 million from the March 13 Patterson-Johansson heavyweight title fight in Miami. "The largest potential audience in close-circuit history"—1 million viewers—is predicted by TPT Pres. Irving Kahn. Approximately 625,000 seats were available for last June's title fight and gross receipts totaled just over $2 million.

CATV participation in the sports event accounts for much of TelePrompTer's dollar optimism. So far 30 community systems, including 6 owned by TPT, covering more than 100,000 sets, have signed to carry the fight and will pay TPT a $3-4,000 fee each. "The CATV audience will be more than 4 times larger than last year, when the bout was carried by 13 systems serving 23,500 subscribers," said TPT.

In the U.S. & Canada 207 theater & arena locations (ranging from Madison Sq. Garden to school gymnasiums) will provide 756,195 seats. More than 90,000 seats will be available in the metropolitan N.Y.-N.J. area alone. Average admission will be about $5. One Los Angeles arena is asking $11 a ticket and some Madison Sq. Garden seats are selling for $100 (although $94.50 of that goes to the Heart Fund). In addition, TPT has collected $300,000 from ABC for U.S. & Canadian radio rights.

Post-bout distribution is another bright star on the TPT financial horizon, with radio & delayed TV coverage spanning 6 continents, largely under Gillette sponsorship. Freemantle International will handle foreign TV-film distribution throughout Latin America, Switzerland, France, Austria, West Germany, Australia, Japan, Rhodesia and the Virgin Islands. BBC has bought British TV & radio rights for $50,000. Motion pictures will be distributed theatrically by UA in the U.S. & Canada, and by 20th Century-Fox internationally.


# Television Digest

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JAMES T. QUIRK, *Business Manager*
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WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
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WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Eugene V. Kline named NT&T president, succeeding B. Gerald Cantor, who will devote time to carrying out firm's diversification & expansion program. Cantor remains chmn. . . . Ralstone R. Irvine, senior partner in N. Y. law firm of Donovan, Leisure, Newton & Irvine, named gen. counsel of All-Industry TV Music License Negotiating Committee . . . Charles C. Bevis Jr., NBC veteran, most recently as mgr. of WBUF-TV Buffalo, becomes asst. exec. dir. of AMST, succeeding Arch Madsen, who was appointed mgr. of KSL-TV & KSL Salt Lake City.

Neal Van Ells, ex-WNTA-TV & WNTA N.Y., rejoins Crosley Bcstg. as program dir., WLWA Atlanta. He had previously been with Crosley stations WLWD Dayton and WLWT Cincinnati . . . Michael J. Roberts, ex-*Variety*, named program sales dir., WBC . . . Fred Ruegg named station administration vp, CBS Radio o&o's, succeeding Jules Dundes, appointed vp-gen. mgr., radio KCBS San Francisco. He succeeds Maurice E. Webster, named vp-gen. mgr., CBS Radio Spot Sales, replacing Milton F. Allison, who will have new sales responsibilities. Ruegg is succeeded as vp-gen. mgr., radio KNX Los Angeles, by Robert P. Sutton, who was program dir.

Joseph Anthony Flahive, ex-WGN-TV Chicago, named national sales mgr., WTVJ Miami . . . Terrence C. Atkinson named local sales mgr., WJW-TV Cleveland.

John G. Stilli named gen. mgr. of Triangle stations WFBG-TV & WFBG Altoona, Pa., succeeding Frank B. (Bud) Palmer, who has been promoted to the new post of mgr., Triangle Stations' Midwestern sales office . . . Calvin Clarke named comptroller, Donrey Group. Ralph Johnson and Truman Hinkle named sales mgr. of KGNS-TV Laredo, Tex., and KLRJ-TV Henderson, Nev.

Robert Joyce promoted from program mgr. to station mgr., WMTW-TV Poland Spring, Me., succeeded by Lee Nelson, ex-WAGM-TV & WAGM Presque Isle, Me.

Joseph J. Kessler, ex-FCC renewal & transfer div., joins Washington TV-radio law firm Fly, Shuebruk, Blume & Gaguine . . . Hamilton W. Woodle, ex-vp & gen. mgr. of radio WSPB Sarasota whose 31 years in broadcasting include staff work with Syracuse & Buffalo stations, joins NAB staff as field representative . . . Slocum Chapin, ABC-TV Western div. sales vp, was married March 3 to Miss Jane Daly, asst. to the chmn., Geoffrey Wade Advertising Agency, Chicago. After a trip to the West Coast, they will live in Stamford, Conn.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RCA DEVELOPING HEALTHY GLOW IN INDIANA:** Change in climate & doctor have worked wonders in a short time for RCA's less-than-robust TV-radio-phono operation. The consumer-products organization had a bad 1960. It underwent a series of staff amputations, suffered with morale fever, was evicted from its comfortable Cherry Hill, N. J. hq and, by year's end, was uprooted & centralized in Indianapolis (Vol. 16:33 p12).

Upheaval cost $4 million and contributed to RCA's downbeat 1960 profit picture (Vol. 17:10 p24). We visited the patient in Indianapolis last week to see the effects of its $4-million health cure. In both on- and off-the-record discussions we found the prognosis favorable.

RCA has found a new spirit as well as a new home in Indiana. Refugees from Cherry Hill are pulling together with confidence, team play and ideas not much in evidence at RCA in past several years. Much of the credit for the organization's surprising recovery, insiders tell us, goes to its new resident doctor, Delbert L. (Debs) Mills, who doubles in brass as Sales Corp. operating vp & as Home Instruments Div. vp-gen. mgr., and to chief surgeon RCA group exec. vp & Sales Corp. Chmn.-Pres. W. Walter (Wally) Watts. We had lengthy talk with Mills, found him much unlike traditional executives in home-instrument field.

If Mills can truly implement his radical-for-this-industry ideas, there'll be a strong, fresh breeze blowing through RCA, sweeping away cobwebs. An engineer by training and a manufacturing specialist by practice, Mills believes the solution to any problem is available if enough ideas are fed into the hopper. Here's a sampling of his ideas:

People: Industry fails to tap its best source of ideas by ignoring thinking of lower-echelon managers & new employes who now graduate from college "with more knowledge than we ever had at their stage of development." RCA is now tapping this source. Under Mills' direction, 3 advance-planning committees (one each for TV, radio & phono) have been set up in Indianapolis, representing every phase of consumer-product activity—from advertising & engineering to quality control, procurement and sales. No managers are permitted—only bright young fellows from various departments. They meet bi-weekly for brainstorming sessions uninhibited by the presence of management. "We're getting all grades of ideas," Mills told us. "More important, we're encouraging thinking at all levels and we're creating tomorrow's management corps."

Planning: "We're now investing planning, time and money into programs & projects which won't begin to produce results for at least 10 years. You can't live on technical strength. It's what you do with it that counts. Similarly, we're planning plants & facilitities in terms of products we'll be making a decade from now. Thinking today must be aimed at obsoleting what we're doing today." The first product innovations developed on the basis of cooperative planning will actually show up "a year from now," Mills predicted.

Selling: RCA is planning to establish at Indianapolis in about a year a data-processing center for sales forecasts. "We want to know what the public bought last week—not 45 days ago," Mills said. "This is the only way to key our production to demand—and we know how to do it. Sales should be measured against forecasts, not against last year's results. We know we can set up a computer program to give us the only answer that really counts—what the customer wants & is buying today. RCA is already using its 501 computer successfully to forecast TV sales.

Recession-control: Mills agrees with those experts who believe that the country has fallen into an inventory-produced recession. "There has got to be a controlled balance of production, sales and inventory, and this balance is obtainable through planning & watchfulness." Under his direction, RCA now holds a weekly "PSI meeting" to assure that production-sales-inventory are at healthy levels. On a broader economic front, he brings in top economists to talk to executives & staff about business trends.

Color TV: Zenith's entry into color TV will provide additional sales impetus, says realist Mills, but

the immediate outlook still is for a gradual rise in sales. "The real take-off" will come in 1965-1970." I wish we had more products like color TV," he said, with the contented smile of a man with blue-chip stocks in the vault. (For report on this week's color-TV developments, see story below.)

Imports: "We are in a world-wide business," Mills said, "and we will purchase goods & components from any source with a price advantage so long as what we buy meets our rigid specifications. It takes about 8 months before we approve a component for purchase." Mills took a broader look at the import picture: "It's a violation of sound fundamentals of economics to raise trade barriers. We cannot expect other nations to purchase our goods while we simultaneously refuse to buy theirs." He also told us that RCA has no objection to importing finished goods to sell as specialty items. He did more than tell us. He showed us a smart battery portable radio-phono, produced by RCA's associated Chilean company, Corporacion de Radio de Chile, which RCA is studying for possible import.

Prior to joining RCA in January 1960, Mills was president of ITT's Federal Telephone & Radio Div. Previously, he had been in executive posts with A. O. Smith, General Motors, Standard Dayton Corp. "Wherever I've been," he said, "I've seen the remarkable progress that can be made by giving the other fellow a chance to think, to become a contributing member of the team. The power of any company is its people. The old galoots have got to respect the brainpower of the young fellows. We've got to encourage everybody to think & let think."

Man's interest in his fellow man is not new, and conversation on the subject can ring with corn. We came away impressed with Mills' quiet sincerity. We hope he can put his ideas across. He's got some truly interesting ones.

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 3 (9th week of 1961):

| | Feb. 25-Mar. 3 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 104,528 | 103,571 | 107,794 | 915,208 | 1,139,172 |
| Total radio | 269,441 | 282,031 | 318,650 | 2,472,137 | 3,117,320 |
| auto radio | 84,612 | 63,520 | 122,507 | 781,464 | 1,351,864 |

**COLOR TUBES, COLOR SETS:** Color was still the hottest topic in the trade last week, a fortnight after Zenith's announcement that it would be in the color business this fall (Vol. 17:9 p2). RCA showed no intentions of letting the talk die down either—it finally made the official announcement that it is using (& selling) a new color picture tube with brighter phosphors—and big consumer advertising was being planned for the tube. Meanwhile, most non-color TV manufacturers were beginning to firm up their plans on color—to enter or not to enter this year.

RCA's new color tube (designated 21FBP22), reported for the first time last October in TELEVISION DIGEST (Vol. 16:43 p16), has actually been in use in RCA color sets since the beginning of the year, although the announcement was held up to let dealers clear stocks of sets with the earlier version. The tube was demonstrated to the press last week.

As we have reported previously, the new tube uses sulfide phosphors, increasing brightness up to 50%, providing sharper pictures of action scenes due to the use of matched short-persistence phosphors, giving a crisper appearance to both black-&-white and color pictures. Other features of the tube: (1) New method of maintaining accurate microscopic spacing between cathode & control grid of each electron gun to assure stable beam balance and freedom from microphonics. (2) Greater tolerance for "beam-to-dot" register, eliminating need for adjustable field-equalizer magnets. (3) Use of a single high-voltage terminal at a new location on the bulb and elimination of the external protective resistor formerly required.

The new tube is identical to the old in shape & appearance, is 21-in. round shadow-mask type.

Interestingly, RCA's Electron Tube Div. announced that the tube can be furnished to manufacturers in 2 versions: "(1) The conventional type for receivers using separate safety glass, or (2) the laminated safety-plate type which eliminates need for conventional separate safety glass." Our original reports on the new tube last fall (Vol. 16:48 p16) noted that RCA had been working with Pittsburgh Plate Glass's new safety-glass lamination technique on its color tubes.

RCA's own color sets using the new tube employ an external safety glass, but the Tube Div.'s announcement indicates the company is ready to supply bonded-glass color tubes to other customers—leading to speculation that Zenith may use the bonded version in its color sets, and that other manufacturers (including RCA in future models) may be getting ready to use it. Its principal drawback is said to be cost, but the price differential hasn't been revealed.

The new color tube isn't directly interchangeable with the model it replaces, but chassis modifications are minor and can easily be made in the field by technicians—so that the new tube may be used as a replacement in older sets.

* * *

While welcoming Zenith to the color-TV fold, RCA officials were still smarting last week over the wording of Zenith's announcement—and the fact that Zenith scooped RCA in announcing the new RCA color tube. A portion of Zenith's release read: "Innovations will include a Zenith-developed color demodulation system which employs a

new tube invented by Zenith scientists. The sets have been especially designed for simplified operation, and will have a 3-gun shadow-mask picture tube with greatly increased brightness." The first tube mentioned is a receiving tube; the 2nd is RCA's new color tube.

RCA fired a retaliatory salvo in its press release last week announcing the new color tube. The 3rd paragraph, on the first page of the release, stated:

"RCA is the only manufacturer in the U.S. in commercial production of color-TV picture tubes. In line with its long-established practice in black-&-white and color TV . . . RCA will make these tubes available to all other manufacturers for use in the color sets they are currently marketing or plan to market under their own brand names."

* * *

**What major manufacturer will be next** to announce color sets? This is a favorite guessing game in the trade, as more set makers troop through RCA's color plant in Bloomington, Ind. Most likely best bets: Sylvania and/or GE. Our checkout last week included 2 important TV-set sources generally overlooked as major receiver merchandisers—Sears Roebuck & Montgomery Ward. Neither has plans to offer color sets under its own label this year, we learned, although Ward's continues to sell RCA color TV in selected retail stores.

"Sears is not currently selling color TV and has no plans to do so," a spokesman told us. Sears' Silvertone brand, made by Warwick and Pacific Mercury, is estimated to rank about 6th in nationwide TV sales.

"We're still exploring the field cautiously," we were told by Ward's electronics div. merchandise mgr. W. W. Davis, "but we have no immediate plans to go heavily into color on a private-brand basis. We definitely won't go in this fall. Whether we do next year depends entirely on the condition of the market."

For well over a year—as we reported last April (Vol. 16:14 p17)—about 50 Ward's stores have been handling RCA color sets purchased through local RCA distributors. These outlets are in & around major cities and areas where there is relatively heavy color programming. From his firm's experience with the RCA sets, Davis ventured that "color doesn't seem to be setting the world on fire."

* * *

**One other manufacturer did announce** plans to enter the color-TV market last week—Organ Corp. of America, N.Y. ORCOA, which sells the Excelsior electric organ, last week announced purchase of the assets of Willoughby Electronics Corp., Brooklyn, which ORCOA Pres. Stanley Green says will make color sets beginning next June.

Willoughby's former Pres. Irving Kane (now ORCOA production-promotion vp) told us his firm, which also has a plant in Hempstead, N.Y., will initially build about 10,000 color sets, using the RCA tube and a circuit "exactly the same" as RCA's receivers. "We'll meet all competition head-on for both the foreign & domestic market," said Kane. He identified himself as the former president of Viewtone, a pioneer producer of black-&-white TV, but he said ORCOA will produce no b&w sets.

Inquiring at RCA, we couldn't find anyone who had ever heard of ORCOA or Willoughby Electronics.

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**Motorola names** Lowry Electronics Inc. (James R. Lowry, pres.-gen. mgr.), new subsidiary of Lowry Electric Co., Coral Gables, as Southern Fla. distributor.

**EXPORTS, IMPORTS ROSE IN '60:** U.S. exports & imports of electronic equipment both showed substantial increases in 1960 over 1959, according to preliminary Commerce Dept. figures—but, as expected, imports increased at a greater rate than exports.

The Commerce Dept. export & import figures for electronics—compiled & released by the Electronics Div. of the Business & Defense Services Administration—can't be compared directly with each other because of difference in product classifications. They are not complete, either for exports or imports, being confined to "selected electronic products"—the ones readily recognizable as such in Commerce Dept. classifications.

Within these limitations, the listed electronics imports showed a 26% rise from 1959 to 1960, while exports rose 16%. Total imports were listed as $142,384,000 last year, while exports totaled $466,486.

All import classifications, except phonos & phono parts, showed dollar increases in 1960, the greatest rate of gain being shown in TV cameras & parts. Here are BDSA's preliminary dollar figures on 1960 electronics imports into the U.S. compared with 1959 (add 000):

| Commodity description | 1960 | 1959 |
|---|---|---|
| TV cameras & parts | $1,092 | $227 |
| TV tubes & parts | 464 | 387 |
| TV apparatus & parts | 1,946 | 688 |
| Radio apparatus & parts | 92,652 | 72,724 |
| Photocells & other electron tubes & parts (except TV, X-ray & radio) | 2,394 | 1,358 |
| Phonographs, etc. | 1,329 | 1,813 |
| Phonograph needles | 15 | 13 |
| Phonograph parts | 558 | 950 |
| Phonograph records | 3,714 | 3,551 |
| Total | $104,164 | $81,711 |
| New classes established Jan. 1, 1960 | 38,220 | — |
| Grand total (1960) | $142,384 | — |

Many export categories showed increases. One of the few substantial declines was the TV receiver classification, which dropped nearly $3 million, partly offset by a $1-million increase in TV chassis exports; radio exports were down sharply. Here are BDSA's preliminary 1960 figures (vs. 1959) on exports of selected products (add 000):

| Commodity description | 1960 | 1959 |
|---|---|---|
| Radio transmitting equip. & parts | $2,354 | $3,621 |
| TV transmitting equip. & parts | 3,223 | 3,441 |
| TV-radio best. audio equip. & parts | 1,495 | 1,463 |
| TV studio equip. & parts | 13,766 | 9,931 |
| Radio beacon transmitters & parts | 910 | 1,493 |
| Auto radio receivers | 1,395 | 1,782 |
| Radio-phono combinations (excl. TV) | 515 | 916 |
| Home radios (excl. TV) | 2,861 | 4,086 |
| Home radio chassis | 876 | 935 |
| TV receivers | 14,713 | 17,631 |
| TV receiver chassis | 3,968 | 2,901 |
| Receiving tubes | 14,382 | 14,671 |
| TV camera tubes | 1,468 | 1,682 |
| TV picture tubes | 21,304 | 13,757 |
| Other cathode-ray tubes | 2,086 | 889 |
| Tube parts & accessories | 6,796 | 4,987 |
| Crystal diodes & transistors | 15,973 | 9,148 |
| Capacitors | 7,570 | 6,102 |
| Resistors | 5,379 | 4,175 |
| Inductors (incl. transformres & coils) | 4,092 | 3,970 |
| Loudspeakers | 1,646 | 2,137 |
| Carrier current equipment | 1,197 | 2,628 |
| Audio amplifiers & amp. systems | 2,798 | 3,317 |
| Amplifiers (except audio) | 1,695 | 1,172 |
| Recorders & parts | 12,971 | 10,986 |
| Electronic equipment, other | 44,001 | 38,613 |
| Coin-op. phonos, new | 10,545 | 11,020 |
| Coin-op. phonos, used | 2,025 | 2,144 |
| Other phonographs | 2,346 | 3,108 |
| Phonograph parts | 5,687 | 6,864 |
| Phono records & blanks | 10,682 | 10,704 |
| Signal generators | 6,041 | 4,651 |
| Test instruments | 11,613 | 7,623 |
| Test instrument parts | 18,408 | 16,955 |
| Electronic computers | 38,730 | 17,055 |
| Computer parts & acces. | 9,019 | 5,820 |
| Subtotal | $304,530 | $252,378 |
| Special category items: | | |
| Radio communications equip. | 94,262 | 90,691 |
| Other electron tubes | 18,055 | 13,340 |
| Detection, navigation equip. | 49,639 | 44,316 |
| TOTAL | $466,486 | $400,725 |

**Trade Personals:** John F. Gilbarte resigns as Admiral govt. sales div. vp to establish his own sales & consulting service; he's succeeded as dir. of Admiral's Washington office by John K. Pellow . . . William H. Herrman promoted from ad & sales promotion mgr., Stromberg-Carlson electronics div., to ad dir. and acting dir. of PR, General Dynamics/Electronics . . . Louis Martin, ex-Westinghouse Tube Div. gen. mktg. mgr., joins Eitel-McCullough as mgr. of mktg. operations . . . Paul W. Van Orden named mgr. of research, GE receiving tube dept.; he formerly was in the TV receiver dept.

Carmen J. Auditore named to new post of systems-planning mgr., Adler Electronics military-products div. . . . Adolph Wolf, ex-Zenith & Webcor, named mfg. vp, Electro-Voice, succeeding Fred Lester, who will remain on the board . . . Semon Hersh, RCA, will head EIA's new technical publications committee, a part of the military products div.

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Color-TV picture-tube bulb monopoly charge was denied by Corning Glass in a petition to Chicago federal court asking dismissal of a complaint filed by Dearborn Glass Company. Dearborn, which formerly made glass faceplates for metal-coned RCA color tubes, had charged that an RCA-Corning deal stipulating all-glass color-tube bulbs caused it to lose $1.5 million (Vol. 16:47 p18) as a result of Corning's "unreasonably low prices." Corning denied all charges in the treble-demage suit, and stated that color-bulb production had not reached expected levels of production or anticipated profits.

Another small-business investment company specializing in electronics: Weston Electronics Investment Corp., 428 Boston Post Rd., Weston, Mass., has been licensed by Small Business Administration. It will begin operation with capitalization of $301,400, receiving $150,000 from SBA in exchange for its subordinated debentures. Physicist Roland B. Holt, president of Device Development Corp., is pres.; oilman & hospital executive Louis I. Rosenfield is treas.; Boston attorney Richard G. Mintz is clerk.

Canadian TV sales in January were only 1% below Jan. 1960, Canadian EIA reported last week on the basis of distributor sales to dealers. Total distributor sales were 24,563 units vs. 24,817 in Jan. 1960. The breakdown (Jan. 1960 figures in parentheses): Portables 3,978 (3,129), table models 4,409 (4,996), consoles 14,759 (15,143), combinations 1,417 (1,549).

Another promotional price-cut on 19-in. portables: Emerson now advertising its Tru-Slim power-transformer set at $159, dropping its 17-in. portable to $138, its 19-in. table set without handle to $148. A 23-in. consolette is priced at $188.

## *Obituary*

Sennet W. Gilfillan, 71, pioneer radio & electronics manufacturer, died March 5 at his Los Angeles home after a long illness. With his brother Jay, he founded Gilfillan Bros. Inc. in 1912 shortly after he had graduated from Stanford U. as an economics major. After making auto & aircraft parts, the firm became one of the first 5 radio manufacturers following World War I. It was an early manufacturer of TV equipment—beginning in 1938—and made TV sets until 1949, when it left the consumer-products field, having pioneered & developed an airport radar landing system which became its principal post-war endeavor. Mr. Gilfillan is survived by his wife & 2 daughters.

Threatened boycott of Japanese electronic products by Chicago's IBEW Local 1031 (Vol. 17:9 p17) will be discussed by Pres.-business mgr. M. F. Darling with Commerce Secy. Luther H. Hodges at a Washington conference March 14. "We are delighted & gratified that the new administration in Washington recognizes the scope of our problem," said Darling. President Kennedy is opposed to such boycotts, however. At his March 8 news conference he said unions should go slow on threats to refuse to handle foreign-made goods, that international trade is a "2-way game." Earlier the President had expressed concern over a plan by the Amalgamated Clothing Workers of America to boycott Japanese fabrics (Vol. 17:10 p20).

Velvetone-surfaced bonded-shield tubes are now being sampled to set manufacturers by Sylvania (Vol. 17:10 p17). Corning Glass Works announced last week that the new no-glare laminated picture-tube cap is now in production, and gave these figures: The treated cap allows an 88% improvement in picture contrast and a 44% improvement in resolution as compared with the earlier anti-reflective coating used on bonded tubes. The abrasion-resistant surface, which can be cleaned with household cleansers, is said to "bring a 200% improvement in weathering qualities of the tube," being as resistant as the glass itself. Corning has not revealed the nature of the coating nor how it is applied to the glass.

Entering consumer-products import field, Litton Industries last week announced the formation of Westrex Co., Alpine, headed by Westrex Corp. import dept. mgr. Harry M. Rich as vice president. Rich said Westrex, Alpine "soon will announce exclusive arrangements with a German manufacturer for the sale of home radios & tape players in the U.S. & Canada." The firm, headquartered at 76 Ninth Ave., N.Y. 11, has begun importing portable radio-phonos from Hamburg.

IUE signed a new 3-year contract with Fairchild Camera's Du Mont Labs divisions March 5. The agreement covers hourly production & maintenence employes of the tube, industrial electronics and military electronics divisions. It provides for a 3% wage increase yearly, among other provisions.

"Industrial Outlook for 1961," a roundup of Commerce Dept. reviews & forecasts covering 91 industries, has been published by the Business & Defense Services Administration. Copies at $1.75 are available from the U.S. Govt. Printing Office, Washington 25, and Commerce Dept. offices.

Ham radio receivers designed as mobile sets for use in automobiles & trucks are subject to regular excise taxes, the Internal Revenue Service has ruled (Rev. Rul. 61-26). It said the apparatus doesn't qualify for excise exemptions for sets made primarily for commercial, military or marine installations.

That 3-screen TV-stereo combination (Vol. 17:9 p18) is now being advertised nationally by Chicago's de Forest TV in retail trade publications. The self-styled "greatest traffic-getter of all time" is advertised as having "100% mark-up." No list price is given, but in Chicago papers it's being advertised at $1,196.

Granco FM car radio converter, listing at $49.95, is "now in capacity production," Du Mont Emerson Corp. announced last week. Granco div. sales mgr. Alvin Barshop stated that "orders received to date reflect a dealer & consumer response to the unit surpassing all expectations."

**EMI MOVES ON U.S.:** One of Britain's largest diversified electrical-electronics combines—Electric & Musical Industries (EMI)—is expanding westward in a move which puts it strongly into the U.S. broadcast equipment, tube & magnetic tape business, and may herald eventual import or domestic production of EMI TVs & radios here.

EMI already has a strong foothold in the U.S. consumer-products market through its control of Capitol Records, which, in addition to being a major phono-record manufacturer, has its own phonograph manufacturing operation on the West Coast. EMI had been in the U.S. broadcast equipment field through Telechrome Mfg. Corp., which served as its marketing agent here.

A new Hollywood-based subsidiary, Electric & Musical Industries (U.S.) Ltd., has acquired Hoffman Electronic Tube, Westbury, N.Y. distributor of EMI tubes & microwave components, and Voi-Shan Electronics Div. of Voi-Shan Industries Inc., Los Angeles developer & manufacturer of traveling-wave tubes.

Capitol Records vp Daniel C. Bonbright, who has been named as corporate vp of EMI's U.S. electronics activities and to a similar position with Capitol, stated that Capitol's Home Instrument Div. "may eventually be merged with EMI/US." Capitol executive A. Bruce Rozet has been named vp-gen. mgr. of EMI/US.

Although EMI/US will have a consumer-products div. and will be able to take advantage of Capitol Records' consumer-distribution set-up, it has no immediate plans to import or manufacture TVs or radios for the U.S. market. Bonbright was silent on consumer-product plans, but the best guess is that the first consumer-product to be marketed by EMI/US will be magnetic sound tape.

EMI/US will immediately provide a second source of video tape, now sold in quantity in the U.S. only by Minnesota Mining. EMI already supplies video tape to Britain's BBC & Canada's CBC. EMI/US will have 4 divisions —broadcast, magnetic tape, electronic tube & consumer-products—and initially will import most or all of its products. Hq will be in the Capitol Tower, Hollywood, with an Eastern sales office in N.Y. and service & warehousing facilities in 28 U.S. locations.

EMI/US & Telechrome are currently negotiating an agreement to use Telechrome's field-service engineers for installation & service of broadcast equipment, and for a "close working arrangement" in the sale & supply of Telechrome broadcast equipment. EMI/US takes over marketing of EMI broadcast equipment from Telechrome April 1.

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**Packard Bell's lockout of employes** before they could go on strike was ruled legal last week by NLRB, reversing the ruling of a trial examiner. The company had transferred its TV repair business to other shops and had locked out its 28 TV repairmen in the wake of a dispute with IBEW. The union had scheduled a strike after Packard Bell had refused to renew a union shop contract requiring all employes to join the union. Ruled NLRB: "An employer is not prohibited from taking reasonable measures, including closing down his plant, where such measures are, under the circumstances, necessary for the avoidance of economic loss or business disruption attendant upon a strike. This right may, under some circumstances, embrace the curtailment of operations before the precise moment that the strike has occurred." NLRB said Packard Bell's lockout purpose was to avoid a tie-up of customers' TV sets and a resultant loss of customers.

## Finance

**Emerson-Telectro Merger:** Emerson Radio & Phonograph moved into the tape-recorder business last week by obtaining a 5-year option to purchase a controlling 800,000 shares (at $1 each) of Telectro Industries' unissued capital stock. As in its 1960 deal with Granco Products (Vol. 16:33 p13), Emerson moved into a controlling position by agreeing to buy & market all of Telectro's consumer products, primarily magnetic tape recorders, which accounted for 60% of the Long Island City firm's $5.6-million gross in 1960.

Emerson Pres. Benjamin Abrams said his company will immediately advance to Telectro about $500,000. A portion of the sum will be a loan, the balance will go for the purchase of Telectro's finished-goods inventory.

The Emerson-Telectro arrangement is still subject to the approval of the latter's stockholders. A meeting on the move will be held "probably before the end of March," according to Telectro Pres. Harry Sussman. He and Chmn. Stanley Rosenberg now own close to a majority of Telectro's 720,000 outstanding shares.

Emerson's $1-a-share purchase price is $20 a share under Telectro's 1960-61 high. Telectro, on the American Stock Exchange, closed at 8⅜ March 9. The company reported a deficit of $800,000 in 1960, compared with a 1959 profit of $177,320.

Other merger news last week:

Electronic Specialty and D. S. Kennedy stockholders will vote March 27 on the proposed merger of the 2 companies (Vol. 17:1 p20). The amalgamation terms provide for Kennedy stockholders to receive 4 shares of Electronic Specialty common for each 5 Kennedy shares held.

Electronic Associates, Long Branch, N.J. maker of computers, has acquired for undisclosed cash & stock Gorrell & Gorrell, Westwood, N.J. manufacturer of electromechanical devices.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

**Thursday, March 9, 1961**

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 21½ | 23⅝ |
| Aerovox | 8½ | 9¾ |
| Allied Radio | 22½ | 24⅜ |
| Astron Corp. | 1½ | 2 |
| Baird Atomic | 26½ | 28⅞ |
| Cetron | 8⅝ | 9⅝ |
| Control Data Corp. | 79½ | 83¾ |
| Cook Elec. | 14⅞ | 16⅛ |
| Craig Systems | 15½ | 17 |
| Dictaphone | 35¼ | 37¾ |
| Digitronics | 25 | 27¼ |
| Eastern Ind. | 16¼ | 17⅜ |
| Eitel-McCullough | 16¼ | 17⅝ |
| Elco Corp. | 15 | 16¾ |
| Electro Instruments | 32½ | 36⅛ |
| Electro Voice | 13 | 14⅜ |
| Electronic Associates | 35½ | 38¼ |
| Erie Resistor | 14⅛ | 15⅛ |
| Executone | 19½ | 21¼ |
| Farrington Mfg. | 19½ | 21¼ |
| Foto Video | 2⅞ | 3-7/16 |
| FXR | 28 | 31½ |
| General Devices | 11¼ | 12⅝ |
| G-L Electronics | 9¼ | 10½ |
| Gross Telecasting | 21¼ | 23¼ |
| Hallicrafters | 36½ | 39¼ |
| Hewlett-Packard | 34½ | 36¾ |
| High Voltage Eng. | 194 | 207 |
| Infrared Industries | 18 | 19⅞ |
| Interstate Engineering | 22½ | 24⅛ |
| Itek | 56½ | 61 |
| Jerrold | 8⅜ | 9¼ |
| Lab for Electronics | 50½ | 54 |
| Lel Inc. | 6⅜ | 7¼ |
| Magna Theater | 2½ | 2⅞ |
| Magnetics Inc. | 10¾ | 12 |
| Maxson Electronics | 20½ | 20 |
| Meredith Pub. | 37½ | 40⅞ |
| Metropolitan Bcstg. | 22⅛ | 23¾ |
| Milgo Electronics | 23½ | 26¼ |
| Narda Microwave | 6⅛ | 6⅞ |
| Nuclear of Chicago | 49½ | 53½ |
| Official Films | 2⅝ | 3-1/16 |
| Pacific Automation | 5¾ | 6⅝ |
| Pacific Mercury | 8¾ | 9¾ |
| Philips Lamp | 171¼ | 177¾ |
| Pyramid Electric | 3 | 3-9/16 |
| Radiation Inc. | 26¼ | 28½ |
| Howard W. Sams | 46½ | 49⅝ |
| Sanders Associates | 49 | 53 |
| Silicon Transistor | 7 | 7⅞ |
| Soroban Engineering | 50 | 54¼ |
| Soundscriber | 13¼ | 14¾ |
| Speer Carbon | 21¼ | 23 |
| Sprague Electric | 63 | 66½ |
| Sterling TV | 1¾ | 2¼ |
| Taft Bcstg. | 14¾ | 16 |
| Taylor Instrument | 43½ | 46⅝ |
| Technology Inst. | 7¼ | 8⅜ |
| Telechrome | 14¾ | 16 |
| Telecomputing | 7⅛ | 7⅞ |
| Time Inc. | 98 | 103 |
| Tracerlab | 11 | 12¼ |
| United Artists | 6¼ | 7⅛ |
| United Control | 17½ | 19⅜ |
| Universal Trans. | 1⅛ | 1⅝ |
| Vitro | 18¾ | 20⅜ |
| Vocaline | 2⅜ | 2¾ |
| Wells-Gardner | 24 | 25⅞ |
| Wometco Ent. | 13⅝ | 14¾ |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Aerovox | 1960—year to Dec. 31 | — | — | $ 121,700 | $0.14 | — |
| | 1959—year to Dec. 31 | — | — | 668,400 | .77 | — |
| American Bosch Arma | 1960—year to Dec. 31 | $125,480,543 | — | 1,038,305 | .51[1] | 1,885,254 |
| | 1959—year to Dec. 31 | 119,957,956 | — | 3,532,530 | 1.83[1] | 1,883,714 |
| Ampex | 1961—9 mo. to Jan. 31 | 53,073,000 | — | (1,303,000) | — | — |
| | 1960—9 mo. to Jan. 31 | 51,527,000 | — | 2,528,000 | .33 | — |
| | 1961—qtr. to Jan. 31 | 17,372,000 | — | (1,762,000) | — | — |
| | 1960—qtr. to Jan. 31 | 17,685,000 | — | 695,000 | .09 | — |
| Canadian GE | 1960—year to Dec. 31 | 226,040,296 | — | 8,666,807 | — | — |
| | 1959—year to Dec. 31 | 225,568,257 | — | 10,310,525 | — | — |
| Canadian Marconi | 1960—year to Dec. 31 | — | — | (394,734) | — | 4,554,682 |
| | 1959—year to Dec. 31 | — | — | 523,686 | .11 | 4,554,682 |
| Clevite | 1960—year to Dec. 31 | 94,012,038 | $13,605,635 | 6,825,635 | 3.53[1] | 1,883,447 |
| | 1959—year to Dec. 31 | 84,650,821 | 13,893,961 | 6,493,961 | 3.36[1] | 1,872,429 |
| Electronic Associates | 1960—year to Dec. 31 | 15,171,000 | — | 918,000 | 1.27 | — |
| | 1959—year to Dec. 31 | 14,482,000 | — | 803,000 | 1.11 | — |
| Electronics Corp. of America | 1960—year to Dec. 31 | 6,549,547 | 458,649 | 217,449 | .25[1] | 744,863 |
| | 1959—year to Dec. 31 | 6,391,343 | 416,941 | 175,767 | .21[1] | 710,328 |
| Industro Transistor | 1960—3 mo. to Dec. 31 | 369,548 | — | 21,307 | .04 | — |
| | 1959—3 mo. to Dec. 31 | 376,375 | — | 60,000 | .11 | — |
| NAFI Corp. | 1960—year to Dec. 31 | 58,409,153 | 2,898,580 | 1,728,580 | 1.42 | 1,215,755 |
| | 1959—year to Dec. 31 | 23,354,720 | 1,208,619 | 1,048,619 | 1.06 | 984,555 |
| NT&T | 1960—13 wks. to Dec. 27 | 9,845,535 | — | (114,574) | — | 2,816,247 |
| | 1959—13 wks. to Dec. 29 | 12,387,041 | — | 401,159[2] | .15 | 2,705,699 |
| Sangamo Electric | 1960—year to Dec. 31 | 49,810,000 | — | 689,000 | .42 | 1,622,151 |
| | 1959—year to Dec. 31 | 52,857,000 | — | 3,027,000 | 1.87[3] | 87,604 |
| Seeburg | 1961—qtr. to Jan. 31 | 6,420,528 | — | 77,235 | .06 | 1,305,276[4] |
| | 1960—qtr. to Jan. 31 | 5,361,392 | — | 480,240 | .36 | 1,305,276[4] |
| Speer Carbon | 1960—year to Dec. 31 | 24,710,885 | 3,863,543 | 1,715,853 | 1.91[1] | 881,400 |
| | 1959—year to Dec. 31 | 23,525,268 | 4,438,748 | 1,970,817 | 2.20 | 880,800 |
| Texas Instruments | 1960—year to Dec. 31 | 232,713,153[5] | 29,435,169 | 15,488,209[5] | 3.91[1] | 3,924,740 |
| | 1959—year to Dec. 31 | 193,212,809 | 28,855,384 | 14,142,788 | 3.59[1] | 3,914,730 |
| Zenith | 1960—year to Dec. 31 | 254,111,740 | — | 15,225,819 | 5.11 | 2,978,614 |
| | 1959—year to Dec. 31 | 260,033,866 | — | 16,630,144 | 5.63 | 2,954,784 |
| Story below | 1960—qtr. to Dec. 31[6] | 70,159,728 | — | 6,648,067 | — | 2,978,614 |
| | 1959—qtr. to Dec. 31[6] | 84,043,829 | — | 7,310,223 | — | 2,954,784 |

Notes: [1]After preferred dividends. [2]After giving effect to capital gains of $865,000. [3]Adjusted for May-1960 2-for-1 split. [4]Outstanding Jan. 31, 1961. [5]Record. [6]Indicated.

**ZENITH SALES & PROFIT SLIP:** Beset by "pressures accompanying a general decline in economic activity," Zenith profit & sales slipped last year from 1959's record levels (see financial table). Chmn. Hugh Robertson & Pres. J. S. Wright reported last week that sales dropped 2% to $254.1 million from 1959's $260 million. Profits fell 8.5% to $15.2 million from $16.6.

Zenith TV sales in 1960 topped the million mark for the 2nd consecutive year, but ran "slightly" behind 1959's record volume. Noted Robertson & Wright: "In maintaining a level of TV unit sales down only slightly from the record year of 1959, while industry sales declined substantially, Zenith increased its share of the total industry volume and further strengthened its No. 1 position in the TV industry. Radio unit & dollar sales in 1960 gained over 1959's record levels, they said.

The Zenith executives view 1961 prospects with "cautious optimism" but do not anticipate an early improvement in the profit picture. An early reversal of economic trends, they noted, "may not immediately alleviate the growing cost-price squeeze experienced by most businesses during the past year." In 1960, they said, "the normally competitive conditions in the consumer-electronics industry were intensified by a decline in industry volume."

Reports & comments available: GT&E, review, Ira Haupt & Co., 111 Broadway, N.Y. 6 • National Video, report, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Magnavox, review, Abraham & Co., 120 Broadway, N.Y. 5 • Seeburg, study, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Andrea Radio, research report, Schweickart & Co., 29 Broadway, N.Y. 6 • Textron, report, Chace, Whiteside & Winslow, Inc., 24 Federal St., Boston • Telescript-CSP, offering circular, Robert A. Martin Associates, 680 Fifth Ave., N.Y. 19 • Boonton Electronics, prospectus, Ross, Lyon & Co., 41 E. 42nd St., N.Y. 17 • GPE, profile in March 8 *Financial World* • Sprague Electric, featured in February *The Corporate Director*, published by the American Institute of Management, 125 E. 38th St., N.Y.

Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Advance Ross Elec... | Stk. | 1% | Apr. 14 | Mar. 30 |
| 20th Century-Fox ... | Q | $0.40 | Mar. 31 | Mar. 20 |
| Webcor ..... | Stk. | 5% | Apr. 20 | Mar. 20 |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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## SUMMARY-INDEX OF WEEK'S NEWS

***FCC***

**FCC TIGHTENS REGULATION REINS,** proposing tough Miami Ch. 7 decision plus short licenses, renewal and revocation hearings for several radio stations charged with transgressions (p. 6).

***Programming***

**COLLINS URGES 6 HOURS WEEKLY** of "blue-ribbon" programming by networks and elimination of excess violence (p. 2).

***Congress***

**MURROW, DIXON SURVIVE GOP ATTACKS** at Senate confirmation hearings on USIA & FTC jobs. Murrow's "objectivity" challenged. Dixon called "dangerous" (p. 2).

**ETV IS UP AGAIN IN HOUSE** for 4 days of hearings by Commerce Communications Subcommittee on govt. subsidies for station equipment. Approval is expected (p. 3).

**WHITE HOUSE PROBE IS URGED** by Republicans in Congress following disclosure that President Kennedy is getting special monthly reports from FCC, other agencies (p. 4).

***Stations***

**UPDATED AM-FM DIRECTORY IS OFF PRESSES,** giving complete rundown of all North American AM & FM stations (p. 3).

***Networks***

**CBS-TV LIFTS ITS BAN ON PLUG PRIZES.** Disclosure of network reversal is made after FCC testimony by Dick Fishell (pp. 5 & 7).

***Film & Tape***

**JENCKS CITES PROGRESS OF TV FILM,** points to almost 90% nighttime network programming on film (p. 9).

***Consumer Electronics***

**EIA FIRMLY OPPOSED TO ALL-CHANNEL-SET LAW,** maintaining consumer would be penalized. Consumer-products chmn. comments on stereo, color, public relations, dealer ad practices (p. 13).

**GOVT. & EIA PONDER IMPORT PROBLEM.** Commerce Dept. heads off threatened boycott of Japanese components (pp. 13 & 15).

**SOME LOWER PRICES** shown in new TV-radio-stereo models. Admiral introduces 1962 portable TV & transistor radio lines; Zenith offers promotional series; new RCA radios & phonos (p. 15).

**RETAIL TV SALES OFF 32%** in Jan., radio down 28% from 1960 levels, EIA reports. However, preliminary figures show lesser declines for Feb., good inventory levels (p. 16).

**COMPACTRONS & NUVISTORS,** new tube developments, now appearing in more electronic equipment. Admiral TV set uses Compactron; RCA shows 13 nuvistorized devices (p. 16).

**ITT ACQUIRES INTEREST** in Wells-Gardner, will sign pact for TV-radio "engineering & manufacturing assistance" from the Chicago private-brand manufacturer (p. 16).

***Finance***

**ELECTRONICS PROFITS** dropped in 1960, although aggregate sales rose, tally of 27 firms shows. Large firms show biggest earnings dip. Components profits up slightly (p. 14).

**MOTOROLA PROFIT** dropped to $12.6 million in 1960 from $14.2 million in 1959 despite a sales rise to a record $299.1 million (p. 18).

***Other Departments***

**FOREIGN** (p. 5). **ADVERTISING** (p. 8). **STATIONS** (p. 11). **PERSONALS** (p. 12). **AUXILIARY SERVICES** (p. 12).

**FCC TIGHTENS REGULATION REINS:** Keep your eye on FCC. New Frontier is in ferment. Series of votes last week, with switching majorities, clearly portend to most Washington observers a definite tightening of regulation—all around.

Quickly, only a few days after oral argument (Vol. 17:11 p7), FCC announced it had instructed its staff to draft a decision taking Miami Ch. 7 from WCKT and giving it to Sunbeam TV Corp.—the only applicant of 4 contestants not charged with attempted back-door influence at Commission. Vote is never disclosed on such instructions, but it's said to be 5-1—with Craven not participating (because engineering firm with which he was associated before joining FCC did some work for WCKT). Other indicative FCC actions:

(1) Unanimous proposal to start hearing aimed at revoking license of radio WIOS Tawas City-East Tawas, Mich., charging owner with "misrepresentations, lack of candor and other disqualifications."

(2) Unanimous vote of short-term license, to June 1, 1962, for radio WVOW Logan, W.Va., because of unauthorized transfer of control.

(3) 5-2 vote (Craven & Cross dissenting) of short license, to June 1, 1962, for radio WPET Greensboro, N.C., because of improper program logging.

(4) Unanimous vote of renewal hearing, to be conducted in Kingstree, S.C., for radio WDKD, "on misrepresentation, station control and programming issues."

(5) 5-2 vote of power increase and move from Jacksonville Beach to Jacksonville, Fla., for radio WZRO, Ford dissenting with statement in which Minow concurred: "The removal of the only station from a

city of 11,000 people in order to give a larger community its 10th station does not appear to be in the public interest. I would, therefore, designate the application for hearing on appropriate issues."

(6) 4-3 vote of new CP to Tattnall County Bcstg. Co., Glennville, Ga., Minow dissenting with statement in which Ford & Bartley concurred: "I believe that the application should be set for hearing on whether the public interest would be served by a grant in view of [Tattnall principal] Mr. Gilreath's extensive other broadcast interests in the highly concentrated area in Georgia."

Best informed people at FCC predict that before long the minority will become the majority in cases such as the last two.

**COLLINS PLAN FOR BETTER PROGRAMS:** Six hours of "blue ribbon" programs weekly (2 apiece from the 3 networks in prime time) and the elimination of "excessive violence"—represent 2 specific goals of NAB Pres. LeRoy Collins' drive for better programming.

He made public these ideas last week in an eloquent, heartily-received speech to a large RTES luncheon group in New York.

Urging "a more concerted effort at all levels" against slam-bang violence, Collins said that "heartening beginnings have been made by the networks & through the efforts of our NAB Code administration." But this wasn't enough, he indicated, declaring that such co-operative efforts must be carried further.

Said he: "Let is strive to obtain sponsorship [of outstanding drama, fine music, public information and education] and get the stations throughout the country to agree to carry it during the evening hours . . . I think the nation needs, and most broadcasters want, a greater effort in this direction. In doing so, we can make a more significant contribution to the complicated world in which we live."

The networks were quick to comment on Collins' proposals:

ABC: "ABC is constantly pioneering in the entertainment field as well as in the field of public service . . . The highly acclaimed Winston Churchill series and the Bell & Howell Closeup documentaries are examples of ABC's progress. ABC-TV does not approve of portrayal of horror or violence for their own sake."

CBS: "We support Gov. Collins' objectives and look forward to the day when they can be realized."

NBC: "NBC applauds the objectives of program diversity, control of violence and high advertising standards so eloquently outlined. NBC has already committed to its TV schedule for the coming season, over & above a large volume of continuing programs in the informational & cultural fields, 2 new prime evening hours of programming of the very type Gov. Collins urges. NBC has always opposed the broadcasting of violence-for-the-sake-of-violence. We have developed additional control procedures to apply in the production of our fall schedule."

**MURROW, DIXON SURVIVE GOP ATTACKS:** Two appointees to top broadcasting-related posts in Kennedy administration—one a household figure in TV & radio, the other a relative unknown whose coming impact on industry could be jolting—last week easily beat back Republican complaints challenging their fitness for their jobs.

Senate confirmation of Edward R. Murrow, veteran CBS headliner, as USIA dir. (Vol. 17:6 p3 et seq.) was voted quickly & unanimously March 15—but only after he had been subjected to a 2-hour Foreign Relations Committee hearing at which his "objectivity" as a newsman was questioned. FTC Chmn.-designate Paul Rand Dixon, who for 4 years had played an unobtrusive Capitol Hill role as chief aide to Sen. Kefauver (D-Tenn.) in the latter's anti-monopoly crusades (Vol. 17:7 p3), was hit even harder. But he won Senate clearance March 16.

Assault on Murrow was led by Sens. Hickenlooper (R-Ia.) & Capehart (R-Ind.). Hickenlooper accused him of exploiting "weaknesses or irregularities of American life" in CBS-TV documentaries, questioned his ability as USIA chief to give a true picture of U.S. to the world. Capehart protested that Murrow hadn't been on "positive track" in some documentaries. "Selling the United States to the world" requires the talents of a Cadillac salesman—and President Kennedy's nominee hadn't demonstrated them, Capehart said.

Murrow retorted at the SRO hearing: "If we do not report our difficulties responsibly & accurately, they will be reported by other sources and possibly distorted." He said USIA's Voice of America "should at

all times be steady—firm but not bellicose—carrying the conviction that we will not flinch or falter in the face of threats or provocations."

"Extremely dangerous" was GOP tag put on FTC nominee Dixon at end of 2-day Commerce Committee hearing (similarly jampacked) on his qualifications for job of policing advertising frauds & unfair trade practices. Sen. Cotton (R-N.H.), complaining he couldn't get "simple & direct" answers to questions about Dixon's intentions, said he feared the appointee was hell-bent on regulating industry instead of just enforcing FTC law.

Cotton pored over old reports drafted by Dixon for Kefauver's Judiciary Antitrust & Monopoly Subcommittee, grilled Dixon on such language in them as "socially desirable" advertising. Would Dixon use his personal prejudices & predilections to harass industry? Dixon said he wouldn't, seemed puzzled by some Cotton questions, gave discursive answers to others. At end of his ordeal—after Cotton had left the hearing room—Dixon pleaded that there'd been "unfortunate misunderstanding" about his policy positions. Committee promptly voted in closed session (Cotton reported abstaining) to approve Dixon's confirmation.

Little light on Dixon's specific attitudes toward TV & radio commercial practices was shed at hearing. Committee Chmn. Magnuson (D-Wash.) questioned Dixon briefly: (1) Didn't he agree that broadcast advertising can have more impact on public than that carried by other media? (2) Didn't he agree that FTC's TV-radio monitoring operations should be continued & expanded? Dixon concurred on both points, which weren't pursued. Most of Dixon's direct testimony was on his plans to reorganize FTC's administrative setup to make it less "hit or miss."

Also up for confirmation last week were ex-Life Washington correspondent Donald M. Wilson as Murrow's USIA deputy and Philip Elman, from Solicitor General's office, to be FTC member. Wilson's appointment was confirmed in routine by Senate. Elman's hearing was delayed by unexpected length of cross-examination of Dixon, but his clearance seemed sure.

**UPDATED AM-FM DIRECTORY OFF PRESSES:** Now in the mails to all full service TV-AM-FM subscribers is our new 1961 Radio Station Directory, updating information on all North American AMs & FMs.

The 245-page volume is a quick reference providing, for each station, licensee name & address, names of management & engineering executives, technical facilities & network affiliations.

Directory is in 7 natural divisions: AM & FM stations by state & city, AMs by frequency, AM & FM applications by state & city, AM & FM applications by frequency, AM & FM stations by call letters, list of FCC's type-accepted transmitters & monitors.

Extra copies are available from our Radnor, Pa. offices (Box 700) at $7.50—or $5 each for 3 or more.

## Congress

**ETV Is Up Again in House:** For the 3rd time in as many Congressional sessions, the House Commerce Communications Subcommittee—headed now by Rep. Moulder (D-Mo.)—will go through a ritual of full-dress hearings on federal-aid-to-ETV legislation this week.

As his first order of new-session business (Vol. 17:11 p12), Moulder scheduled March 20-23 sessions for testimony on a half-dozen House bills authorizing govt. subsidies of up to $52 million for purchases of educational TV station equipment. In addition to the sponsors, a score of pro-ETV witnesses are expected to appear. Among them: FCC Chmn. Minow & HEW Secy. Ribicoff.

Quick subcommittee endorsement of one or another of the ETV measures—or an amalgam of them—is expected, and supporters count on a safe majority on the full Commerce Committee to send legislation to the House floor. It died there twice before. In 1958, it got trampled in an adjournment rush. Last year Rules Committee killed it.

Moulder designated the opening day of the new round of hearings as Congressional Day. Listed as probable witnesses were authors of bills whose provisions ranged from outright federal grants to requirements that the states match govt. ETV funds. They are Reps. Roberts (D-Ala.), HR-132; Boggs (D-La.), HR-645; Harris (D-Ark.), HR-965; McIntire (R-Me.), HR-2910; Rogers (D-Colo.), HR-5099; McDowell (D-Del.), HR-5536; Moss (D-Cal.), HR-5602.

They'll be followed by repeat performances by many of the professional educators & ETV advocates who testified earlier at Senate hearings on the $51-million legislation (S-205) by Sen. Magnuson (D-Wash.), which has passed the Senate 2 sessions in a row (Vol. 17:10 p9).

Meanwhile, the Senate put the Magnuson ETV bill on its calendar, ready to be called up for a vote—and approval—again. As introduced, the Senate measure bore the names of Sens. Schoeppel (R-Kan.), Metcalf (D-Mont.), and Cooper (R-Ky.) as co-sponsors. By the time the bill reached the Senate floor, 14 more co-sponsors had climbed aboard. They were Sens. Pastore (D-R.I.), Monroney (D-Okla.), Smathers (D-Fla.), Yarborough (D-Tex.), Engle (D-Cal.), Bartlett (D-Alaska), Hartke (D-Ind.), McGee (D-Wyo.), Kefauver (D-Tenn.), Butler (R-Md.), Cotton (R-N.H.), Case (R-N.J.), Morton (R-Ky.), Scott (R-Pa.).

Majority Leader Mansfield (D-Mont.) called up the Magnuson bill March 16 as the next item of Senate Legislative business. A vote on it was scheduled for March 20.

**CONGRESS EDGY ABOUT WHITE HOUSE:** Republican charges that the White House is trying to seize control of such regulatory agencies as FCC flew thick & fast week, following disclosure that President Kennedy had instructed the agencies to file monthly reports on how they are doing.

As demands for investigations were heard in the House—and rumblings of protest spread through the Senate—the White House made haste to stop the storm by releasing the text of a Feb. 7 letter sent to all agency & dept. heads by Presidential asst. Frederick Dutton.

"The President is most interested in being kept closely informed on important policy & administrative action taken or proposed and of concern to him as chief executive or in his other Constitutional responsibilities," the letter said. "He is particularly interested in having major problems of the agency flagged for his attention."

FCC Chmn. Minow & other agency heads were asked to submit brief & informal reports to the White House on the first Tuesday of each month so that President Kennedy would be armed with information on issues he might be asked about at his Wednesday news conferences. The letter stressed that "decisions pending before independent boards or commissions should not be included."

Repercussions in Congress—which is always sensitive to any White House moves to assume direct control over regulatory agencies—were not stilled. Republicans in particular voiced suspicions that President Kennedy's agency advisor James M. Landis was trying to be a "czar."

Demanding that Chmn. Harris (D-Ark.) of the House Commerce Committee launch an immediate probe, Rep. Springer (R-Ill.) said: "I think [President Kennedy's] intent is to influence the agencies in their actions & policies. There never has been a greater effort by the chief executive to gain control over a part of the legislative branch than is now being attempted through this memo."

Joined in his protest by Rep. Avery (R-Kan.), another Commerce Committee member, Springer said he saw the fine hand of Landis (to whom the reports to Kennedy will be channeled) in the new White House procedure. He recalled the way the Commerce Legislative Oversight Subcommittee had forced the resignation of President Eisenhower's asst. Sherman Adams for interfering with work of the agencies, and said the Dutton letter was "a more flagrant violation" of White House ethics.

On the Senate side, Sen. Cotton (R-N.H.) was among those who took umbrage. At Commerce Committee confirmation hearings for FTC Chmn.-designate Paul Rand Dixon (see p. 2), Cotton demanded to know whether FTC would be taking its orders from the White House—instead of Congress—from now on in. Dixon said he was keeping the President "fully informed" about FTC's work.

Arguments about the issue spilled over into a D.C. bar Assn. meeting, too. Before the storm broke, the lawyers had invited Harris as a panelist to discuss "who should regulate the regulators—Congress or the White House?" Harris acknowledged at the meeting that he was "concerned" when he first heard about the White House memo. But he added he saw "nothing wrong" if the agency information requested was nothing more than "in the general nature of how the Commissions are progressing with their business."

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Add daytimer bills: Rep. Gray (D-Ill.) has introduced a measure (HR-5626) changing operating hours of daytime radio stations from sunrise-sunset to 6 a.m.-6 p.m.

Alleged political misbehavior by broadcasters in a half-hundred 1960 equal-time cases will be explored next week by the Senate Commerce Freedom of Communications Subcommittee (Vol. 17:11 p12). Chief counsel Creekmore Fath of the "watchdog" unit headed by Sen. Yarborough (D-Tex.) told us that he had booked "46 or 47 cases—out of several hundred or a thousand") for March 27-29 hearings to see how TV & radio operated last year under the Communications Act's Sec. 315. Identities of prospective witnesses were withheld by the Subcommittee pending definite scheduling of hearing appearances. Fath said, however, that the number of witnesses wouldn't total the number of cases, since in some instances challenged stations were involved in more than one complaint by politicians that they hadn't been treated fairly.

FCC red-tape-cutting bill (S-1371) introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.) would eliminate "needless duplication" in the Commission's processing of radio-license modification & renewal applications in safety & special fields. Requested by FCC, the measure would permit the Commission to grant renewals of licenses at the same time modifications are approved. In fiscal 1959 alone, FCC Chmn. Minow said, the Commission issued 10,500 modified licenses, then had to go through the same paper work again to renew them.

## The FCC

Allocation of Ch. 37 for the exclusive use of radio astronomy, requested by the U. of Ill. (Vol. 16:20 p15, 23 p14) has been refused by FCC. The Commission said it was unfortunate that the university had already begun construction on a 600-by-400 ft. parabolic antenna scooped out of the ground but: "The tenets of good frequency management require that equipment design fit an established table of frequency allocations rather than adjustment of the table to fit equipment designed in disregard of such a table, if order is to be maintained in the spectrum." The Commission noted that there are many other services clamoring for a chunk of the uhf and "it would be difficult to argue that the needs of radio astronomy transcend those of these other petitioners . . ." Furthermore, FCC said, it would be premature to do anything until a final conclusion had been reached in the long-range TV allocations study.

CP-holder WRMP-TV (Ch. 62) Allen Park, Mich. seeks a shift to Ch. 20, asking FCC to substitute Ch. 20 for Ch. 62, replacing Ch. 20 in Ann Arbor with Ch. 66, Ch. 34 in Port Huron with Ch. 62. The addition of Ch. 19 to Huntsville, Ala. is sought by North Alabama Bcstrs., which requests substituting Ch. 19 in Ft. Payne with Ch. 65.

Several uhf CP-holders were again denied an extension of time to build, as FCC rejected their petitions for reconsideration: KMYR (Ch. 34) Los Angeles, WCBF-TV (Ch. 15) Rochester, WPHD (Ch. 23) Philadelphia, WXEL (Ch. 38) Boston, WOCN (Ch. 52) Atlantic City. Comrs. Hyde & Lee dissented.

Valuable new volume, compiled by FCC, is a 135-page loose-leaf document combining the Communications Act (including amendments up to Sept. 13, 1960), Administrative Procedure Act, Judicial Review Code and sections of the Criminal Code pertaining to broadcasting. Copies are available at 50¢ from the Govt. Printing Office.

Comr. Bartley has been designated Defense Commissioner, replacing Comr. Lee who becomes first alternate. Chmn. Minow is 2nd alternate.

**FCC LOOKS AT PLUGS IN L.A.:** Dick Fishell, who had originally declined to testify at FCC's Los Angeles investigation into film (Vol. 16:43 p6) on the ground that plugola was beyond the scope of the Commission, agreed to testify after chief hearing-examiner James D. Cunningham had denied a motion by MCA, Fishell, and Betty Langley and Mary Rothschild of Promotions Unlimited to quash the subpoenas against them (Vol. 17:11 p6). So did all the others, except Taft Schreiber, MCA vp and Revue Studios pres., against whom civil & criminal actions have been recommended by Cunningham for his refusal to talk about MCA's TV activities.

Fishell's story of plugola on the Pacific was interesting & candid as he explained how he went about arranging for plugs of clients' products on TV & radio shows. He admitted that he usually paid the producers, directors, writers or whoever else might have been "helpful" with gift certificates, a case of whiskey, or—rarely—cash. He estimated that he had given as much as $600 in cash, but the average was $100.

Fishell said arranging for plugs on TV & radio is general practice, 40 to 50 PR firms have departments which do nothing else, and—wryly—"things haven't been as good in the past year" (an obvious reference to the anti-payola act which went into effect last September).

### Fishell's Modus Operandi

He said he paid for the gifts given to those who cooperated, but conceded that his expenses came out of the fees charged his 50-60 clients. The clients did not know how the results were obtained, he said.

Payment to Fishell was a flat fee, or on a per-exposure or per-mention basis. He also dealt in the "institutional" plug—for an entire industry, not merely a brand. Examples: pretzels, wallpaper. "Anyone who mentioned bourbon on the air got a case of it," Fishell disclosed.

The plug merchant said he also supplied film shows with wardrobes for the stars in return for clothier credit on screen. Such arrangements, providing 20 to 30 wardrobe changes, are commonplace, he said, eliminating a costly item from the budgets of many weekly shows.

In one case he helped producers obtain gratis a mockup of a jet plane, which cost the aviation company $60,000. Cars are commonly loaned to producers for personal use as well as use in films for $1 a year, Fishell said. Most studios have direct deals with the auto companies which furnish them with new cars each year. Fishell said he once had furnished cars to a series (*The Dennis O'Keefe Show*) that the manufacturer subsequently sponsored.

Formerly Fishell supplied production personnel with lists of his clients, but now this is done by phone, he said. He carefully spoke of his various activities as taking place before Sept. 1960.

Fishell said most production companies have departments which seek out plugs and weed them out of the finished product whenever they are spotted.

Asked by Cunningham if there was any noticeable difference in the plug field since Sept. 13, Fishell replied that since that date most studios have been crediting on the show the name of the firm supplying the product.

Next witness, Mrs. Mary Rothschild of Promotions Unlimited, said her activities generally paralleled those of Fishell, but were not as broad in scope. She said that she usually paid cash ($150 tops; $75 average), and that her "gifts didn't amount to much—a salt & pepper set" or similar small items. She said she represented products such as tractors, lawnmowers, clothing, boats, vacuum cleaners. Her firm is paid $200-$500 per exposure.

Mrs. Rothschild explained that she tried to get mentions of client products into scripts, particularly comedy shows, by contacting producers, writers, or directors.

Like Fishell, she made a point of saying her testimony applied to events preceding Sept. 13—except for the clothing tie-ups. She also agreed that top management in TV-film companies was not aware of the arrangements, and kept a constant watch to edit out plugs.

Both Fishell and Mrs. Rothschild were asked by Cunningham to furnish FCC with estimates of the largest total amount they had given production personnel for favors in a year's period. Both agreed to do so.

Cunningham, at the opening of the hearing, after asking Bryant about the status of proceedings against MCA and its vp, Taft Schreiber, was informed that his recommendations for civil & criminal action were being implemented, and that the records of the FCC hearing had been turned over to the U.S. Attorney in Los Angeles.

Noting that everyone involved in the Hollywood phase of the hearing except MCA and Schreiber had testified, Cunningham recessed the hearing until further notice.

Bryant said later that it's possible there may be a resumption of the hearing in Los Angeles if the U.S. District Court rules against MCA and Schreiber. In any event, the FCC investigation will continue, since it still must hear from live-TV producers and advertisers and has not finished its quizzing of network operations, he said.

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Short-spaced Ch. 8 drop-in for Milwaukee is requested of FCC by WXIX (Ch. 18) which proposes to operate on both channels. WTVO (Ch. 39) Rockford, Ill., asked for the shift of Ch. 3, Madison, Wis., now used by WISC-TV, to Rockford. Radio KTCI Terrytown, Neb. sought the assignment of Ch. 13, Ch. 8 or Ch. 11.

## Foreign

German viewer protests are being drawn by a documentary film series currently on the govt.-controlled German TV network, according to co-producer Hainz Huber. The 14-episode series dealing with the Hitler era, *The Third Reich*, was a year in the making and cost the Bonn govt. $3 million. Describing the reaction from "a cross-section of German society" as "frightening," Huber said the show's producers are being accused of "trying to spread concepts of the Germans' collective war guilt." Similar protests arose recently after an Italian govt. telecast caricaturing the Mussolini regime. Right-wing newspapers termed the program a "vilification of an epoch that had become part of Italy's history." Italian producers were forced to cancel the 2nd installment.

**Castro opposes commercials, too.** Cuba's govt.-run CMQ TV network announced it is eliminating commercials from its programs because: "Commercials are largely unnecessary in our economic structure, since most large industries are in the hands of the people, eliminating the free-enterprise competition which motivates commercials.

**When the fare grows too adult** for the youngsters on French TV, parents will henceforth receive suitable warning. A small white square appears in the lower right hand corner of the screen—and remains there until the s-e-x-y subject is finished. The new device, used for the first time last week, is in addition to the announcements which are already employed preceding this type of material.

## Networks

**CBS-TV LIFTS BAN ON PLUG PRIZES:** CBS-TV, which a year ago issued a stern edict against using free plug items on its giveaway shows, has reversed its ruling and is now working with the plug merchants for such items. This came out during FCC's investigation into TV film last week in Los Angeles (see p. 5), at which plug merchant Dick Fishell testified that a network had reversed its policy after spending almost $100,000 on prizes in the past year.

While the witness was not asked by FCC attorney Ashbrook Bryant to identify the network, Fishell later told us that he had been referring to CBS-TV. That network, he added, had asked him in the last 10 days to provide giveaway items for its new audience-participation shows. He was told CBS-TV would again give a product mention in return for the merchandise.

The other 2 networks never had banned acceptance of giveaway gifts for plugs, Fishell testified, because they had no budget to buy such merchandise.

In Hollywood, CBS-TV confirmed to us it had decided to return to a system whereby it will arrange for prizes from the various plug merchants. However, it emphasized that under its new policy the network, and not the show, will control these arrangements.

For this purpose, a new department has been set up headed by John Palumbo, formerly CBS-TV purchasing agent. He will arrange for gifts on a basis whereby the product will be mentioned during the show but will not get a screen credit, we were informed by William Tankersley, dir. of program practices for CBS-TV on the Coast.

Tankersley explained that once Sec. 317 had been clarified and the network knew precisely what the ground rules were, "we decided to go back to the former system." He emphasized that the new department was established not only to arrange for gifts, but to make certain there would be no pay-offs. CBS-TV will watch carefully for any "sneak plugs" or "plants," he stressed. "We are operating strictly within the law," said Tankersley.

CBS will continue to buy some giveaway gifts, another network source told us. He pointed out that gifts on one show—*Art Linkletter's House Party*—had cost $100,000 during the past year. With the network adding daytime giveaway shows to its schedules, the budgets would have soared astronomically, he said.

In N.Y., program-practices vp Joseph H. Ream told us that to keep overhead down on giveaway shows, the network is "identifying prizes with brand-name mentions, but not plugs, within the scope of the Harris recommendations."

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Bing Crosby special will go on ABC-TV March 20, with Carol Lawrence as guest star, despite the attempt to block the scheduling of the pre-taped show by CBS show host Garry Moore. An injunction against General Motors (sponsor of the special) and ABC-TV was dismissed March 17 by N.Y. Supreme Court Justice Louis J. Capozzoli. ABC expressed "satisfaction at the outcome" and said that the dispute "merely involved a clash of parallel contractual rights concerning one of the performers." Translation: Moore had claimed that Carol Lawrence, signed as a guest on his show, was violating a 21-day exclusivity clause when GM and ABC decided to re-schedule the special to avoid rivalry with the March 13 Patterson-Johansson bout.

**News Bureaus Expand:** The networks are expanding their Latin American news coverage:

ABC announced last week that it would open a Buenos Aires bureau, to be headed by Robert N. Lindley. James C. Hagerty, special events & public affairs vp, described the move as the network's "first step in the realization of increased coverage, not only in South America, but also in Central America & Mexico."

CBS is eying additional Latin American coverage, although the network now has stringer coverage in Buenos Aires, Sao Paulo, Santiago, Rio de Janeiro, Mexico City, and Caracas. Stuart Novins of CBS News is currently in Mexico City on a tour of Central & South American news centers. Part of his assignment will be to gauge the need for bureau operations in these areas.

NBC will open fully-staffed news bureaus April 1 (it has hitherto operated with stringers or roving reporters) in Rio de Janeiro & Buenos Aires. Wilson & Lee Hall will head the Rio bureau; Kenneth Bernstein the one in Buenos Aires. NBC's 3rd bureau, in Havana, is already operative, but will be headed now by Richard Valeriani.

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Network TV's top time-buyer in 1960's 4th quarter was Procter & Gamble, with gross time billings of $11.9 million, TvB reported last week. Runners-up (in millions): American Home Products $8.5, General Motors $8.4, Lever Brothers $5.8. Anacin took top honors as the quarter's leading brand advertised, with billings of $2.9 million. Winston cigarets placed 2nd, with $2.3 million.

Lar Daly has filed a $69.6-million "equal-time" suit against the 3 major TV-radio networks. In an action entered in Chicago District Court recently, Daly charged that ABC, CBS, NBC and their o&o's denied him in the 1956 Presidential campaign program time equal to that granted to former President Eisenhower during the Mont., Ill. and Ind. primaries, in which Daly competed.

### NETWORK SALES ACTIVITY

**ABC-TV**

Silents Please, Sun. 6:30-7:30 p.m. Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. April.
*Quaker Oats* (Compton)

The Law and Mr. Jones, Fri. 10:30-11 p.m. Hong Kong, Wed. 7:30-8:30 p.m., part. eff. March & April respectively.
*P. Lorillard* (Grey)

The "Oscar" Awards, April 17, 10:30-12:30 p.m.
*Procter & Gamble* (Grey)
*Kitchens of Sara Lee* (C&W)

Daytime Programming, part. eff. immediately.
*Campana Sales* (EWR&R)

**CBS-TV**

Daytime Programming, part. eff. March.
*Tek-Hughes* (Young & Rubicam)
*Lever Bros.* (BBDO)
*Gerber Prod.* (D'Arcy)
*Kellogg* (Leo Burnett)

Way Out, Fri. 9:30-10 p.m., full-sponsorship eff. March 31.
*Liggett & Myers* (D-F-S)

**NBC-TV**

Tournament of Champions, May 7, 5-6 p.m.; National Open Golf Championship, June 17, 5:30-7 p.m.
*Wilson Sporting Goods* (Campbell-Mithun)
*Kemper Insurance* (Clinton E. Frank)

## Programming

**L&M EXITS 'UNTOUCHABLES':** That threatened boycott of Liggett & Myers products by Italian-American organizations, because of the tobacco firm's sponsorship of *The Untouchables* (Vol. 17:9 p12 *et seq.*), last week seemed to be getting some results. L&M pulled nearly $10 million worth of billings from ABC-TV's fall schedule. Among the cancellations: Participations in *Adventures in Paradise* and *Asphalt Jungle* (an MGM-TV show due to replace *The Islanders*)—and what amounts to a half-sponsorship of *The Untouchables.* (L&M has alternated as a two-thirds & one-third sponsor on the Desilu-produced series.)

The battle between *The Untouchables* and Italian-American factions seemed to be reaching the armistice stage late last week, however. On March 17, Desi Arnaz, Desilu pres.; N.Y. Surrogate S. Samuel Di Falco, chmn. of the National Italian-American League to Combat Defamation; and former N.Y. Supreme Court Justice Ferdinand Pecora announced that "the various divergent views" concerning the show had been "resolved."

Agreed-on among Arnaz, the Italian-American interests, and ABC-TV:

1. There'll be no more fictional hoodlums with Italian names in future productions.

2. There'll be a greater stress on the law-enforcement role of "Nick Rossi," the Italian detective who is Eliot Ness's right-hand man in the series.

3. There'll be a counterbalancing emphasis on the "formidable influence" of Italian-American civic officials in reducing crime, and emphasis on "the great contributions" made to American culture by Italian-Americans.

In New York, the official reason for the L&M pull-out, according to McCann-Erickson, L&M's agency, was that the tobacco firm was "displeased" with the re-scheduling of the canceled shows to later time periods. (All 3 shows move from 9:30-10:30 to 10-11 p.m. slots this fall.)

An agency source admitted privately to us, however, that the Italian-American picketing had "been influential" in triggering L&M's decision. Similarly, ABC said that the cancelations came in the wake of a dispute with L&M over time periods—but refused to name the 3 advertisers who had signed for some $6 million in participations in *The Untouchables.* Reason, off-the-record from an ABC vp: "We don't want them under fire from pressure groups."

The show itself, said ABC-TV Pres. Oliver Treyz, will "definitely be back next fall, completely sold out for the entire year through September 1962." One place where nobody seemed particularly concerned about the Italian-type names frequently sprinkled in *The Untouchables* was, according to overseas dispatches, Rome. There, L&M cigarets were still a popular luxury item on the Via Veneto, and nobody seemed aware of a boycott.

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**Results of NBC's private poll**—of 12 million viewers in 35 major markets to determine the 10 most popular NBC-TV shows—have been tabulated. Conducted on the local-station level, the survey asked audiences to see each of the NBC evening shows at least once before submitting their favorites. Viewers whose choices most closely matched the local rating-service rankings won prizes "valued at more than $100,000," the network said. Top 3 audience choices in the "You're the Critic" contest: *Wagon Train, Perry Como's Kraft Music Hall, The Price Is Right.*

**President Kennedy's news conferences** are a hit, ABC news commentator Edward P. Morgan told his audience last week, but the reporters who ask the questions are not. "Too often," said Morgan, "I'm afraid we are the authors of fuzzy or inconsequential queries which could be minimized if we did our homework better or had the topic more securely in hand . . . It has been observed . . . that the President is 'using' the news conference to his own advantage. He is & he is entitled to. When we [reporters] make our part more pointed & responsible, it will be to the advantage of everybody, especially the public." Added Morgan: "One of the difficulties is that too many people in the information business, particularly on the publishing in contrast to the broadcasting side, have not quite accepted the fact that radio & TV are here to stay as instruments of journalism. It behooves representatives of all media to realize that we are all now an inseparable part of the act."

**"The Roosevelt Years"** is planned for ABC-TV's 1962-63 season as a follow-up to its 26-episode Winston Churchill series. Mrs. Eleanor Roosevelt will serve as consultant & advisor for the series, which will cover the 1932-45 Roosevelt-era period and will be produced by the same team responsible for *The Valiant Years.* Initially, the series will be seen in a prime-time evening slot, said ABC-TV Pres. Oliver Treyz. It will then get a 26-week rerun in an earlier slot to reach school-age viewers. It will be available for sponsorship. Said Mrs. FDR: "I think [the series] will be very interesting from an historical point of view. When I speak at colleges today, I find I have to explain what a depression was."

**Broadcast editorials aid stations,** the public and sponsors, said John McClay, WJZ-TV Baltimore gen. mgr., at a March 14 RTES seminar in N.Y. Ben Strouse, WWDC Washington, D.C. pres., and Terry Lee, WAGA-TV Atlanta managing dir. agreed that "valid editorials which inform & stimulate public thinking also lend credence to commercials." McClay and Strouse said their stations maintained a policy of attacking "any controversial issue on which executive staff members agree, offering equal time to opponents, and editorializing on the local-level only." WWDC, which began editorializing Jan. 1, 1960, runs spot editorials throughout the day, usually limited to 150 words, said Strouse. WJZ-TV does not adhere to "a regular schedule," has devoted "up to 17 min. for a single editorial."

**Dispute between Jack Paar & Ed Sullivan** over the prices to be paid TV talent (Vol. 17:11 p5) reached the name-calling stage last week before it finally fizzled out in a shower of condemnatory comments by the press. Both networks got into the act, CBS somewhat reluctantly, NBC wholeheartedly. "Paar has our warm support for his forthright position upholding the freedom of all performers," said NBC. (Paar brings in $15 million a year in gross ad billings—on a budget of $50,000 a week. Sullivan earns $12 million for CBS, with a weekly outlay in the neighborhood of $110,000.)

**"Fireside chats" on TV,** reported planned by President Kennedy in a new move to spell out basic administration policies (Vol. 17:11 p4), may not come off after all. Tossing down news stories that the President contemplated a TV series of talks, starting with a speech on foreign aid, White House press secy. Pierre Salinger said there's been no "formal discussion" of such a plan. Other members of the White House staff may have talked among themselves about a "fireside" format, but Mr. Kennedy himself has no present intention of using TV beyond broadcast coverage of his regular news conferences, Salinger said.

## Advertising

**New Threat to Ratings:** N.Y. State Assemblyman Bruce Manley (R-Fredonia, N.Y.), who once told us that "I'm not a TV expert" when he tried to promote legislation to license TV programs for a $50 fee apiece (Vol. 15:4 p6), was hot after another TV quarry last week. In Albany, he announced that a new bill he's sponsoring was likely to come to a vote shortly in the state Assembly. The bill proposes an amendment to the state's penal law making it unlawful for TV-radio research firms in N.Y. to issue rating reports—unless they're willing to divulge their exact research methodology, and the identity of those sampled.

In N.Y., major research firms we contacted generally took a "no comment" position, but A. C. Nielsen, ARB, Pulse and Trendex indicated they had no objection to revealing the exact manner in which they measure broadcast audiences. (Such information, of course, is usually an intrinsic part of the rating reports.) What irked researchers privately was Manley's call for a full statement of identity & location of persons contacted in TV-radio surveys. ("Absolute nonsense," snapped one N.Y. research executive, who added: "The U.S. Census makes projections based on samples—and doesn't tell you who was in the sample. Why should we?")

Likely to be affected by the bill to a large extent was A. C. Nielsen, which operates with a small fixed sample, identity of which is a close secret. Nielsen executives told us unofficially that the firm's high standing in TV-radio research ranks would be open to question if the sample were available to rating-conscious promotion men for "hypo" direct-mail campaigns. Some months ago, Time Inc., while preparing an article on TV research, spent a good deal of time & effort in trying to locate Nielsen homes. They managed to contact one in the N.Y. area—which was promptly (and expensively) replaced by Nielsen with another.

At the opposite extreme is Trendex, whose sample constantly varies. A Trendex executive told us: "Telephone numbers, picked at random, are all we have to give out, and that's all we will give if that bill goes through."

Said ARB dir. James W. Seiler: "We are vigorously opposed to bills such as Manley's. Most research firms' clients can & do require all pertinent information, and companies refusing to disclose it will not long survive economically."

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Colgate-Palmolive Co. has been ordered by FTC to stop using TV commercials—already abandoned by the company—which claim that its dental cream "with Gardol" provides complete protection against tooth decay. Denying an appeal from an initial decision last year by hearing examiner Leon R. Gross (Vol. 16:32 p6), the Commission ruled that Colgate-Palmolive's "protective shield" commercials misrepresented the dentifrice. The opinion by Comr. William C. Kern noted that the company had argued it had dropped the device and that it had been "co-operative throughout the investigation" by FTC. "Nevertheless," Kern said, "respondent did not revise its advertising to eliminate the protective shield theme until after complaint issue." Moreover, Kern went on, "respondent has persisted in its argument that the advertising is not false." FTC concluded that "the public interest" required a don't-do-it-again order because Colgate-Palmolive hadn't convinced the Commission that "the practice charged has been surely stopped and will not be resumed."

FTC consent order against "false & misleading demonstrations" on TV for "new super-strength Alcoa Wrap" has been signed by Aluminum Co. of America, its subsidiary Wear-Ever Aluminum Inc. and its agency Ketchum, MacLeod & Grove. The agreement between the 3 companies & FTC's Bureau of Litigation settled a Jan. 1960 complaint charging that commercials for the wrap were deceptive (Vol. 16:3 p8). The consent order specified that the firms must stop: (1) "Using demonstrations purporting to prove Alcoa Wrap's properties in preserving the quality or appearance of food, or its strength, durability or any other characteristics, when such proof is not actually given," and (2) "disparaging competitive products by untruthful statements or deceptive or misleading methods." In signing the pledge, neither Alcoa, its subsidiary nor its agency conceded that FTC law had been violated, however.

False TV & radio advertising for analgesic preparations is charged by FTC in simultaneous complaints against American Home Products (Anacin), Bristol-Myers (Bufferin), Plough (St. Joseph Aspirin) and Sterling Drug (Bayer Aspirin). FTC cited such claims as these in commercials and in print-media ads as examples of misrepresentations: Anacin—"Special ingredients to . . . relieve pain . . . fast." Bufferin—"Acts twice as fast as aspirin." St. Joseph Aspirin—"Faster than all 3 other leading pain relief tablets." Bayer Aspirin—"Fastest, most gentle." FTC observed acidly: "The truth is . . . there is no significant difference in the rate of speed with which these or any other such analgesics relieve pain."

Dog owners dial TV to the extent of 19% more viewing than non-pet-owners, and families owning pets of any kind watch 16% more TV than pet-less households. So reported Westinghouse-owned TvAR last week. In a checkup in the 5 major markets in which Westinghouse Bcstg. Co. owns TV outlets, Robert Hoffman, TvAR mktg. & research dir., learned that households with dogs watched TV an average of 6 hrs., 6 mins. daily. TvAR's moral for advertisers in the study: "Advertisers of pet foods & related products can reach these prospective consumers readily & repeatedly through spot TV," said TvAR vp & gen. mgr. Larry Israel.

Newspaper circulation for 1960 reached a record high, N. W. Ayer & Son's *Directory of Newspapers & Periodicals* will report this month. The 1961 compendium indicates that total English-language daily circulation reached 58,240,065—which is up 628,618 over 1959. Sunday papers remained almost at the same figure, rising a slight 2,297 to 47,356,384. The number of dailies fell by 4 to 1,850.

### U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| WXYZ-TV Detroit | $2600 (no change) | $725 to $1000 | Mar. 15 |
| KYW-TV Cleveland | 2200 (no change) | 600 to 700 | Mar. 1 |
| KMSP-TV Minneapolis | 1200 to $1600 | 240 to 340 | Apr. 16 |
| WNHC-TV New Haven | 1600 (no change) | 355 to 450[1] | Feb. 1 |
| KRLD-TV Dallas | 1300 to $1430 | 300 to 330[2] | Mar. 1 |
| WKBW-TV Buffalo | 1250 to 1400 | 280 to 320 | Apr. 1 |
| WCIA Champaign | 1000 to 1100 | 215 to 250 | Apr. 1 |
| WPST-TV Miami | 900 to 1000 | 250 to 275 | Feb. 1 |
| KVOO-TV Tulsa | 750 to 825 | 192.50 to 212 | Mar. 1 |
| KENS-TV San Antonio | 700 to 800 | 200 (no ch'ge) | Mar. 1 |
| KSL-TV Salt Lake City | 600 to 750 | 150 to 170[3] | Feb. 1 |
| WSLS-TV Roanoke | 725 to 750 | 190 to 205 | Mar. 1 |
| WNEP-TV Scranton | 625 to 675 | 135 to 160 | Mar. 15 |
| WDBO-TV Orlando | 600 to 650 | 120 to 130 | Mar. 1 |
| WDSM-TV Duluth | 450 to 600 | 90 to 120[3] | Feb. 1 |
| KTBC-TV Austin, Tex. | 525 to 575 | 120 to 130 | Mar. 1 |
| WTPA Harrisburg, Pa. | 450 to 500 | 95 to 100 | Mar. 1 |
| WLOF-TV Orlando | 500 (no change) | 90 to 110 | Feb. 1 |
| WCNY-TV Carthage, N.Y. | 300 to 375 | 60 to 80 | Mar. 1 |
| WAFG-TV Huntsville, Ala. | 165 to 225 | 38.50 to 45 | Feb. 1 |

[1]New Class AAA rate for spots only. [2]New Min. rate. 20 Sec. remains $300 [3]20 Sec. only.

Madison Ave. too has its "rubes." Red-faced security officials at CBS, at least 2 major film companies and several ad agencies and firms are on the watch for a sandy-haired, somewhat-seedy middle-aged man who calls himself, variously, "George Morgan" and "George Stevens." His con-man pitch, which he has worked on several TV admen & program executives, is a variation on an old theme, but it has been successful in an increasing number of offices. The *modus operandi*: He calls on an executive, stating he's a program buyer or representative of Britain's ATV. He has a large budget to spend for film shows (or for publicity in the U.S. for ATV). He discusses prices and British TV knowledgeably. Then, as "Morgan" is leaving, he mentions as a casual afterthought that he's out of funds for the moment ("a poker game on the plane coming over, y'know") and could he borrow $10 (or $20 or $30, depending) until he can cash his travelers cheques? Oddest touch: "Morgan" has been working his con game for nearly 2 years, and it hardly ever varies. Meanwhile, his sucker list keeps growing.

**Advertising Council** re-elected Lee H. Bristol, Bristol-Myers, as board chairman at the annual meeting last week. Also re-elected were 3 vice chairmen—Leo Burnett, Leo Burnett Co.; Edwin W. Ebel, General Foods; Edward C. Von Tress, Curtis Publishing Co. Five new directors were elected—Max Banzhaf, Armstrong Cork; Raymond F. Sullivan, Sullivan, Stauffer, Colwell & Bayles; Gov. LeRoy Collins, NAB; Robert Hurleigh, MBS; Edward G. Gerbric, Heublein Inc. Re-elected were Pres. Theodore S. Repplier and vps Allan M. Wilson & George P. Ludlam.

**NAB Pres. LeRoy Collins,** who called on advertisers at last week's RTES luncheon in N.Y. to help make TV better (see p. 2), will be a headlined speaker at the annual American Assn. of Advertising Agencies meeting April 20-22 in White Sulphur Springs, W. Va. He is billed for a morning-session address April 22. Others tentatively listed for the session include 4-A Chmn. Harry Harding (Young & Rubicam), William Bernbach (Doyle Dane Bernbach), Edward G. Gerbric (Heublein Inc.), co-chmn. of the ANA-AAAA Committee for Improvement of Advertising Content. The annual dinner April 21 will feature a special "Roaring 20s" show produced by ABC-TV.

**American TV Commercials Festival** judges have begun screening more than 1,200 film & video-tape commercials. Holding daily sessions throughout March, judges are selecting 150 top commercials and 25 "commercial classics." Final winners will be chosen in April and announced at the May 4 festival awards luncheon in N.Y.

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**Ad People:** William C. Dekker, ex-Ted Bates, joins Lambert & Feasley as vp & media dir. . . . Robert Margulies named Ted Bates vp for commercials production.

James C. Douglass, administrative vp of Ted Bates, a dir. & member of the exec. committee, is leaving Bates to establish his own firm in N.Y. & Geneva, to advise business on international operations. . . . Pres. Dan Smith & exec. vp Philip W. Abrams of Chicago's Phil Gordon agency, merging with Bozell & Jacobs, will join the latter as vps & members of the plans board.

Hugh H. Johnson retires as dir. of media, Kudner Agency, continuing to serve the agency as a consultant . . . William W. Mulvey, former Cunningham & Walsh exec. vp, April 1 joins McCann-Erickson as a senior vp . . . Jack Peix, ex-BBDO, elected a vp & gen. mgr., J. S. Fullerton Inc. . . . Pierre Garai elected a vp of Ogilvy, Benson & Mather.

## Film & Tape

**Jencks On Happy State Of Film:** In what amounted to a "state of the union" address on TV film, Pres. Richard W. Jencks of Alliance of Television Film Producers, last week pronounced the film industry prosperous. He said Hollywood will produce almost 3,000 new TV-film segments this year. Almost 90% of network nighttime programming is Hollywood-produced film, he added in an address to the industrial div. of the Hollywood Chamber of Commerce.

The executive cited Cal. State Dept. of Employment figures of last December showing that more than 42,000 are employed in the movie & TV-film industries in Hollywood—a 12-year peak. Almost 75% of this number work in TV film, he said.

Jencks attributed TV film's rise to 2 "miracles:" (1) Business organization, in which film executives learned to retool for the smaller-budgeted TV film; and (2) the creative miracle which produced such successful series as *I Love Lucy*, *Burns & Allen* and *Dragnet*.

Among his general observations on TV film:

The govt. will not set up controls over TV programming. Foreign competition is unlikely to threaten domestic production because of Hollywood's efficiency. No foreign producer can recover a sufficient portion of his cost from his home market. It is much more difficult for the foreign producer regularly to satisfy the tastes of American viewers than it is for U.S. producers to please foreign viewers. U.S. TV-film producers will derive substantial income from the foreign market, particularly if import restrictions and govt. quotas are eased.

There is little likelihood of so-called "runaway production" becoming a threat to TV production in Hollywood.

The small or one-series producer will always be with us despite the increasing mortality rate of first-year series.

The decline in the syndication market has not yet resulted in a production loss because of an increase in the amount of film used by the networks. The share of next season's nighttime network schedules to be taken by 60-min. series will be over 50%.

Hollywood TV-film producers will watch the upcoming pay-TV test in Hartford with great interest and are ready to produce entertainment for any medium. Nobody knows if the American public will respond to pay TV.

Ratings are not slavishly followed. While many low-rated shows are canceled, a substantial number stay on.

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**Feminine casualties** this season were June Allyson, Barbara Stanwyck, Dinah Shore, Loretta Young, Ann Sothern and Shirley Temple—almost the entire roster of series starring women. Thus TV, which has never had many shows starring the distaffers, will reach a new low in this area next season. And the accent for next season is more heavily than usual on masculine action & adventure. Miss Shore may return with a different sponsor, Miss Young is seeking time & sponsorship for a number of 60-min. shows; and Donna Reed will be back with her situation comedy.

**Writers Guild of America membership** has voted 405-325 against filing by the Guild of an *amicus curiae* brief in federal court in support of the $7.5-million "blacklisting" suit filed against the Motion Picture Assn. of America and the Assn. of Motion Picture Producers by a dozen writers & actors (Vol. 17:1 & 8). WGA West membership had previously voted in favor of such intervention, but because the margin was close the Guild took the issue to the membership by mail referendum.

## NEW YORK ROUNDUP

ITC 1961 sales were up 43% over the Jan.-Feb. 1960 period, syndication vp William P. Andrews announced. He pointed to ITC's *Best of the Post*, now in 151 markets (with new sales including WLOS-TV Asheville, WJBF Augusta) and *Diver Dan*, sold in 34 markets (the most recent including WWJ-TV Detroit, WFBM-TV Indianapolis). ITC's Javelin Productions Div. chalked up recent sales for *Campy's Corner* (WCKT Miami) and *Magic Moments in Sports* (WROC-TV Rochester). The network sales div. scored a Jan. sale of *Danger Man* to CBS-TV.

Ziv-UA sees a new trend, with advertisers "turning directly to the market-by-market field in a measure far exceeding their previous participation," according to syndication sales vp Len Firestone. The percentage of direct advertiser buys on *Miami Undercover* "soared past the 60% mark," *Case of the Dangerous Robin* 54%, and, among new signers for *Sea Hunt*, advertisers outnumber stations as purchasers by 20%, said Firestone.

NTA's first TV sale to the Soviet Union has been completed after 2 years of negotiations with the official agency, Sovexport Film. The deal—for "Gulliver's Travels," a full-length, color-cartoon feature—"resulted through several visits to Moscow by NTA gen. mgr. Vernon Burns," according to Pres. Oliver A. Unger. "NTA is now arranging for additional film sales with Sovexport," Unger said.

BBC has signed a distribution agreement with Peter M. Robeck for its 15-episode, 60-min. documentary series, *An Age of Kings*. Now in its 10th week on WNEW-TV N.Y. and WTTG Washington, "its overwhelming reception under Standard Oil of N.J. sponsorship has prompted us to release it commercially throughout the U.S.," said BBC's U.S. TV rep Dennis Scuse.

Add syndication sales: Sterling TV has sold its 60-min. special, "The Legend of Valentino," in 25 major markets. It is scheduled for broadcast the week of May 21 under Peter Pan Foundations sponsorship . . . NTA has sold its 30-min. adventure series *Assignment: Underwater* to 20 Western markets, upping the total to 70. New sales include KOB-TV Albuquerque, KTVR Denver, KNXT L.A.

Videotape Productions' taping of 4 commercials for Nabisco set "a new record," according to production mgr. Charles Holden. The 60-sec. spots, using 8 scenes, full sets, special lighting effects, were completed "in only 9 takes, with a start-to-finish time of just over 3 hours," Holden said. The commercials, narrated by Carol Reed, were produced for Nabisco agency McCann-Erickson.

ATAS in N.Y. has named Alvin L. Hollander Jr., WCBS-TV program dir., and Ted Yates, WNEW-TV creative programs dir., to head the production group planning the colorcast of N.Y. area Emmy Awards. The Emmys will be presented to N.Y. winners on WNBC-TV Sat., May 13, 10:30-11:15 p.m., live from NBC's Ziegfeld Theater.

ABC Films re-alignment of div. mgrs. was announced last week. Albert G. Hartigan was named Eastern div. mgr.; James Delaney, Southern div. mgr.; Michael G. Gould, Central div. mgr.; James Tobin, Western div. mgr.; William D. Hannah, Canadian div. mgr.

People: Russ Raycroft has been named Official Films vp and gen. asst. to Pres. Seymour Reed . . . J. Remi Crasto has been appointed NTA foreign sales supervisor.

## HOLLYWOOD ROUNDUP

$3.5 million damage suit has been filed in N.Y. Supreme Court against RKO General by Television Industries, from which Matthew ("Matty") Fox resigned recently as pres. & dir. (Vol. 17:11 p8). The complaint charges RKO General with failure to comply with several film-distribution contracts. The suit was brought by TI in the name of C&C Films and C&C International, both TI subsidiaries. Principally, TI's beef is that RKO allegedly made deals with "third parties" to distribute pictures whose rights are held by TI.

Hollywood Museum Associates, which will equip the Los Angeles County Motion Picture & Television Museum, has invited 200 TV, movie and community leaders to become founder-members (price: $1,000). Among those who have signed are Bing Crosby, Robert Cummings, Desi Arnaz, Walt Disney, Ralph Edwards, Frank Sinatra, Dore Schary, Jack L. Warner and Jack Wrather. HMA Pres. Sol Lesser, meanwhile, has named Max Goodland as his exec. asst.

David L. Wolper Productions has acquired from Artkino the first movie footage showing actual Russian space exploration to be released outside its borders by the U.S.S.R. He plans to include it in his special, "Project: Man in Space," sponsored by Tidewater Oil Co. in 50 markets (week of May 7).

Filmaster Productions has signed Otto Graham to star in the pilot of *Touchdown!* which goes into production March 24. Fritz Goodwin is producer.

Production on the tentatively titled *The Robert Young Show* begins June 5 at Desilu Gower Studios. Eugene Rodney is producer of the CBS-TV series.

Warner Bros. has begun production on its new series, *Solitaire*, starring Ray Danton & John van Dreelen. Fenton Earnshaw is producer.

Bill Burrud Productions' *Treasure* series has been sold to 4 markets: WOR-TV New York, WWJ-TV Detroit, XETV San Diego and KTVU San Francisco-Oakland.

Don Fedderson Productions has a new pilot, tentatively called *Myrnalene*. The comedy is being produced by Peter Tewksbury.

MPO TV of California Inc., TV commercial film producers, opened new Hollywood studios last week.

NBC-TV's *Bonanza* series, produced by David Dortort, has finished production for the season.

Screen Actors Guild has appointed Conrad Nagel to the newly-created office of 4th vp, to give SAG an officer in N.Y.

People: Warner Bros. promoted 2 asst. producers to producers, William Stuart taking over *Bronco* segments of *The Cheyenne Show* and Joel Rogoslin producing segments of *SurfSide 6* and *77 Sunset Strip* . . . Albert Ruben named associate producer of *Have Gun—Will Travel* . . . Producer Peter Kortner, who was in charge of *The June Allyson Show*, has left Four Star Television . . . Gene Levitt is named producer of *Adventures in Paradise* at 20th Century-Fox TV . . . Het Manheim will head Format Films' new program dept. for TV & movie films . . . Howard Keel is named to Screen Actors Guild's board, as an alternate for Charlton Heston.

## Stations

**NEW & UPCOMING STATIONS:** This week's starter is educational WIPM-TV (Ch. 3) Mayaguez, P.R., which received program test authorization March 17 for start on March 19. Owner is Dept. of Education of P.R. which has operated WIPR-TV (Ch. 6, educational) San Juan for over 3 years. The new outlet raises the on-air total to 583 (90 uhf), of which 55 are educational non-commercial outlets (15 uhf). Also reporting its debut is a surprise Texas-border Spanish-language station—XEPM-TV (Ch. 2) Juarez, Mexico-El Paso, Tex. It began last Jan. 16 as a companion to the other El Paso-area Spanish-language outlet, XEJ-TV (Ch. 5). Owner of both stations is Pedro Meneses Hoyos.

WIPM-TV has a 6-kw RCA transmitter and a 202-ft. Ideco tower. R. Delgado Marquez is gen. mgr. of both WIPM-TV & WIPR-TV. Pedro J. Boscio is WIPM-TV resident program dir. and Domingo Albino, resident engineer.

XEPM-TV is using Mexican gear to put out a 6.3-kw ERP signal from a 1,000-ft. tower. M. D. Heredia is gen. mgr.; Sergio D. Molinar Jr., sales mgr.; Juan Gaytan Muruato, film buyer; Miguel Garcia, program dir. Base hour is $100. Reps are National Time Sales and Harlan G. Oakes.

* * *

**In our continuing survey** of upcoming stations, here are the latest reports from principals:

**XEFA-TV (Ch. 2) Nogales, Mexico** (which will also serve border town Nogales, Ariz.) has changed to April 15 target for start as Spanish & English language outlet, writes Reed N. Haythorne, operations dir. It's installing a 1-kw Electron transmitter and work is also proceeding on 230-ft. Liberty tower. A specially designed Electron dipole directional antenna is on hand and is scheduled for installation on tower March 20, when transmitter also is scheduled to be ready for use. Base hour will be $150. Rep will be Sonora Television Sales Co.

**WLTV (Ch. 13) Bowling Green, Ky.** hasn't set a target for programming, but has a 40-kw Standard Electronics transmitter scheduled for delivery in "approximately 60 days," writes owner George A. Brown Jr. Studio-transmitter building also is to be ready in about 60 days. Anchors are now being laid out for 600-ft. Stainless tower for which an RCA antenna has been ordered. Network affiliation, base hourly rate and rep not chosen.

**CHCC-TV (Ch. 10) Coronation, Alta.** has changed target to May 15 for start as a satellite of parent CHCA-TV (Ch. 6) Red Deer, Alta., writes Pres. G. A. Bartley. A 2-kw Canadian GE transmitter is due to arrive in mid-April and work on a 200-ft. Wind Turbine tower started March 1. It will be an unattended repeater station and will be sold as a bonus to CHCA-TV which has a $200 base hour.

**CKRT-TV (Ch. 7) Riviere-du Loup, Que.** plans September programming, reports Luc Simard, pres. of owner radio CJFP there. A 5-kw Canadian Marconi transmitter has been ordered. It is building a road to the transmitter site and expects to have a studio-transmitter building there ready by the end of June. A 170-ft. tower is scheduled to be ready by July when an Alford 3-bay antenna is due. Base hourly rate not reported. Rep will be J. A. Hardy.

**Canadian TV stations must pool** their efforts to help each other meet Canadian-content programming requirements (55% Canadian by April 1, 1962; Vol. 17:8), BBG Chmn. Dr. Andrew Stewart told the CAB annual meeting in Vancouver last week. He asserted that no single station could make the quota on its own resources, and recommended that stations exchange their local programs freely in order to build Canadian content without sacrificing quality. Recognizing the need to increase sources of Canadian TV talent & programs, CAB voted $100,000 for use over the next 5 years to assist the Dominion Drama Festival. New CAB officers elected: Pres., Don Jamieson (Newfoundland Bcstg.); vps J. A. Pouloit (CFCM-TV Quebec City) & Alan Waters (radio CHUM Toronto).

**Westinghouse will cover** next month's Eichmann trial in Israel with its own newsman, Jim Anderson, asst. chief of the WBC European News Bureau. He leaves for Israel this week and will remain throughout the trial, with his reports supplementing network-fed coverage. A special 60-min. documentary on the moral, historical and legal aspects of the case is now being produced by WBZ-TV Boston for use on the 5 WBC stations. At the network level, all 3 networks have outside-courtroom coverage plans and pre-trial specials to supplement pool films of the actual proceedings (Vol. 17:8 p5). The Israeli govt., presently reviewing courtroom coverage problems, is expected to sustain the original "exclusive world rights" agreement with Capital Cities Bcstg. Corp.

**TvB membership increased** by 11 stations last week, reported William B. MacRae, TvB dir. of station relations. New members outside the U.S. include TWW Ltd. England; CFTO-TV Toronto; Frankfurt-Fries Fersehen GmbH. New U.S. members include KFYR-TV Bismarck, N.D.; KTVI St. Louis, Mo.; KMTV Omaha, Neb.; WTOC-TV Savannah, Ga.; WGN-TV Chicago; WPIX N.Y.; KDAL-TV Duluth-Superior, Minn.; KXLY-TV Spokane, Wash.; latest TvB membership total: 240 stations, 3 networks, 16 station reps, and 4 ETV members.

**Vhf-uhf operation** for an additional 90 days is sought by KFRE-TV Fresno which is switching from Ch. 12 to Ch. 30. The station informed FCC that it needs the additional time to devise means of filling in areas inadequately served by Ch. 30, and that dealers & servicemen are having delays in getting enough Ch. 30 conversion units to meet demand. The Commission recently rejected request of KJEO (Ch. 47) & KMJ-TV (Ch. 24) which asked for immediate cessation of the Ch. 12 operation (Vol. 17:11 p11).

**Triangle Stations will produce** a 30-min. color and b&w TV film documentary of the March 25 Sebring (Fla.) Sports Car Endurance Race for availability to its own & other stations throughout the country. Triangle also is scheduling direct radio coverage from Sebring, in the form of 3-min. reports every half hour by sports-commentator Bill Webbe.

**Facility changes:** WTOC-TV (Ch. 11) Savannah, Ga. boosted power to 316 kw March 8 • WAFG-TV (Ch. 31) Huntsville, Ala. boosted to 204 kw Jan. 7 • KVIQ-TV (Ch. 6) Eureka, Cal. boosted to 100 kw Dec. 24 after moving to new site.

**Sale of WROC-TV (Ch. 5)** Rochester for $6.5 million to Ch. 10 share-timers WVET & WHEC-TV (Vol. 17:5 p14) should be denied or set for hearing, according to petitions filed with FCC by NABET & AFTRA, which charged seller Transcontinent TV Corp. with abrogation of contracts,

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** James A. Jurist, ex-CNP dir. of business affairs, joins NBC News in same capacity . . . Gerald Marenoff, ex-CBS-TV stations div., named business mgr., CBS-TV Spot Sales, succeeding Ben Margolis, who joins TvAR as admin. asst. to gen. mgr. Larry Israel . . . Philip E. Silverberg named a CBS-TV senior attorney . . . Burroughs H. (Buck) Prince, *Monitor* managing editor, named NBC N.Y. news mgr.

Mrs. B. Gail Yingling, ex-Grey Advertising, appointed comptroller & treas., Storer TV Sales Inc. . . . David N. Simmons, ex-Simmons Associates & John Blair & Co., named TV vp for rep Devney-O'Connell . . . Walter A. Schwartz named WBC national radio sales mgr. . . . Milton H. Blackstone appointed advertising & exhibit coordinator for 1961 American TV Commercials Festival . . . Joseph A. McDonald, of Smith, Hennessey & McDonald Washington law firm, former NBC vp-treas. and veteran negotiator with ASCAP, named associate counsel of all-industry TV Station Music License Negotiating Committee, joining gen. counsel Ralstone R. Irvine, N.Y. (Vol. 17:11 p14).

Kenneth Adam, BBC TV program controller, will become TV network dir. in June, succeeding Sir Gerald Beadle. The latter, with BBC for nearly 38 years, will lecture-tour the U.S. this fall . . . John F. Cundiff, named WNHC-TV New Haven station mgr., will also continue as gen. sales mgr.

Robert D. Squier, ex-TV producer-dir., Walter Reed Army Medical Center, named U. of Texas TV program dir., succeeding Harvey R. Herbst, on leave to assist forthcoming educational Ch. 9 Austin . . . John Baade Jr. advanced to new post of local sales mgr., WOAI-TV San Antonio.

### *Obituary*

Richard A. Cullinan, 52, exec. vp of Albert Frank-Guenther Law, died March 12 in Morristown (N.J.) Memorial Hospital after a brief illness. He had been with the national ad & PR agency since 1929, became a vp in 1947, a director in 1949. He was elected a member of the agency's 4-man executive committee last year. He is survived by his wife & 2 daughters.

Alvah H. Chapman Sr., 71, pres. of R. W. Page Corp. which operates WRBL-TV & WRBL Columbus, Ga., died March 12 at his home. He is survived by his wife, a daughter and a son.

Meetings this week: IRE international convention (March 20-23). Waldorf-Astoria & the Coliseum, N.Y. • RTES meeting (21). Author Martin Mayer will speak on the function of TV columnists. Hotel Lexington, N.Y. • Assn. of National Advertisers workshop on shows & exhibits (22). Plaza Hotel, N.Y.

Edgar G. Shelton Jr., ABC Washington vp, resigns to form his own public & government relations firm—the name to be simply "Shelton." Before joining ABC in 1957, he served as dir. of the U.S. National Security Training Commission. During the 1960 campaign, he took a leave of absence to handle promotional & public relations projects for Sen. Lyndon B. Johnson.

## Auxiliary Services

**CCTV RECORDER SHOWN:** Ampex demonstrated its low-cost single-head TV tape recorder designed for closed-circuit uses (Vol. 17:11 p14) last week at its Redwood City, Cal. labs. The new VR-8000 will carry a basic price of $20,400, less than half the price of a broadcast-type Videotape recorder.

Ampex said the new machine, which is not recommended for broadcast use and is incompatible with broadcast VTRs, has been under continuous development since 1957. The VR-8000 has a single record-reproduce video head, using a helical-scan recording technique, significantly reducing the electronic complexity of the recorder. Here are the other features, as explained by Ampex Video Products Co. mgr. Leonard E. Good:

(1) Long-life performance, with no maintenance adjustments normally required during an operational span of 250 hours. (2) Full fidelity of the camera pick-up is maintained in the recording. (3) Standard 2-in. video tape is used, but tape speed is 7½ in. per second (as opposed to 15-in. on broadcast recorders), permitting the recording of 2 hours of material on a 12½-in. reel of tape. (4) Tapes made on any VR-8000 may be played back on any other VR-8000. (5) The unit weighs about 500 lb. and is self-contained in a cabinet 24-in. deep, 56-in. high & 42-in. wide, occupying 7 ft. of floor space.

Officials stressed that Ampex will continue to offer further improvement & refinement of the standard 4-head Videotape broadcast recorder—of which more than 760 are now in broadcast use.

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NCTA reorganization plans under new Pres. William Dalton were approved last week at his first full-scale meeting with the executive committee of the community-antenna operators' organization in Washington. NCTA's committee structure will be revamped and a "complete overhaul" of hq communications & publications will be undertaken. In an analysis of legislative problems, Dalton said he's "confident that self-regulation rather than legislation is the ultimate key to harmony between CATV operators & local TV stations." A feature of the sessions was a Broadcasters Club reception at which members of Congress, govt. officials, broadcasting executives and trade-press representatives were introduced to Dalton.

Translator starts: K82AM Waimea, Kauai, Hawaii started tests March 4, repeating parent & owner KGMB-TV Honolulu. • K72BF, K76BD & K80AY Booker, Tex. have set March 25 target for starting to repeat KGNC-TV, KVII & KFDA-TV Amarillo.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**EIA FIRMLY OPPOSED TO ALL-CHANNEL-SET LAW:** One subject on which TV set makers seem substantially agreed is their opposition to FCC's proposed legislation which would require production of all-channel vhf-uhf sets (Vol. 17:5 p1 et seq.). The issue ranks among industry's major ones, along with foreign imports (see story below).

Edward R. Taylor, of Motorola, chmn. of EIA's consumer products div. executive committee, put receiver-legislation situation this way at a news conference following his committee meeting at EIA's Spring Conference in Washington last week:

"The FCC should decide the allocation policy first. It makes no sense to force 93% of the people to buy something they can't use now. We're opposed to any edict of that sort by the government. We don't believe govt. should dictate what manufacturers should produce. Making such sets would penalize the consumer about $20-$25. There are enough elements of confusion in our business as it is. Further confusion would stop the market."

Noting that FCC Chmn. Minow believes that set makers would enlarge their market if they produced all-channel sets (Vol. 17:11 p1), Taylor said :"We might—if FCC settles the allocations first." Asked whether an all-uhf system could serve the nation adequately, Taylor said that viewers are getting good service where uhf stations offer good programs. "If the FCC were to move TV to uhf in, say, 5 years at the minimum, we might be able to get some agreement" on such a plan. Here are his comments on other major topics:

FM stereo—"We see a tremendous market—perhaps a little slow to start at first. Some people ask whether it's going to hurt stereo phono. We think one will help the other. But we all hope that manufacturers will get the best out of the system—not produce a pseudo multiplex radio."

Color TV—"It wasn't on our agenda. Speaking for Motorola, we're not planning to make a set. We were in it in 1954 & got out. Things were wrong with the transmission & the tube. We need a better tube. The present tube with its 65-degree deflection is too bulky. But we want color to come, and we recognize that Zenith's entry into the field, with power & prestige, is bound to add impetus."

Public relations program—"We need a program—but we haven't been able to get adequate support from major manufacturers yet. People seem to regard a TV set like auto brakes; they're damn near worn out before you notice them. The picture gets grayer & grayer, and the owner isn't aware of it unless he looks at a new set—which he seldom does. It isn't like a new car parked out front."

Deceptive advertising practices—Committee again discussed code for retailers patterned after that of American Home Laundry Assn. (Vol. 16:38 p16) but no final action was taken. "AHLA will review the results of a year [of its code] in April," Taylor said, "and we'll see what they report."

Closed-circuit TV—C. Russell Cox, of Andrew Corp., chmn. of EIA industrial electronics div. executive committee, told newsmen: "The market has been most disappointing—but manufacturers are still hopeful."

**GOVT. & EIA PONDER IMPORT PROBLEM:** Simmering import problem bubbled with renewed heat on a variety of fronts last week. EIA restated its strong opposition to free & easy marketing of imports. Commerce Dept. headed off a threatened boycott of Japanese components. A top TV-radio manufacturer defended use of imported components, called them job-makers for American workers.

EIA Board, meeting in Washington last week, voted support of 3 bills in import field: (1) HR-1149—to prevent the advertising of any foreign-produced article unless the ad states country of origin. (2) HR-2484—to amend the Tariff Act to provide that imported goods, unpacked & repacked in U.S., be remarked with

country of origin. (3) HR-4693—to require marking of articles (as contrasted with marking of packages) with country of origin throughout chain of distribution to consumer. (See p. 15 for other board actions.)

Conference also heard strong plea, in luncheon speech by Trade Relations Council Pres. H. B. McCoy, for support of legislative & administrative action to protect domestic industries. "It seems almost inconceivable to me," he said, "that the U.S. market can be virtually thrown open as a free market to all commerce with little control of any kind, when, at the same time, new governmental policies & programs to reduce unemployment are intended to be effective. At the moment, these 2 contradictory policies would seem to present a real dilemma to the administration and certain members of Congress."

Administration's concern "over the welfare of any group of American workers who may be adversely affected" by imports was expressed last week by Secretary of Commerce Luther H. Hodges. He obtained a 90-day postponement of the boycott of Japanese components scheduled by IBEW's Chicago local (Vol. 17:5 p15). The union had voted to handle no Japanese parts after May 1. Hodges met with Local 1031 Pres. M. Frank Darling and "conveyed to him my appreciation, and that of the Administration, of his willingness to work with us in a genuine effort to evolve some equitable solution." One solution indicated as in the wind: Allocation of additional defense contracts to the Chicago area.

"Fallacious" was the label slapped by Motorola Pres. Robert W. Galvin on thinking that "Japanese imports represent any great loss of jobs in the Chicago area. I don't think it has affected 500 jobs," he told a news conference last week. "We at Motorola have never lost a job because of Japanese imports," he was quoted as saying. "In fact, it has created jobs for us. We probably create twice as many jobs as we lose by buying imported components." Galvin said Motorola studied comparative costs of assembling Japanese radios both in Japan & in the U.S., concluded U.S. assembly is some 20% cheaper after compensating for import duty, transportation and insurance.

Wall St. Journal editorialized on "The Only Way to Win" the import contest in its March 15 editions: "Any boy knows that when you're faced with a challenge, economic or otherwise, you don't win by barricading the door & crawling under the bed. You win by opening the door and meeting the competition with the best you've got."

**ELECTRONICS IN '60—SALES UP, PROFIT DOWN:** Sales rose 5.9% but net profit slipped 16.3%. That sums up our tally of 1960 financial results of 27 "weathervane" companies in various branches of electronics. The profit drop in electronics apparently was considerably steeper last year than in most other segments of industry—at least judging from Wall Street Journal's recent tabulation, which showed 481 industrial firms down just 2.1% in profits from 1959 to 1960.

Electronics' aggregate profit decline of 16.3% doesn't tell the whole story, however. The larger companies, harder hit than many smaller specialized electronics firms, weigh heavily in any aggregate measuring of profits. Of the 27 firms tallied, 11 (or more than 40%) reported profit increases in 1960 over 1959. Sales increases were shown by 20 of the 27.

We divided the 27 electronics firms in to 3 rather arbitrary categories—(1) Widely diversified companies; (2) companies known primarily as consumer-product manufacturers, and (3) parts, tube & transistor firms. Diversified group showed largest profit drop; parts group reported slight profit increase; consumer group had lowest increase in sales. Details:

Diversified group (10 companies): Aggregate sales in 1960 up 6.4% from 1959; aggregate net profit down 17.5%. All but one of the firms showed a sales increase for 1960, and 4 reported earnings increases.

Consumer-products group (7 companies): Aggregate sales up 1.6%; net profit down 16%. Sales increases shown by 5, profit increases by 2.

Parts-tubes-transistors group (10 companies): Aggregate sales up 8.7%; net profit up 1.9%. Six of the 10 reported sales increases; 5 reported profit increases.

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 10 (10th week of 1961):

| | March 4-10 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 103,323 | 104,528 | 102,939 | 1,018,531 | 1,243,590 |
| Total radio | 277,470 | 269,441 | 350,468 | 2,749,607 | 3,468,711 |
| auto radio | 75,154 | 84,612 | 149,147 | 856,618 | 1,501,044 |

**NEW SETS—SOME PRICES LOWER:** Admiral announced an all-new "1962" line of 19-in. TVs with some technical innovations, plus its 1962 transistor radio line and 2 portable phonographs last week. Zenith launched 7 new spring-summer promotional TVs & 2 radios. RCA introduced 3 radios & 2 portable phonos. In each case, some tendency to lower list prices was showing.

Admiral's 19-in. portable TV line became the first to incorporate the GE-designed Compactron multi-element tube (see p. 16)—in this case a triple-triode including gated AGC, automatic sync separator and automatic interference rejector. Among other engineering developments in the Admiral sets: DC restoration circuit (automatic contrast restoration), thermistor picture stabilizer, adjacent-channel sound trap.

Only 3 of the 19-in. portables & consolettes carried suggested list prices as we went to press. The price news was made by a single-button, remote-control portable at $199.95. The low-end set in the line lists at $169.95, with step-up at $179.95.

In the radio line, Admiral introduced "the smallest all-American shirt-pocket radio ever produced"—a 6-transistor unit (3 3/8 x 7/16 x 1-in.) at $24.95, with step-ups at $34.95 (7 transistor) & $44.95 (8 transistor). Other transistor portables run up to $275 for a 9-transistor, 9-band, 4-antenna set. Admiral also showed portable phonos at $49.95 & $59.95.

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**Zenith's promotional** "spring special" line begins with a 19-in. portable at $169.95, and features the return of a 21-in. set to the line—a table set which will list (with matching swivel base) at about $199.95. The models also include one step-up 19-in. portable, 4 other 23-in. sets. Zenith also is introducing a low-priced AC-DC table radio and a special on the Royal 275 transistor radio with carrying case & batteries at $39.95.

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RCA's 3 radios & 2 portable phonos "each represents the lowest RCA Victor price in years," according to RCA Sales Corp. mktg. vp Raymond W. Saxon. The new sets: A 5-tube table-model radio at $14.95 ("the lowest priced RCA Victor table radio in 20 years"); an unpriced step-up; a 6-transistor pocket radio at $24.95; an automatic monaural portable phono at $49.95, and an open-list stereo version.

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**Other new products** announced last week: (1) Granco FM-AM radio at $29.95. (2) Zenith ear-level hearing aid, weighing 1/3 oz. with battery, at $275.

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**RCA Chmn. David Sarnoff** proposed last week the establishment of a national medical clearing house linked electronically with every major hospital & medical school in the nation. Addressing the National Health Council Forum in N.Y., he said computers "enable us to store accumulated knowledge compactly, update it continuously, recall it instantly. Through a blend of electronic computation & communication techniques," he continued, "it would be possible to establish a central repository for all the latest medical information." He called upon the AMA and the electronics industry to create a joint group to explore the feasibility of the idea, forecast an eventual "medical school of the world" via global TV.

***More about***

**EIA Board Actions:** In addition to voting support of 3 bills affecting imports (p. 13), EIA board took these votes last week at the spring conference in Washington:

(1) To oppose S-836, requiring Small Business Administration supervision of certain kinds of govt. contracts. EIA spokesman said that EIA "doesn't believe there should be another govt. agency involved in any already complex procurement setup."

(2) To organize a "massive effort," enlisting other trade associations, opposing efforts in Congress to require govt. take title to patents developed under govt. contracts.

(3) To approve legislation permitting judicial review of the Secy. of Labor's Walsh-Healey determinations (wage minimums for govt. contracts) in U.S. Federal District Courts other than solely in District of Columbia Circuit.

Board also received report of an *ad hoc* committee, headed by RCA's B. J. Haley, on internal EIA reorganization—"proposing far-reaching changes & expansions in the association organization in line with industry growth." The board decided to study the report, indicated that action, if any, wouldn't come for at least a year.

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**EIA board members elected** at the Association's Spring Conference in Washington last week: T. A. Johnson, Collins Radio; Clarence H. Hopper, CBS Electronics; Maj. Gen. W. P. Corderman, Westrex Corp. Consumer-products div. elected to its executive committee Herschner Cross, GE, and the military-products div. elected to its executive committee Dr. Carl A. Frische, Sperry Gyroscope.

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**EIA is lobbying** in Congress for legislation indemnifying defense manufacturers against uninsurable claims resulting from missile & rocket accidents. Meeting at EIA's Spring Conference in Washington (see p. 13), the Small Business Committee headed by Rixon Electronics vp C. J. Harrison decided to press for enactment of such a space-age law. It was pointed out that component manufacturers could be liable for multimillion damages if a runaway rocket—say—should hit a heavily-populated area.

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**Mergers & acquisitions:** General Instrument plans to acquire through a stock exchange Pyramid Electric, Darlington, S.C. manufacturer of capacitors (1960 sales: about $7.4 million). The proposed amalgamation, subject to the approval of stockholders of both concerns, calls for the issuance of one share of GI common for each 17½ Pyramid common shares and one share of GI common for each 6½ shares of Pyramid preferred • Astrex stockholders have approved merger with Radio Electric Service, Philadelphia parts jobber (Vol. 17:5 p19) • Standard Kollsman's proposal to purchase Casco Products' approximately 46,000 shares still outstanding for $10.15 a share was approved by Casco stockholders last week. Standard Kollsman owned more than 90% of Casco's shares (Vol. 16:29 p15).

**Hoffman has merged** its consumer-products and industrial-products divisions into a new commercial-products div. "in order to provide the consumer-product marketing & sales facilities to our industrial-product line." Ray B. Cox, former consumer-products div. vp-gen. mgr., takes over the same title & duties for the commercial products div.

Dr. Jerome B. Wiesner, ex-MIT, and President Kennedy's special asst. for science & technology, receives EIA's 1961 Medal of Honor, first govt. official to get the award.

**JAN. RETAIL SALES OFF:** EIA last week officially reported January retail sales of TV sets were down 32%, radios down 28% from the Jan.-1960 levels. There was some optimism, however, in unofficial preliminary figures for February, which showed retail TV sales down only 12%, radio sales down 9% from the year-ago figure. The preliminary February sales also showed a continuing reduction in inventories of both TVs & radios.

Here are EIA's official TV-radio production & retail sales statistics for Jan. 1961 compared with Jan. 1960:

TELEVISION

| | Total Production | Uhf Production | Retail Sales |
|---|---|---|---|
| January 1960 | 590,867 | 50,119 | 590,867 |
| January 1961 | 399,791 | 25,270 | 803,388 |

RADIO

| | Total Production | Auto Radio Production | FM Radio Production | Retail Sales (excl. auto) |
|---|---|---|---|---|
| January 1960 | 1,355,788 | 632,461 | 40,162 | 803,388 |
| January 1961 | 1,090,073 | 387,136 | 50,421 | 580,680 |

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Factory sales of picture & receiving tubes in January dropped below the year-ago levels both in unit & dollar volume, EIA reported last week. TV picture tube sales in 1961's initial month totaled 707,835 units valued at $14,430,755—down from 795,250 units at $15,831,430 in Jan. 1960, but ahead of Dec.-1960's 531,747 at $11,042,159. Receiving tubes in Jan. 1961 sold 26,343,000 units at $22,227,000—down from both the year-ago month's 31,367,000 at $26,872,000 and Dec.-1960's 27,066,000 at $23,571,000.

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Electronics industry's sales volume will double to $20 million in the next 10 years, Motorola Pres. Paul W. Galvin told a meeting of the Investment Bankers' Assn. of America last week in Chicago. He predicted a "big change" in the electronics industry during that time—the trend toward solid functional circuits and away from interconnected components. "The essence of the electronics business of the long-term future," he said, "will be materials, not components or their circuitry." As a result, he added, physicists, chemists, metallurgists & mathematicians will assume more important roles in electronics labs, and equipment manufacturers will make more of their components as well as finished products. He said the electronics industry will remain "fiercely competitive" and expressed concern over inflated prices of electronics stocks. Limited earnings, plus the need for much higher than traditional capital investment, he added, will force retention of large portions of earnings and higher debt-to-equity ratios than in the past.

Recession is "bottoming out" and the U.S. economy is now returning to post-slump levels, market-researcher Sindlinger & Co. concluded last week after exploring "10 areas of statistical evidence." One of them: An increase in used-car buying plans, running ahead of the previous year for the first time since April 1960.

Japanese TV-radio manufacturer Sanyo Electric Co. is establishing a U.S. subsidiary, Sanyo Electric (America) Corp., to handle sales in American markets, according to an Osaka-dated report in *Home Furnishings Daily*. Channel Master Corp., which sells Sanyo radios & other products in U.S. under its own brand label, reportedly will have "managerial participation" in the new U.S. firm.

**Compactrons & Nuvistors:** Those new advances in electron-tube technology, on which we have reported regularly, are now finding their way into increasingly more electronic equipment. GE's multi-unit Compactrons (Vol. 16:27 p14), offering potential cost savings, appeared last week for the first time in TV sets, and RCA is demonstrating 13 commercial uses for its tiny nuvistors.

First TV set to employ a Compactron is the new Admiral 19-in. portable, which uses a triple triode for 3 separate functions (see p. 15). GE last week announced availability of 4 new Compactrons in addition to the 2 placed in production previously: A dissimilar double triode for TV vertical-deflection oscillator & amplifier; a duplex-diode twin triode for TV horizontal oscillator & horizontal phase-detector service; a 3-section triode for amplifier applications; a damper diode for TV horizontal deflection circuits.

RCA announced last week that production of nuvistors now totals "many thousands a week" and it expects to manufacture "several million units" in 1961. Five commercial types are now available, and 7 new triodes & one tetrode will soon be added to the line.

At this week's IRE convention, RCA will show 13 nuvistorized devices made by RCA and other manufacturers. These will include RCA & Standard Kollsman vhf TV tuners, Harman-Kardon FM tuner, Ampex microphone preamplifiers, Daven plug-in video pre-amplifier, Packard Bell industrial TV camera and beacon IF amplifier, Collins weather radar.

RCA will also show a military & industrial version of its new 21-in. color tube at IRE convention (Vol. 17:11 p16).

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**ITT-Wells-Gardner Deal:** ITT has acquired approximately 10% of Wells-Gardner's stock and is entering into an "engineering & manufacturing assistance" agreement with the Chicago private-label TV-radio firm. ITT last week confirmed to us that the step is being taken "as part of the further development of our world-wide radio & TV receiver manufacturing program." A company spokesman said Wells-Gardner will supply ITT with "engineering & manufacturing assistance."

The agreement carries no implication that ITT will re-enter domestic TV-radio manufacturing, the company spokesman stressed. ITT made TVs & radios for the U.S. market from 1949 to 1956 through its Capehart-Farnsworth Co. It sold the Capehart name in 1956 to Benjamin & Robert Gross, who re-sold it in 1959 to the present Capehart Corp. (formerly Dynamic Electronics-N.Y. Inc.). ITT, through affiliates of its International Standard Electric Corp., manufactures TVs & radios in Australia, Austria, Belgium, Brazil, Chile, West Germany, Spain & Great Britain, and is part owner of Japanese TV-radio manufacturer Nippon Electric Co.

Wells-Gardner, of Chicago, is one of the largest private-label consumer electronics manufacturers, and makes products for Montgomery Ward, Western Auto Supply, Gamble-Skogmo and others. At currently quoted stock prices, ITT's 10% of Wells-Gardner's 422,400 outstanding shares would be worth something over $1 million. In 1959, Wells-Gardner reported sales of $24,259,901, net profit of $747,728 ($1.77 per share). The company's 1960 report is due in the next few weeks.

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Entering magnetic tape field, Burgess Battery Co. announces it will make & market acetate & mylar audio recording tape. Burgess is a division of Servel Inc.

**Magnavox to Make Organs:** The long-rumored Magnavox electronic organ will make its debut at the NAMM Music Trade Show in Chicago in July, Pres. Frank Freimann announced last week. Magnavox, it is believed, will thus become the largest U.S. electronics company manufacturing organs.

Freimann predicted a $500-million market for electronic organs within a decade. "Electronic organs already surpass pianos in dollar volume and are pressing hard in unit sales," he said. "The sale of organs has increased 20% per year since 1955, and has now reached an annual retail sales mark of $185 million."

Like Magnavox TV & stereo, the Magnavox organ will be sold directly to franchised dealers. The company has established a separate division, which will manufacture & sell the line "on a highly selective franchise basis."

The Magnavox organ, said Freimann, "will be the first transistorized organ in the popular price range, and the only instrument with a truly high-fidelity acoustical sound system." Music stores are slated as principal outlets.

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**Emerson Argentina** S.A. has been established in Buenos Aires to manufacture & market Emerson TV, radio, hi fi, air conditioners, air purifiers and dehumidifiers under license from Emerson Radio Expore Corp., a subsidiary of Emerson Radio & Phonograph. Emerson is "negotiating for the acquisition of a stock interest in the Argentine firm," according to Emerson Pres. Benjamin Abrams. The company has bought land for a new plant in Buenos Aires, will operate in rented quarters until permanent facilities are built. Production is due to begin within 3 months. Emerson Argentina has been established with initial capital of $1 million. Its principal stockholders include Argentine industrialists Manuel Sielecky, pres., Rodamotor S. en C.; Moises Vainer, pres., Aurora S.A., and Carlos Glucksmann, pres., Cia. Comercial Condor. Emerson will be represented on the Argentine company's board by vp Joseph Kattan of Emerson Radio Export Corp.

**New plants & expansions: International Resistance** has established a $2-million automated facility at its Burlington, Iowa, div. for the mass production of precision metal film resistors • RCA will add a 3-story, 33,000-sq.-ft. wing to its Princeton, N.J. labs this year. The new facility will house 40 labs, is to be ready early in 1962 • GE has increased the capital investment in its new Space Technology Center, now under construction at Valley Forge, Pa., to $30 million from $14 million. The additional funds will be used to speed construction and to increase floor space to 800,000 sq. ft. from the 500,000 sq. ft. originally planned. The completion date has been advanced from late 1963 to the end of this year • **Space-Tone Electronics**, Washington maker of hi-fi phonos & components, will open new manufacturing facilities next month in Central Industrial Park, Badensberg, Md.

GE accused IUE last week of waging a propaganda campaign to destroy public confidence in the company. GE employe relations service mgr. Philip D. Moore made the charge in a letter to John H. Callahan, chmn. of IUE's national GE conference board. Moore claimed that IUE Pres. James B. Carey, in a recent statement, sought to equate GE's antitrust conviction with the company's collective bargaining practices by saying that GE officials in both instances demonstrated "an uncontrollable greed." Moore protested that there was no connection, warned that such statements, should they ruin public faith in GE, could threaten the jobs of IUE members.

**Trade Personals:** Charles J. Urban, Westinghouse radio & TV div. mktg. mgr., transferred to marketing post with another Westinghouse division (announcement due within a month); his former duties will be shared by TV-hi-fi product mgr. J. J. Eagen and radio-phono product mgr. E. D. Smithers . . . **David R. Hull**, ex-EIA president, resigns as Hoffman exec. vp, continuing with the firm as advisor to Pres. **H. Leslie Hoffman.**

**William F. Rueger**, Sylvania secy., named also general attorney . . . **Hans R. Richner** appointed dir. of planning, Packard Bell home products div. . . . **Goodwin G. Mills**, ex-Allied Radio, appointed exec. vp-gen. mgr., National Radio Co. . . . **Edward A. Williams** elected vp, operations control, Collins Radio Co. . . . **Dr. Peter Wargo** named engineering mgr., GE cathode-ray tube dept.

**G. Richard Tingley** named vp, military & industrial sales dept., CBS Labs . . . **Isidore B. Finkel** retires April 1 as vp-gen. mgr. of govt. contract & OEM divs. of JFD Electronics Corp., remaining on board . . . **Martin W. Krenzke**, ex-Webcor, joins Warwick Mfg. Co. as product sales mgr., record changers & tape recorders.

**Robert F. Halligan**, 36, has been elected president of Hallicrafters, succeeding his father, **William J. Halligan Sr.**, who continues as chairman & chief exec. officer. The new president is succeeded as exec. vp & gen. mgr. by **Stanley E. Rendell**, advanced from operations vp & asst. gen. manager.

**Robert P. Dutton** has been elected govt.-representation vp by Collins Radio. He'll continue to head Collins' Washington office, in addition to his new duties . . . **Arthur C. McCarroll**, formely with Chrysler's L.A. office, joins Hoffman Electronics as PR dir.

**Dario Soria**, former pres. E.M.I. (U.S.) Ltd., has been named RCA Victor Record Div. vp for commercial records international liaison.

**George R. Marek**, RCA Victor, was re-elected president of Record Industry Assn. of America at the group's board meeting last week. Vice-president elected: **Arthur Maxin**, MGM Records, first vp; **Jack Holzman**, Elektra Records; **Leon Hartstone**, London Records; **Dave Kapp**, Kapp Records. **Jack Stevenson**, Children's Record Guild, was elected treasurer; **Henry Brief**, re-elected exc. secy.

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New electronics specialty journal, *Medical Electronics News*, has been launched with a March issue by Instruments Publishing Co. Inc., 845 Ridge Ave., Pittsburgh 12 Pa. The subscription price of the publication, "exclusively devoted to serving the interests of the bio-medical instrumentation & electronic field," is $6 per year.

Westrex Co., Alpine, newly formed Litton Industries subsidiary (Vol. 17:11 p18), has been named exclusive distributor in the U.S. & Canada for Polz, Germany-based Tefi Weke, GmbH. The Litton subsidiary will sell Tefi Weke's radios & tape players under the Westrex label.

## *Obituary*

**Herbert Riegelman**, 56, named manager of the GE Radio & TV Div.'s new distribution planning operation on March 1 (Vol. 17:10 p19), died March 11 in Syracuse's Memorial Hospital after a short illness. He would have assumed his new post April 1, after serving as TV Dept. gen. mgr. since 1953. He had joined GE the preceding year, as TV mktg. manager. Previously, he had been a Montgomery Ward vp, a furniture buyer for R. H. Macy for some 12 years. He is survived by his wife and a son, H. Allen Riegelman, who is district rep in Detroit for GE radio.

## Finance

**MOTOROLA PROFIT DROPS:** "The downturn in the economy" sliced Motorola's 1960 profit to $12.6 million from $14.2 million in the preceding year, despite a rise in sales to a record $299.1 million from $291.5 million (see financial table). Pres. Robert W. Galvin, in the annual report to 7,017 stockholders last week, forecast that 1961 "total sales & earnings should exceed 1960," but warned that "consumer-products volume may approximate 1960."

Galvin noted that sales of Motorola TVs, radios and phonos declined "substantially" in 1960's 2nd half. "The degree of downturn was not anticipated," he said. The consumer-products budgets "were purposely geared to a higher volume, resulting in an adverse effect on earnings."

The annual report pinpointed another adverse factor in 1960's TV sales picture: "The highly competitive condition caused by some manufacturers pricing TV sets unreasonably low, ostensibly to make room for the newly-introduced 19- & 23-in. models." Motorola, the report continued, "refrained from this unwarranted price-cutting." The company concentrated on upgrading quality, and "facts revealed by EIA figures show that the average Motorola factory TV selling price is 11% higher than that of the industry as a whole."

"Despite intensified competition of low-cost imported models," Motorola's portable radio sales were "the highest in company history." In stereo, Motorola accounted for 32% of industry sales of over-$150 portables, 20% of over-$300 consoles, the report said.

Galvin pointed to the Semiconductor Div. as one of the brightest spots in the Motorola picture. Earnings rose to a record high as sales of semiconductors more than doubled the 1959 volume. He said that more than 75% of Motorola's semiconductor output is now sold to outside customers.

At year's end, Motorola's working capital totaled $66,161,511, up from $57,061,939 the preceding year. The cash situation was $8,678,462, vs. $9,764,963. Net investment in plant & equipment rose to $44,594,599 from $33,436,676.

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**Crowell-Collier Publishing Co.** plans a subscription offering to stockholders of $12 million of convertible subordinate debentures due 1981, $3 million of the proceeds to be used to repay 50% notes held by Loew's Theatres in its $11-million sale of radio WMGM N.Y. to the publishing firm (Vol. 16:50 p12). Crowell-Collier's SEC registration statement (File 2-17719) also said $1 million to be realized from the debentures would be applied to reduction of a bank loan used to put up $8.1 million cash for WMGM. The balance of the proceeds may be applied toward payment of the remainder of the station's purchase price.

**Victoreen Instrument Co.** plans a public offering of 350,000 common stock shares through Val Alstyne, Noel & Co. at the current market price of outstanding shares at sale time. An SEC registration statement (File 2-17731) said $900,000 of the proceeds would be used for new equipment, $450,000 for expansion and opening a new West Coast operation of Victoreen's subsidiary Kolus Corp.

**Lafayette Radio Electronics Corp.**, Jamaica, N.Y.-based mail-order distributor of electronic parts & hi-fi components, has placed on the market $2.5 million of 5½% convertible subordinated debentures (due 1976) at 102½ and 130,000 shares of common ($18 a share). The offering is through C. E. Unterberg, Towbin Co.

**$12-million civil suit** was filed by the govt. & the Tennessee Valley Authority last week in a joint action against 5 makers of heavy electrical equipment convicted recently of price fixing (Vol. 17:7 p18). The defendants: GE, Westinghouse, Federal Pacific Electric, I-T-E, Allis-Chalmers. Because of the price-fixing conspiracy, the govt. charged, T.V.A. was forced to pay some 66% more than it should have for large circuit breakers purchased from the 5 defendants from 1951 to 1960. The suit, in U.S. District Court, Philadelphia, seeks triple damages. Attorney General Robert F. Kennedy said the action is the first of several contemplated by the govt. to recover alleged damages from the 29 corporations involved in the price-fixing indictments • **$750-million suit** against GE for price fixing was dismissed by Federal District Judge Frederick O. Mercer in Peoria, Ill. last week. The action had been brought by 2 Peoria residents seeking triple damages for themselves & 50 million other GE retail customers.

**NTA proxy fight** is threatened by minority stockholders Leonard Davis, N.Y. insurance broker, and Philip L. Handsman, N.Y. lawyer. In a notice of intentions filed with SEC, they said they had decided to organize a stockholders' group to oppose NTA management (now headed by Oliver A. Unger) because of "large losses sustained by the company." Davis & Handsman told SEC "drastic steps" are needed to protect them & other shareholders from "further injury." Davis holds 1,500 of 2.8 million outstanding shares of NTA, which has put its WNTA-TV N.Y. on the block to pay off debts (Vol. 17:10 p13). Handsman owns 104 shares.

**Paramount Pictures** is buying Vocaline Co. of America, manufacturer of intercoms, synchronous motors & timers, according to reliable reports at last week's end. It was presumed that Vocaline would be merged with Paramount subsidiary Autometric Corp., successor to Chromatic TV Labs. At Vocaline's Old Saybrook, Conn. hq, Pres. Carroll T. Cooney declined specific comment, saying only that discussions had been carried on with "a number of companies" and "nothing has been resolved." Paramount officials were unavailable for comment. As of Dec. 31, 1959, Vocaline's total assets were listed as $1,646,956. In 1959, its sales totaled $1,807,872, net income $71,941 (15¢ on each of 518,550 common shares). Vocaline stock (over-the-counter) closed March 16 at 2½ bid, 2⅞ asked.

**Avnet Electronics** profit in the 1961 fiscal ending June 30 should at least equal the combined fiscal-1960 earnings of Avnet and its new British Industries subsidiary, acquired late last year (Vol. 17:1 p20). Pres. Lester Avnet noted: "We anticipate fiscal 1961 net will be between the combined 74¢ a share that the 2 companies earned in fiscal 1960 and 85¢. Sales should be between $18.5 million & $19 million—up from last year's combined sales of $15.8 million." The company has about $6 million in cash, he said, adding: "Personally, I am more interested in using our cash to buy earnings than to pay dividends. We have been discussing mergers & acquisitions steadily, but none is imminent."

**Varian Associates** sales & earnings "are running well in advance of last year," Pres. H. Myrl Stearns noted recently. He predicted that sales in fiscal 1961 (ending Sept. 30) would climb to $60 million from $46.5 million in fiscal 1960. The company also called for redemption April 10, at 104½% & accrued interest, its $3,773,000 of 4½% convertible debentures due July 15, 1974. If all debentures are converted, Varian will issue 94,325 new common shares.

**Officers-&-Directors** stock transactions as reported to SEC for February:

**Allied Artists.** Roger W. Hurlock bought 500, held 21,000. Herman Rifkin sold 200, held 14,061 personally, 13,007 in Rifkin Theatres Corp. Albert Zugsmith bought 1,300, held 175,800.

**AB-PT.** Edward L. Hyman sold 1,000, held 5,120.

**Ampex.** Leonard E. Good sold 315, held none. John Jipp bought 1,500, held 2,200. Nathan W. Pearson sold 500, held 1,750. Walter T. Selsted sold 1,000, held 625.

**Amphenol-Borg.** C. J. Seifert exercised option to buy 600, held 1,100.

**Avco.** C. Coburn Darling bought 2,000, held 8,000. James R. Kerr exercised option to buy 3,334, held 9,334. Benjamin H. Namm bought 600, held 3,306. Arthur E. Rasmussen exercised option to buy 3,500, held 11,038. Curry W. Stoup sold 2,000, held 7,220. Kendrick R. Wilson Jr. bought 6,000, held 17,000.

**Avnet Electronics.** Charles Avnet sold 100, held 204,821 personally, 1,262 in foundation. Robert H. Avnet sold 54,000, disposed of 1,126 as gift, held 316,467. Charles L. Morse Jr. bought 100, held 1,452.

**Belock Instrument.** Donald C. Walton sold 500, held 17,371, personally, 1,743 for wife.

**Cinerama.** Nicolas Reisini bought 200 through Robin International Inc., held 244,050 in Robin International Inc., 350,000 personally.

**Clevite.** Curtis B. Roffman exercised option to buy 900, held 1,300.

**Collins Radio.** J. G. Flynn bought 1,300, held 2,045.

**Columbia Pictures.** Bernard Birnbaum acquired 312 under stock purchase plan, held 319. Irving Briskin exercised option to buy 8,288, held 8,288. Leonard L. Ernst bougbt 102, beld 102. Arthur Levy acquired 312 under stock purchase plan, held 319. Mo Rothman acquired 624 under stock purchase plan, held 639 personally, 114,188 in Fico Corp. Harvey S. Shaw acquired 199 under stock purcbase plan, beld 209. Gordon Stulberg bought 307, beld 307.

**Corning Glass.** L. Roy A. Amylon exercised option to buy 400, beld 400. Amory Houghton Jr. sold 1,600, held 400 personally, 25,000 in trust, 1,230 as trustee.

**Decca Records.** Milton R. Rackmil bought 300 as co-trustee, held 18,000 as co-trustee, 1,713 personally.

**Desilu Productions.** Milton A. Rudin bought 170, beld 300.

**Electronic Communications.** Charles L. Lord bought 500, held 500. James B. Williams bought 100, held 100.

**Electronics Research Associates.** Henry W. Reed bought 1,000 for trust, held 1,000 in trust, 113 personally.

**Electronics International Capital.** Jerome Kohlberg Jr. bought 294,000 through Bear Stearns & Co., sold 270,000 through Bear Stearns & Co., held 24,000 in Bear Stearns & Co., 1,000 personally.

**Esquire Radio & Electronics.** Israel Steiner bought 100, held 100.

**Filmways.** M. R. Dubin received 1,000 as compensation, held 2,617.

**General Dynamics.** Frederic de Hoffmann sold 700, held 23. J. V. Naish sold 2,900, held 7,700. Rex L. Nicholson exercised option to buy 15,000, held 15,000.

**GE.** Hubert W. Gouldthorpe bought 133, held 1,873. George L. Haller exercised option to buy 550, held 1,200. Clarence H. Linder sold 4,650, held 12,010.

**General Instrument.** Fred C. Rummel sold 1,000, held 2,256. Louis Scadron sold 1,300, held 5,578.

**General Precision Equipment.** Gaylord W. Whitaker sold 500 from trusts, held 22,225 in trusts, 6,576 personally.

**General Tel. & Electronics.** Herbert L. Nichols sold 1,000, held 4,400.

**IBM.** John J. Bricker sold 150, held 1,145. William J. Mair sold 225, held 2,551. H. M. Sibley exercised option to buy 172, held 1,372. Bernard F. Wiegard exercised option to buy 219, held 890.

**International Resistance.** Walter W. Slocum exercised option to buy 300, held 1,300.

**ITT.** Henri G. Busignies received 113 as bonus award, held 436. Charles D. Hilles Jr. received 130 as bonus award, held 14,062. M. Richard Mitchell received 48 as bonus award, sold 400, held 3,548. Edward D. Phinney received 38 as bonus award, sold 210, held 4,013.

**Lear.** Roy J. Benecchi sold 1,989, held 4,177. Harold J. Downes exercised option to buy 925, held 925. A. C. Keske sold 871, held 600.

**Ling-Temco.** D. H. Byrd sold 2,850, held 73,953. Robert McCulloch bought 4,000, held 26,876. Clyde Skeen bought 3,000, beld 3,240.

**Litton Industries.** Roy L. Ash sold 500 as custodian, held 2,285 as custodian, 14,178 in partnership, 117,894 personally. Charles B. Thornton sold 600, held 282,551 personally, 31,191 in partnership.

**Loew's Theatres.** Arthur M. Tolchin bought 2,000, held 5,500.

**Magnavox.** Gerard M. Ungaro sold 1,000, held 10,629.

**Microwave Associates.** Herman H. Kahn sold 3,200 through Lehman Bros., held 20,000 in Lehman Bros., 200 personally.

**Minn. Mining & Mfg.** Joseph C. Duke sold 1,500, held 99,507. John G. Ordway sold 25,000 through Ordway Trust, held 4,806,704 in Ordway Trust 1,500 in Dellwood Foundation, 4,500 personally.

**National Theatres & TV.** Eugene V. Klein sold 29,700, held 22,623.

**National Video & Rico Electronics.** H. Cole sold 100, held 1,500.

**Packard Bell.** Kenneth R. Johnson exercised option to buy 510, held 2,040. William H. Moore sold 300, held 500.

**Paramount Pictures.** Randolph C. Wood sold 3,100, held 8,000.

**Philco.** David B. Smith sold 100, held 2,652.

**Philips Electronics & Pharmaceutical.** James J. Colt sold 200 through Liberty Factors Corp., held 62,413 in Liberty Factors Corp., 3,834 personally.

**RCA.** Kenneth W. Bilby received 118 as incentive plan award, held 1,444. Meade Brunet received 80 as incentive, sold 200, held 915. John L. Burns received 102 as incentive, held 21,442. Charles R. Denny received 131 as incentive, held 1,396. Douglas H. Ewing received 133 as incentive, held 323. Frank M. Folsom received 165 as incentive, held 10,436. Ernest B. Gorin received 113 as incentive, held 1,700. Charles B. Jolliffe received 138 as incentive, held 1,809. Donald H. Kunsman bought 1,000, received 78 as incentive, held 1,081. Howard L. Letts received 104 as incentive, held 389. Arthur L. Malcarney received 129 as incentive, held 1,020 personally, 208 jointly with wife. George R. Marek received 113 as incentive, exchanged 82, held 2,933. Robert W. Sarnoff received 123 as incentive, held 10,403. Frank Sleeter received 108 as incentive, held 2,299. Douglas Y. Smith received 106 as incentive, held 1,564. Theodore A. Smith received 143 as incentive, held 2,848. Edward M. Tuft received 125 as incentive, held 1,459. William W. Watts received 118 as incentive, held 2,969. Robert L. Werner received 130 as incentive, held 1,578.

**Raytheon.** Thomas H. Johnson exercised option to buy 212 in April 1960 and 1,894 in Nov. 1960, held 2,894. N. B. Krim exercised option to buy 661, held 1,322. Robert L. McCormack sold 600, held none. Thomas C. Wisenbaker exercised option to buy 716, held 1,350.

**Reeves Soundcraft.** David L. Terwilleger bought 500, held 500. Milton F. Untermeyer bought 100, held 400.

**Siegler.** W. G. Ullman exercised option to buy 4,285, held 7,499.

**Texas Instruments.** W. D. Coursey sold 100, held 5,120. Robert C. Dunlap Jr. sold 300, held 22,850. Eugene McDermott sold 10,000 in private transaction, held 274,113. R. W. Olson sold 1,000, beld 10,422. Bryant F. Smith sold 400, held 8,659 personally, 172 in trust.

**Thompson Ramo Wooldridge.** Harold L. George sold 2,000, held 25,935. Burton F. Miller sold 157 and 500 more from trust, held 3,000 personally, 7,500 in trust.

**Trans-Lux.** Richard Brandt sold 500, held 12,452 personally, 1,106 as custodian. Jay Emanuel bought 100, held 14,695.

**Transitron Electronic.** David Bakalar sold 625,000, held 2,551,325.

**20th Century-Fox.** J. B. Codd sold 200, held 100. Daniel O. Hastings bought 100, beld 1,401.

**Varian Associates.** H. Myrl Stearns bought 10, sold 500, held 28,234 personally, 3,800 as trustee, 20 as joint tenant.

**Warner Bros.** Serge Semenenko sold 1,000 from trust, held 1,000 in trust, 1,800 personally.

**Westinghouse.** C. H. Bartlett sold 1,000, held 1,150. Leslie E. Lynde bought 4,300, held 8,106. John J. McCloy sold 370 from trusts, held none in trusts, 200 personally. A. C. Monteith sold 3,000, held 4,006 personally, 2,000 in trust. John E. Payne exercised option to buy 1,350, held 3,890. W. W. Sproul Jr. exercised option to buy 3,000, beld 5,807.

**Zenith.** Karl E. Hassel sold 200, beld 700.

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International Rectifier shipments currently are running about 10% ahead of a year ago, Pres. Eric Lidow told the N.Y. Society of Security Analysts recently, but earnings are virtually unchanged. He would not project sales & earnings for fiscal 1961 (ending June 30) in view of "a tremendous uncertainty about military procurement because of the change in administrations, although we think this is clearing up."

GE's consumer products & industrial components accounted for about 53% of the company's total 1960 sales of $4.2 billion (Vol. 17:6 p20), according to the annual report. Defense products & heavy goods produced the balance.

Axe Science & Electronics Corp. mutual fund reports a strong gain in net assets for the year ended Dec. 31:

| | 1960 | 1959 |
|---|---|---|
| Net assets ..... | $19,428,288 | $12,521,784 |
| Net assets per share .. | 11.34 | 12.42 |
| Capital shares ..... | 1,712,599 | 1,008,346 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 16, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 19¼ | 21¼ |
| Aerovox | 8 | 9⅛ |
| Allied Radio | 26 | 28⅞ |
| Astron Corp. | 1⅝ | 2⅛ |
| Baird Atomic | 25 | 27 |
| Control Data Corp. | 85½ | 89¾ |
| Cook Elec. | 14 | 15⅛ |
| Craig Systems | 15¾ | 17¼ |
| Dictaphone | 35¼ | 37¾ |
| Digitronics | 27½ | 29½ |
| Eastern Ind. | 17¼ | 18⅜ |
| Eitel-McCullough | 19 | 20⅜ |
| Elco Corp. | 14¼ | 16 |
| Electro Instruments | 30 | 32½ |
| Electro Voice | 12 | 13⅜ |
| Electronic Associates | 36½ | 39⅜ |
| Erie Resistor | 13½ | 14½ |
| Executone | 20½ | 22¼ |
| Farrington Mfg. | 20 | 21¾ |
| Foto-Video | 2⅞ | 3-7/16 |
| FXR | 27¾ | 30⅛ |
| Hallicrafters | 39¾ | 42¼ |
| General Devices | 16¾ | 18⅞ |
| G-L Electronics | 9½ | 10¾ |
| Gross Telecasting | 21 | 23 |
| Hewlett-Packard | 37 | 39⅝ |
| High Voltage Eng. | 220 | 234 |
| Infrared Industries | 17¾ | 19⅝ |
| Interstate Engineering | 24 | 25⅝ |
| Itek | 55 | 59½ |
| Jerrold | 7⅝ | 8½ |
| Lab for Electronics | 52 | 55½ |
| Lel Inc. | 7¼ | 8⅛ |
| Magna Theater | 2½ | 2⅞ |
| Magnetics Inc. | 11 | 12 |
| Maxson Electronics | 19¾ | 21⅛ |
| Meredith Pub. | 42 | 47¼ |
| Metropolitan Bcstg. | 22½ | 24⅛ |
| Milgo Electronics | 26 | 28¼ |
| Narda Microwave | 5⅞ | 6⅝ |
| Nuclear of Chicago | 46½ | 50⅜ |
| Official Films | 2⅝ | 3 |
| Pacific Automation | 5⅜ | 6¼ |
| Pacific Mercury | 8 | 8⅞ |
| Philips Lamp | 166¼ | 172 |
| Pyramid Electric | 2½ | 2⅞ |
| Radiation Inc. | 28 | 30⅜ |
| Howard W. Sams | 46½ | 49⅝ |
| Sanders Associates | 55 | 59 |
| Silicon Transistor | 7¼ | 8⅛ |
| Soroban Engineering | 53 | 57¼ |
| Soundscriber | 13 | 14½ |
| Speer Carbon | 22¾ | 24⅛ |
| Sprague Electric | 63 | 66 |
| Sterling TV | 1½ | 2 |
| Taft Bcstg. | 16⅛ | 17¼ |
| Taylor Instrument | 46½ | 50¾ |
| Technology Inst. | 6¾ | 7¾ |
| Telechrome | 16½ | 17¾ |
| Telecomputing | 7 | 7⅝ |
| Time Inc. | 94 | 99 |
| Tracerlab | 12¾ | 14⅛ |
| United Artists | 5¾ | 6⅝ |
| United Control | 19½ | 21¼ |
| Universal Trans. | 1 | 1⅝ |
| Vitro | 20¼ | 21¾ |
| Vocaline | 2½ | 2⅞ |
| Wells-Gardner | 26 | 28 |
| Wometco Ent. | 14 | 15⅛ |

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Allied Radio | 1961—6 mo. to Jan. 31 | $ 20,594,645 | — | $ 570,145 | $0.54 | 1,065,098 |
| | 1960—6 mo. to Jan. 31 | 17,448,535 | — | 592,805 | .57[4] | 1,019,739 |
| | 1961—qtr. to Jan. 31 | 11,780,488 | — | 367,055 | .34 | 1,065,098 |
| | 1960—qtr. to Jan. 31 | 10,180,918 | — | 390,639 | .38[4] | 1,019,739 |
| Decca Records | 1960—year to Dec. 31 | 85,408,692 | $14,694,666 | 5,524,757[1] | 4.29 | 1,285,701 |
| | 1959—year to Dec. 31 | 79,181,724 | 6,524,608 | 2,321,923 | 1.81 | 1,285,701 |
| Fairchild Camera & Instrument | 1960—year to Dec. 31 | 67,940,000[1] | — | 3,755,000[1] | 3.07 | 1,222,168 |
| | 1959—year to Dec. 31 | 43,442,000 | — | 2,071,225 | 1.69 | 1,036,890 |
| Famous Players Canadian | 1960—year to Dec. 31 | — | — | 1,857,252 | 1.07 | — |
| | 1959—year to Dec. 31 | — | — | 2,259,058 | 1.30 | — |
| Hallicrafters | 1961—6 mo. to Feb. 28 | 27,203,600[1] | — | 751,400[1] | .68 | — |
| | 1960—6 mo. to Feb. 28 | 14,776,900 | — | 461,000 | .42 | — |
| | 1961—qtr. to Feb. 28 | 15,520,400[1] | — | 395,200[1] | .36 | — |
| | 1960—qtr. to Feb. 28 | 6,885,800 | — | 187,800 | .17 | — |
| Hazeltine | 1960—year to Dec. 31 | 67,177,934 | 5,221,466 | 2,586,466 | 1.68 | 1,528,826 |
| | 1959—year to Dec. 31 | 55,883,841 | — | 2,724,772 | 1.77 | 1,528,826 |
| Lafayette Radio Electronics | 1960—6 mo. to Dec. 31 | 10,991,625 | 722,480 | 376,348 | .37 | 1,025,000 |
| | 1959—6 mo. to Dec. 31 | 8,314,681 | 411,419 | 214,080 | .27 | 800,000 |
| MGM | 1961—20 wks. to Jan. 19 | 51,900,000 | 10,407,000 | 4,639,000 | 1.84 | — |
| | 1960—20 wks. to Jan. 21 | 45,574,000 | 7,076,000 | 3,019,000 | 1.19 | — |
| Motorola Story on p. 18 | 1960—year to Dec. 31 | 299,065,992[1] | 26,176,813 | 12,633,813 | 3.14 | 4,028,652 |
| | 1959—year to Dec. 31 | 291,543,290 | 27,406,237 | 14,171,237 | 3.59[2] | 1,975,131 |
| Pacific Industries | 1961—6 mo. to Feb. 28 | 8,692,000 | — | 783,000 | .55 | 1,415,354 |
| | 1960—6 mo. to Feb. 28 | 9,109,108 | — | 275,000 | .24 | 1,145,354 |
| Radio Shack | 1960—6 mo. to Dec. 31 | 8,365,250 | — | 235,236 | .40 | 584,651 |
| | 1959—6 mo. to Dec. 31 | 6,158,044 | — | 172,419 | .40 | 430,560 |
| Silicon Transistor | 1960—year to Dec. 31 | 1,142,313[1] | — | 150,924[1] | .30 | — |
| | 1959—year to Dec. 31 | 167,779 | — | (89,003) | — | — |
| Stewart-Warner | 1960—year to Dec. 31 | 107,348,373 | 12,940,294 | 6,180,294 | 1.86 | 3,315,795 |
| | 1959—year to Dec. 31 | 114,309,343 | 16,498,729 | 7,883,729 | 2.40[5] | 3,288,902[5] |
| WJR, The Goodwill Station | 1960—year to Dec. 31 | 4,420,727 | 559,280 | 341,033 | .54 | 631,903 |
| | 1959—year to Dec. 31 | 3,966,251 | 416,059 | 256,098 | .41 | 632,143 |
| Wometco Enterprises | 1960—year to Dec. 31 | 12,673,650 | — | 1,013,429 | 1.01 | — |
| | 1959—year to Dec. 31 | 10,396,241 | — | 707,550[3] | .79 | — |

Notes: [1]Record. [2]Adjusted for July-1960 2-for-1 split. [3]Before non-recurring gain of $228,786 (24¢ a share). [4]Adjusted for Nov.-1960 2% stock dividend. [5]Adjusted for Jan.-1960 2-for-1 split.

**Reports & comments available:** Philco, Polarad Electronics and Sperry Rand, comments, Purcell & Co., 50 Broadway, N.Y. 4 • Paramount Pictures, report, A. M. Kidder & Co., One Wall St., N.Y. 5 • "Investment Opportunities in the Electronics Industry," pamphlet, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Storer Bcstg., prospectus, Reynolds & Co., 120 Broadway, N.Y. 5 • Lafayette Radio Electronics, prospectus, C. E. Unterberg, Towbin Co., 61 Broadway, N.Y. 6 • Rixon Electronics, prospectus, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • Zenith, profile in March 15 *Forbes* • Stanley-Warner, profile in March 15 *Financial World*.

**Storer Bcstg. offering** of 210,000 common shares ($30 a share) went on the market last week via an underwriting group headed by Reynolds & Co. The shares were offered by 2 Storer officers and a third stockholder.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Canadian Westinghouse | — | $0.15 | Apr. 1 | Mar. 22 |
| Motorola ..... | Q | .25 | Apr. 13 | Mar. 31 |
| Western Electric ..... | Q | .90 | Mar. 31 | Mar. 20 |
| Western Union ..... | Q | .35 | Apr. 13 | Mar. 31 |

**Telectro Industries Corp.**, which has negotiated a merger deal giving Emerson Radio & Phonograph a 5-year option to buy controlling interest (Vol. 17:11 p19), was slapped March 15 with an SEC order suspending trading in its common stock. "In the interest of protecting investors," SEC banned American Stock Exchange & over-the-counter Telectro trading for 10 days "to prevent fraudulent, deceptive or manipulative acts or practices" in the stock. Accompanying the SEC order was an explanation that the Commission had "inadequate" information on Telectro's "inventories, accounts receivable and results of 1960 operations." The suspension, which can be renewed by SEC at the end of the 10-day period, will be in effect until "the factual situation is clarified," SEC said.

**Thompson Ramo Wooldridge** will acquire a 50% interest in West Germany's Teves & Co. GmbH in exchange for 25,807 common stock shares of the Cleveland-based firm, according to an SEC registration statement (File 2-17710). TRW also listed stock deals by which it has taken over 83.6% of Good-All Electric Mfg. Co. and all of the outstanding shares of Radio Industries Inc.

**Automatic Radio Mfg.** has been listed for trading on the American Stock Exchange. Symbol: ART.

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**FCC SLUGS KDWB WITH $10,000 FINE** under new law, charging station with willful violation of technical rules (p. 1).

**WESTINGHOUSE, GE & ANTITRUST** still being studied by FCC. Westinghouse gives FCC a "clean bill of health" letter (p. 6).

### *ETV*

**ETV AID HITS HEW SNAG** in unexpected opposition by Secy. Ribicoff. Magnuson bill passes Senate despite administration objections, but House outlook is cloudy (p. 2). Dept. (p. 14).

### *Congress*

**RATINGS GET GOOD RATING** from American Statistical Assn. following year-long study for House Commerce Committee (p. 3).

**EQUAL-TIME PROBE SET** by Senate's Yarborough "Watchdog" Subcommittee at 3-day hearings this week (p. 15).

### *Programming*

**FEWER STATION CLEARANCES** are achieved by public-affairs shows as compared to straight-entertainment shows in almost every case on all 3 networks (pp. 3 & 11).

**$10,000 TV TAPE SYSTEM** shown by Sony at IRE show. Transistorized video recorder weighs 440 lb., can be transported in station wagon. Due in 10 months (p. 7).

### *Advertising*

**AUTOS RETURN TO TV WITH FALL CONTRACTS,** despite indications of major cutbacks forced by large unsold inventory. NBC is chief benefactor of renewed auto TV interest (p. 8).

### *Consumer Electronics*

**COLOR SET DEVELOPMENT** accelerated by GE, with emphasis on post acceleration tube, possibly single-gun version. But any imminent GE sets will use RCA tube (p. 19).

**FLAT-SCREEN TV** brought closer through new piezoelectric solid-state display device developed by GT&E, described at IRE (p. 19).

**NEW-LINE CALENDAR** gives dates & locations of showings of 1962 merchandise by major manufacturers (p. 20).

**TAPE WITH GROOVES,** made in Germany, introduced by Westrex in compact music-reproducing system combining features of disc & tape (p. 21).

**JAPANESE EXPORTS** of electronic products to U.S. increased 24% to $94 million last year, indicating signs of leveling off (p. 22).

**"SHEEP-DIP" PICTURE TUBE**—with implosion plate applied in molten form—is subject of experimentation in tube lab (p. 22).

### *Film & Tape*

**DEBUT OF OUR FILM BOXSCORE.** Revue leads all companies in number of network shows. Four Star is runnerup (p. 10).

### *Finance*

**AB-PT REPORTS RECORD** revenues & profits for 1960; receives final payment of $5.5 million on its $7.5-million sale of stock interest in Disneyland Park (p. 24).

### *Other Departments*

**NETWORKS** (p. 11). **STATIONS** (p. 13). **AUXILIARY SERVICES** (p. 17). **FOREIGN** (p. 17). **PERSONALS** (p. 18).


**FCC SLUGS KDWB WITH $10,000 FINE:** First fine for rules violation—whopping maximum of $10,000—was proposed by FCC last week against radio KDWB Minneapolis under new Sec. 503(B)(2) of the Communications Act enacted last year.

FCC voted unanimously that station had "willfully" & "repeatedly" violated technical rules by using 5 kw at night, with a daytime DA, instead of the proper 500 watts with nighttime DA. What happened, FCC said, is that its investigating engineer found the station operating with wrong facilities at 1 a.m. Jan. 25, told the station about it officially Jan. 27. Then, Commission said, licensee Crowell-Collier Bcstg. Corp. noted that the violations were going on when it bought the station in Aug. 1959.

Station stopped improper operations immediately upon receiving FCC's notice of violation. But that didn't satisfy Commission. Though it didn't say so, FCC obviously believes that management should have known what was going on and stopped it long ago.

Crowell-Collier promptly issued statement denying violation was willful or repeated, noting that the operating practice began under previous ownership "apparently on the basis of some misinterpretation of FCC engineering rules and misunderstanding of the advice of a consulting engineer . . . When Crowell-Collier acquired the station," it said, "the technical staff was retained and this phase of the operation was not reviewed." FCC sources say that this "lack of supervision" is what disturbed the agency. Licensee said it would contest FCC's ruling "in further appropriate proceedings."

We can find no one at FCC who expects station ultimately to pay full $10,000—but they are determined that the case serve as a lesson for whole industry.

On another front, programming, a new majority appears to have emerged last week. In 4-3 vote (Comrs. Hyde, Craven & Cross dissenting), Commission voted to conduct renewal hearing in Pasco, Wash. for radio KORD, on grounds that its performance didn't match promises. FCC found that station had no educational or discussion programs as promised and that there were too many interruptions for spots.

Vote could prove historic, first of its kind in many years. It differs substantially from previous week's unanimous vote for renewal hearing in Kingstree, S.C. for WDKD which is alleged to have broadcast obscene material (Vol. 17:12 p1).

**ETV AID HITS NEW SNAG:** Federal-aid-to-educational-TV legislation won Senate approval—again—last week, as expected (Vol. 17:12 p3). But the plan for $1-million govt. grants to states & D.C. for station equipment ran into unexpected Kennedy administration opposition which could delay or doom it in the House, where outlook has been hopeful.

Senate voted 67-13 to pass $51-million bill by Sen. Magnuson (D-Wash.). He succeeded March 21 in pushing his measure (S-205) through for the 3rd time in 3 successive Congressional sessions. He had to climb over a last-minute floor hurdle put up by Welfare Secy. Ribicoff, however. It nearly caught him by surprise. On House side, Commerce Communications Subcommittee was similarly taken aback by Ribicoff's action, which came in midst of routine 4-day hearings on companion ETV legislation which was endorsed by a long string of witnesses. Subcommittee ended sessions March 23, but left record open for anti-aid testimony or statement from Health, Education & Welfare Dept., whose Office of Education would administer the program.

"We recommend against enactment of S-205," Ribicoff said bluntly in his belated message to Magnuson. Statement explaining Democratic administration's objections—repeating some criticism voiced repeatedly by HEW Dept. during Eisenhower administration—was dated March 17. But Magnuson didn't mention it as he opened floor debate 4 days later with plea for quick approval of his bill. This gave ammunition to Republican opponents—joined by such Democrats as Sens. Lausche (O.) & Thurmond (S.C.)—for barrage against measure.

Gleeful suggestion that Magnuson tried to hide Ribicoff's letter came from minority leader Dirksen (R-Ill.), who led opposition in debate. "I saw it only this morning, because it arrived this past weekend," Magnuson retorted, reporting he had been trying since January to get Ribicoff's ETV-aid position on record.

President Kennedy's support had been counted on confidently by Magnuson & other advocates of govt. ETV subsidies. "I pledge you that I will back actively suitable legislation," the President had said during election campaign. But, Ribicoff said, Magnuson's plan for outright grants didn't suit the administration's over-all aid-to-education program.

Ribicoff ticked off these objections: (1) Precise ETV needs won't be known until National Assn. of Educational Bcstrs. completes country-wide survey under an Office of Education contract (Vol. 17:10 p10). (2) State & regional ETV planning hasn't jelled sufficiently. (3) "More attention needs to be given" to state commitments of ETV operating funds after stations are built. (4) ETV aid in any event should be fitted into "framework of more comprehensive federal action to improve the quality of education."

Magnuson said he was not dismayed by criticism of his bill, which he watered down by accepting amendment by Sen. Keating (R-N.Y.). It limited recipients of any govt. ETV grants to the states themselves, although they could parcel out funds to private non-profit ETV groups. As written, Magnuson bill permitted such groups to get grants directly. "I just had to be an old frontiersman for a day," Magnuson said after his 67-13 victory. "We showed the New Frontiersmen where they are wrong on this issue."

Thrice-told testimony by supporters of ETV aid was heard meanwhile in House hearings. They included House members & ETV pros, many of whom had presented the same arguments at the last 2 sessions, when legislation failed to reach House vote.

Something new was added by FCC Chmn. Minow in House proceedings. For the first time at any ETV hearings, the Subcommittee heard an FCC Chairman support the idea of govt. grants. But Minow, making his initial appearance in Capitol Hill legislative proceedings, repeated FCC's official non-committal position on subsidies, said Commission's proposal for law requiring manufacture of all-channel sets would be big help to ETV. Then, speaking for himself, he reiterated his personal endorsement of subsidies, expressed earlier in statement to Magnuson (Vol. 17:11 p7), who used it on Senate floor to counter-balance Ribicoff's letter. Sitting with Minow on witness stand was ex-Chmn. Ford.

**RATINGS GET A GOOD RATING:** Long-awaited, much-delayed Congressional bombshell for broadcasters—the critical study by American Statistical Assn. of TV & radio rating systems and how they're used (Vol. 17:11 p12)—exploded with a gentle thump last week.

There are "potentials" for errors & abuses in all broadcast audience-measurement systems, an ASA team of experts found after a year of contract work for House Commerce Committee (which paid $31,000 for findings). "But on the average, the rating services were doing a pretty good job," reported Stanford Research Institute's William G. Madow, who headed the team.

Have ratings been misused by networks & stations? ASA's researchers said they never did pin anything down, although they tried to "relate the accuracy of the ratings to the uses made of the ratings." They got answers to questionnaires sent out to users, but "information received in response to this request did not permit the determination of any specific techniques of using the ratings."

"Persons with preconceived attitudes about ratings will probably find something in the report to bolster their attitudes, whether favorable or unfavorable," commented Commerce Committee Chmn. Harris (D-Ark.). He said he had no plans to pursue the subject further with staff investigations or hearings.

Harris said he was baffled by statisticians' language used in much of the 138-page report (plus 23 scholarly pages of annotated bibliography). "I hope you don't expect me to explain too much of it," he told newsmen in releasing the study, which for Congressional archives purposes became House Report No. 193.

But he pointed to "general conclusions": (1) "There are important sources of error in the methods used by each rating service." (2) "The services seem to be estimating the ratings fairly well on the average." (3) "The sheer number of rating estimates that each service issues will lead to a number of . . . errors."

As for much-talked-about program improvement through improvements in rating systems, Harris said in effect that there's little hope now for that. He put it this way: "It is unlikely that technical improvements in methods of estimating the ratings will lead to any support for a change in programming policies."

Two recommendations by Madow's ASA team were singled out by Harris, however: (1) "Rating services should publish in their reports or have available for distribution to clients or others, sufficiently detailed descriptions of what they do, and of the quality of the ratings they provide." (2) "Rating services should provide adequate information in their pocket pieces and reports on the accuracy with which their estimates approximate the values estimated."

Sampling methods of 7 major services—ARB, Hooper, Nielsen, Pulse, Sindlinger, Trendex, Videodex—were covered in separate sections of final Chapter 6 of report. Asked by reporters to specify actual faults found in them, Madow demurred. However, he said "potentials" for errors are implicit in methods used by all. He posed these questions: How are samples selected? Are telephone selections representative of area populations? Are diaries kept accurately? How many in audience would be willing to be metered? Answers to such questions, Madow said, can run every which way.

Establishment of single industrywide rating service—often proposed by broadcasters themselves—wasn't recommended by ASA's technical committee. But it did suggest it would be a good idea for industry to set up its own "office of methodological research" to keep an eye on service operations. Madow's colleagues for study were Columbia U.'s Herbert H. Hyman and Raymond J. Jessen of CEIR Inc. They were aided by Paul B. Sheatsley of National Opinion Research Center and Charles R. Wright of U. of Cal.

**UNDEREXPOSURE PLAGUES PUBLIC-AFFAIRS SHOWS:** Prestige informational shows seldom receive network clearances as good as adjacent straight-entertainment shows—even when they're sponsored by influential advertisers. That's the key finding in a checkup we've made among the 3 networks.

Difference can be more than 60 stations between back-to-back slottings of public-affairs and entertainment packages. The usual drop-off between the 2 types is about 20 stations. One result: Viewers tempted by national publicity to watch a public-affairs show may become annoyed at a show, a network and even a sponsor when they find that what they want to watch isn't carried by their local network outlet.

Sustaining shows, as usual, don't command the line-ups their sponsored counterparts do. It often takes quite a bit of coaxing by network station-relations depts. to deliver a line-up for an unsponsored show at night, no matter how appealing its subject matter. And sponsorship isn't necessarily the answer—sponsored public-affairs vehicles sometimes have the most difficulty in clearing local airtime. (For 3-network breakdown, see p. 11.)

**RERUNS PACK SUMMERTIME PUNCH:** There's no appreciable drop in cost-of-audience efficiency for reruns of film episodes on summer network schedules. This was the highlight last week of a special A. C. Nielsen analysis of 57 network film shows which used repeat episodes last summer. The odds are generally in favor of advertisers, agencies and producers who ride through the warm-weather months with their winter film shows:

Original-vs.-rerun share: Average audience share for winter-season original telecasts of 57 series examined was 33.8%. There's a summertime set-usage drop, of course, but of the available audience, summer reruns averaged 32.5% share.

Behavior by program type: Apparently, viewers like action shows (apart from Westerns) even more in summer than in winter. Shows classified as "adventure" & "mystery" made average share gains of from 1% to 5% in summer. Suspense dramas, comedies, Westerns, and dramatic anthologies dropped in share comparisons from 2% to 10%.

New audiences reached: You get a large slice of "new audience" with summer film reruns. A special sampling of evening film series by Nielsen revealed that "at least half of the rerun audience was new" and hadn't seen the episode during the winter months.

Cost efficiency: All 3 networks adjust rates to compensate for the summer set-usage drop of 37% (6-8:30 p.m.) to 15% (10:30-11 p.m.). Said Nielsen: "If production costs for the reruns are 40% below original, then the total cost of airing the rerun will be at least 40% lower than the original." Result: The rerun will then "represent as good a buy as the original on a CPM basis."

**REACTION TO MCA RELUCTANCE:** FCC members aren't saying anything about it publicly, but some of them are extremely burned up about what they regard as MCA's contempt for the Commission through vp Taft Schreiber's refusal to testify in the network investigation (Vol. 17:11 p3). For what it may portend, here are comments of one Commissioner who has been seething:

"I think I'm coming around to the view that networks must own all their programs so that we can hold them responsible for them. I don't go for their excuse that they can't do anything about a lot of shows because they don't control them.

"I'm not sure I agree with [former anti-trust chief] Bob Bicks. He thought it was monopolistic for networks to control programs. I'm not sure that's the problem."

This Commissioner doesn't want to license networks because he believes that licensing would tend to make affiliates less responsible for themselves—and he believes that FCC can be given adequate authority to regulate networks without licensing.

At week's end, MCA challenged FCC's authority by filing an appeal in the D.C. Court of Appeals—beating the Commission to the draw. The Commission was expected to go to the Federal District Court in Los Angeles in an effort to force MCA to testify. Now a jurisdictional question is raised—and FCC has to decide whether to go along in the Court of Appeals or try to get the case moved to another court. MCA based its appeal on the grounds that FCC doesn't have authority to seek the information it wants, that it has abused its discretion, that MCA was deprived of rights to counsel, that FCC hadn't established ground rules for investigative procedures.

**MURROW 'OFF ON WRONG FOOT':** Ex-CBS commentator Edward R. Murrow had no sooner been sworn in as USIA dir. March 21 than he created public controversy by attempting to stop BBC from showing CBS-TV's "Harvest of Shame" documentary on migratory workers—which he himself narrated.

"Mr. Murrow Is Off on the Wrong Foot" was head of N.Y. Herald Tribune editorial which complained sadly that this censorship move by USIA's new chief "isn't the sort of thing one expects" from Murrow. Other newspapers also deplored incident. "Foolish & futile" said Washington Post. "Incredible intrusion on the free informational medium of an ally," said Jack Gould in N.Y. Times, suggesting Murrow should have resigned his govt. job first.

Murrow took full personal responsibility for his call to BBC, which ran "Harvest of Shame" for British viewers March 21 despite Murrow's plea that film on plight of farm laborers was produced for U.S. viewers only, and that he feared his narrator's role in it would give impression abroad that it had official govt. approval. CBS itself said it would continue to make such films available for circulation anywhere in world.

"Pressure & politics" in Congress (which coincidentally received request from President Kennedy to raise USIA's fiscal 1962 budget $11 million to $121.6 million) were blamed by Herald Tribune—among other newspapers—for Murrow's maneuver. "Harvest of Shame" had been denounced on Senate & House floors as distortion of U.S. conditions. At Murrow's Senate confirmation hearing, critics singled it out as example of what they said was his lack of "objectivity" as a newsman (Vol. 17:12 p2). Murrow had stoutly defended such documentaries, however: "If we do not report our difficulties responsibly & accurately, they will be reported by other sources and possibly distorted."

Murrow's messy baptism as govt. bureaucrat started with floor speech by Sen. Holland (D-Fla.), bitter critic of "Harvest of Shame." Berating CBS for selling the film abroad in first place, Holland related how Morrow had tried to stop BBC showing. Holland also disclosed that he had enlisted NAB Pres. LeRoy Collins in effort to suppress film. Holland reported Collins "expressed serious concern about the national interest, [then] contacted high officials of the CBS network and asked their urgent consideration of steps to avoid the showing." All protests failed, Holland complained—but he & other network critics who will vote on USIA budget had high praise for Murrow's conduct.

**TECHNICAL ELECTRONICS? BUT YOU'RE INVOLVED, TOO:** If you think "they've gone about as far as they can go" in TV & consumer electronics, take a look at some of the reports in this issue. Technological advances, major & minor, in the labs & on the market, are continuing to add excitement in the "mature" field of TV where "nothing ever happens any more." You'll find these developments described in the pages of this week's Digest:

(1) One of the most significant steps taken to date toward a flat-screen picture-on-the-wall solid-state TV set, utilizing new simplified methods (p. 19).

(2) Encouraging progress toward single-gun color-TV picture tube (p. 19).

(3) A transistorized TV-tape recorder ready to be marketed at about $10,000 (p. 7).

(4) Progress toward an entirely new method of protecting consumers from picture-tube implosions—by dipping the tube in melted plastic (p. 22).

(5) A new & unheralded German approach to recorded music—placed on the U.S. market last week—combining features of tape & discs and resulting in a 4-hour LP (p. 21).

Major or minor, these potential & present technical innovations may well affect your business & business decisions—ten years from now, next year or tomorrow. Whether you build TV sets, buy or sell time, make film or manage stations, you are deeply involved in a field fathered by science & technology. In your business, research & development cycles are at least as important as business cycles. It will pay you to keep in close touch with them.

## The FCC

**Court hears Miami Ch. 10 argument:** Court of Appeals Judges Prettyman, Washington & Danaher again heard the much-told Miami Ch. 10 tale last week as attorneys offered an unprecedented 3½ hours of argument. Judge Prettyman, through his questions & comments, seemed shocked that anyone—including Congressmen—would make any kind of approach to FCC in an adjudicatory case even though the Communications Act doesn't specifically prohibit certain types of inquiries. Judge Danaher, on the other hand, was much intrigued with "climate of the times," *i.e.*, "everyone" was in the habit of talking to Commissioners. Judge Washington's questions were less indicative—if it can be concluded at all that the others' comments were indeed straws in the judicial wind.

**New ETV assignment:** Ch. 28 has been reserved for ETV in Newark, O., coming from Lancaster where it was replaced by Ch. 68.

**FCC staff grants first CPs:** Under newly delegated authority, FCC chief examiner James Cunningham has granted his first AM CP—to Hennepin Bcstg. Associates, Minneapolis. Competing with Robert E. Smith, River Falls, Wis. applicant, Hennepin agreed to pay Smith $5,051 for his expenses to date. Cunningham approved the agreement, granted Hennepin. The Broadcast Bureau also granted its first translators, under a similar delegation. The Commissioners have thus begun to rid themselves of time-consuming trivia, as critics have for years urged them to do.

**Top FCC staff appointments,** previously reported (Vol. 17:11 p2), have been announced officially: Max Paglin, general counsel; Henry Geller, associate general counsel; Gerald Cahill, asst. general counsel (legislation); Daniel Ohlbaum, asst. general counsel (litigation); James Juntilla, asst. to chief of Broadcast Bureau. Chmn. Minow's own office staff was announced as follows: Tedson Meyers, administrative asst.; Joel Rosenbloom, legal asst.; William North, engineering asst.; James Sheridan, special asst.; Gloria Coe, confidential asst.

**Westinghouse, GE and Antitrust:** While FCC has been studying the impact of electrical equipment antitrust convictions on the TV-radio licenses of Westinghouse & GE (Vol. 17:7 p8), the 2 companies have been moving to deflect any possible onus from their licenses.

Westinghouse went quickly to the Justice Dept., got what it considers to be a clean bill of health. On March 14, vp E. V. Huggins sent to the FCC a copy of the March 10 letter it received from W. Wallace Kirkpatrick, acting antitrust chief. In it, the latter quoted Justice Dept.'s attorney's statement to the court in the antitrust case:

"The government does not claim that any member of the Westinghouse board of directors had personal knowledge of the conspiracy pleaded in the indictment nor does the government claim that any Westinghouse director personally authorized or ordered commission of any of the acts charged in that indictment."

Three Westinghouse Bcstg. Co. directors are also directors of the parent Westinghouse Electric Corp.—WEC Pres. Mark Cresap, WEC Chmn. Gwilym Price and Huggins.

The Kirkpatrick letter then went on to say: "The recent Philadelphia cases related solely to the manufacture & sale of electrical products used in the generation, transmission and distribution of electrical energy. These cases did not relate to radio or TV broadcasting, nor did they involve the manufacture or sale of radio or TV apparatus."

Therefore, Huggins told the Commission, there is an "absence of any relationship between these antitrust cases and the operations of the Westinghouse Bcstg. Co."

GE has a letter to FCC under preparation, presumably similar. Last week, J. Milton Lang, mgr. of GE's broadcast properties, issued a statement declaring that there is no relationship between the antitrust case and GE broadcast operations. He said he was sure FCC wouldn't hold the antitrust convictions against the stations.

At FCC, even the most experienced people vow that they're unable to predict how FCC will react.

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**Landis concedes FCC gains:** In a copyrighted 4½-page interview in March 27 *U.S. News & World Report*, President Kennedy's regulatory advisor James M. Landis cites recent improvements in FCC procedures & policies. The Commission has taken steps in right directions, he says, by delegating more authority to hearing examiners and by trying to do something to make programming better. But Landis adds that he has no easy answers to questions ré regulation of networks & federal supervision of network shows.

**Another vhf for Pittsburgh sought:** The addition of Ch. 6 or 7 to Pittsburgh has been requested by off-air WENS (Ch. 16) which has petitioned FCC for allocations changes affecting stations in Johnstown, Clarksburg, Weston, Altoona and Wheeling. The changes involve short spacings, site changes, channel shifts, moves to uhf, etc.

**Eaton short license:** Radio WOOK Washington, owned by Richard Eaton, has been granted a renewal until July 1, 1962. Five other Eaton stations have also been given short permits by FCC which said that he had failed to give his outlets adequate personal supervision (Vol. 16:50 p3).

**Three left in Wilmington:** Wilmington TV Co. was granted permission to drop out of the race for Wilmington, Del. Ch. 12 last week, leaving 3 contestants—Metropolitan Bcstg. Corp., Rollins Bcstg. and WHYY Inc. Previously, NTA had bowed out.

**Vhf-uhf-set legislation delayed:** FCC's recommended bill to require manufacturers to make only all-channel TV sets is still stalled at the Budget Bureau, which has the duty of studying all legislation proposed by govt. agencies. Submitted in early February, the bill has been delayed longer than expected. Word at FCC is that the measure is so substantial that the administration is giving it extra consideration, and the betting at the Commission is that it will be forwarded to Congress with a non-commital attitude. It's understood that the Justice Dept. has concluded that the measure would be Constitutional and has so advised administration leaders.

**FCC money prospects bright:** House Appropriations Subcommittee under Rep. Thomas (D-Tex.) gave FCC "the most favorable hearing" on the Commission's budget last week. Members of the Subcommittee, it's reported, even went so far as to ask the Commission whether it was asking enough money for certain functions. FCC made to receptive ears a particularly strong pitch for funds to conduct renewal hearings in the field and to support activities of its Complaints & Compliance Division. The Commission also put considerable thrust into its plea for money to support its space communications work.

**Bakersfield deintermixed:** All-uhf allocation for Bakersfield has been ordered by FCC as anticipated (Vol. 17:11 p6). KERO-TV's Ch. 10 is deleted and the station is ordered to shift to Ch. 23. Ch. 51 is added to the city and Ch. 39 is reserved for ETV, while Ch. 45 is substituted for Ch. 37 in Delano. Fresno's Ch. 12 is assigned to Santa Maria. Comr. Cross dissented. The shift of KERO-TV to Ch. 23 was made effective Dec. 1, 1962, which is the date when the station's license expires—"or on any earlier date that station ceases its Ch. 10 operation." The Commission also ordered a hearing on the shift.

**FCC seeks N.Y. uhf bids:** Bids for installing 1,000 vhf-uhf sets for its N.Y. uhf experiment are now being sought by FCC with a closing date of April 5. It's expected that bids for the receivers themselves will be invited in about a month. Meanwhile, the Commission's engineers have been working with receiver manufacturers, examining & testing their current models. Bids for measuring vhf-uhf signals at 5,000 locations during the experiment are being accepted by the Commission until April 27 through the chief of its Administration Services Division.

**Committee dropped:** Telecommunications Advisory Board is one of the 17 interdepartmental committees abolished as unnecessary by President Kennedy. Membership: OCDM, FCC, USIA, FAA, Post Office, CIA and departments of State, Treasury, Defense, Commerce.

**Program comments delayed:** At the request of NAB, FCC has extended the deadline for industry comments on the proposed revision of its program-service form (Special Supplement, Feb. 27) from April 3 to May 1. Reply comments are due May 10 instead of April 17.

**Transfer of radio KRKD & KRKD-FM** Los Angeles to the International Church of the Foursquare Gospel for $1.5 million has been approved by FCC (Vol. 17:1 p9). KRKD has been sharing time with the church's KFSG; 24-hour operation is planned, using KRKD call letters.

**Charles E. Escola,** FCC asst. general counsel in charge of administrative laws & treaties div., resigns to join Kansas Public Utilities Commission, Wichita, as special counsel on oil & gas cases.

## Technology

**$10,000 TV TAPE SYSTEM:** In a tiny exhibit at last week's IRE show in the N.Y. Coliseum, Japan's Sony Corp. pulled large crowds with the first showing of its low-priced transistorized video-tape recorder. Since it's incompatible with Ampex & RCA broadcast TV tape recorders, Sony doesn't recommend it for broadcast use. (The Sony machine also presumably will be incompatible with the recently announced RCA & Ampex closed-circuit recorders [Vol. 17:11 p14, 12 p12], which will also be incompatible with each other.)

Although the pictures we saw on the monitor were not of highest quality, there is no reason to dispute Sony's claim that "both video & audio signals are unbelievably reproduced with true fidelity." Sony says the recorder, to be available in about 10 months, will be priced at around $10,000, including transistorized vidicon camera & monitor. The RCA & Ampex broadcast recorders begin at just under $50,000 and their upcoming closed-circuit machines will be priced at $20-25,000.

The neatly packaged Sony recorder is housed in a desk-type console, measuring 3x3x2 ft., small enough to fit in a station wagon, and weighing only 440 lb. It has 2 rotating heads (instead of the 4 in broadcast recorders) and uses a helical (spiral) scan technique. The heads rotate at 1800 rpm and the tape speed is 7½ in. per second —both figures just half of the comparable broadcast recorder speeds. Each of the 2 heads records one field of video information, a combination of the 2 heads making up one frame. A unique feature of the Sony recorder: The tape can be stopped at any position, producing a still image on the monitor.

The tape recorder has 96 transistors. 101 diodes, will record 66 minutes on 2,400 ft. of 2-in. tape. The signal-to-noise ratio is given as 36 db or more. The camera has 14 transistors, 3 diodes, the camera control unit 50 transistors, 22 diodes. The recorder is capable of 280 lines of resolution on the U.S. 525-line system. It will be imported by Sony Corp. of America, 514 Broadway, N.Y. 12. A Sony spokesman said it will not be exhibited at the NAB convention.

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**International TV Symposium:** East will meet West in the first worldwide interchange of TV technical data May 17-21 in Montreux, Switzerland, under the auspices of the International Telecommunication Union. As a part of the May 15-27 International Festival of TV Arts & Sciences, the Symposium will feature papers by leading TV scientists from all over the world. As described in a news conference last week at the IRE convention by Symposium Chmn. John H. Gayer & ITU Deputy Secy. General M. B. Sarwate, these will be highlights: Honored guests, receiving citation and presenting papers, will be: RCA Chmn. Brig. Gen. David Sarnoff; British Marconi Chmn. Sir Noel Ashbridge; French Prof. J. Boutry; Swedish Posts & Telegraph Technical Dir. Erik Esping; Leningrad TV Institute Prof. P. V. Shmakov; Japan Victor Managing Dir. Kenjiro Takayanagi. Discussions will center on TV systems in various countries and on new technical developments. Most interest will be focused on papers on space TV relays and on plans for worldwide broadcast use of the first proposed TV-relay satellite—Project Relay, due in 1962. A TV equipment trade fair will be held simultaneously with the festival.

**AT&T "no space monopoly":** Disturbed by widespread new reports that it may be seeking to dominate satellite communications, AT&T last week informed FCC it wants nothing of the kind. James E. Dingman, vp & chief engineer, wrote: "We do not seek a monopoly in satellite communications. We do not wish to exclude other international carriers either from establishing such systems or from sharing the use of the system we propose. We seek only the opportunity to employ private inititative, management and capital in the public interest & under public regulation in a manner wholly consistent with traditional public policy with respect to international communications . . . Ownership of the facilities involved could be handled in the traditional way. The foreign terminals would be owned by the foreign telecommunication agencies. We have had many years of mutually satisfactory operating experience with these agencies all over the world and are completely confident that we can come to an equitable arrangement with them concerning the ownership and use of the satellites. Use of the U.S. portion of the satellite system would be made available, of course, to all international communications carriers servicing the U.S. for any services they now are, or may in the future, be authorized to provide by the FCC . . . We believe the low-orbit system proposed by the AT&T is the preferred system at this time. The technology is well advanced for the low-orbit satellite."

**High-altitude airborne TV system** has been developed by RCA for remote control of a 36-in. telescope suspended from a balloon 15 miles above the earth. The balloon telescope, Stratoscope II, will include 2 transistorized TV cameras, each weighing about 58 lb. and incorporating a new ultra-low-light image orthicon tube. A wide-angle TV camera will look directly into space and send to the ground a large-area picture to be used by astronomers in selecting targets for detailed viewing. The 2nd camera will be positioned to look through the telescope to show astronomers what the telescope is seeing. It will guide the ground station for exact control of the telescope. The telescope's views will be recorded by a film camera in the airborne assembly. The smaller Stratoscope I project (with 12-in. telescope) in 1959 resulted in the clearest photos ever recorded of the surface of the sun and the areas surrounding sunspots. The project is being prepared by Princeton U. under the sponsorship of the Office of Naval Research and the National Science Foundation, supported by NASA.

**7 steps** to interstellar TV are diagrammed by March *Fortune*, which notes: "A multitrillion-mile TV link may carry some of the first communications between man & other intelligent beings in the universe. TV would be ideal, because pictures can be readily understood even if parts of them are erased or distorted during transmission. Any beings sophisticated enough to communicate with us would be bound to know TV. Cornell physicist Philip Morrison believes he could easily teach another civilization how to receive our pictures by the scheme diagrammed [in article 'Are We Being Hailed from Interstellar Space?']."

**Good primer on TV propagation** for non-technical people is a lecture by Washington consulting engineer Howard T. Head of A. D. Ring & Associates, delivered recently at the Capitol Radio Engineering Institute. Copies may be obtained from the firm at 1710 H St., N.W.

**"FCC Relation to Space Communication":** That's the title of a new 4-page informational release issued by the Commission describing its activities & duties. It's Public Notice G, Mimeo 1627, available from the Commission.

## Advertising

**Autos Stepping on Gas Again:** Indications earlier this season that auto companies would cut back fall TV expenditures (Vol. 17:9 p10) weren't, apparently, so indicative after all. Last week, ignoring a large unsold backlog of cars and banking on an upturn in the nation's economy, Detroit auto makers were back in strong position in the ranks of bigtime network TV advertisers.

Chrysler is the latest to get back on TV's bandwagon, signing with NBC for a large package of special events. Included: Co-sponsorship (with Gillette) of the World Series, both All-Star baseball games, the Rose Bowl and Blue-Gray post-season games. (Chrysler's sports co-sponsorships, incidentally, run counter to a reported trend away from major-sponsorship baseball buys.)

NBC-TV, which last season had approximately 50% of all network auto billings, is likely to repeat its high score. Also signed by that network: Ford Motor Co., for full sponsorship of *Alfred Hitchcock Presents* (Tue. 8:30-9 p.m.), *Ernie Ford* (Thu. 9:30-10 p.m.), and participations in *Wagon Train* (Wed. 7:30-8:30 p.m.). Buick has bought a segment of *Sing Along with Mitch* (Thu. 10-11 p.m.) and Dodge is reportedly interested in the planned Wed. 10:30-11 p.m. public-affairs series with David Brinkley.

ABC has re-signed Chevrolet for full sponsorship of *My Three Sons*, (Thu. 9-9:30 p.m.) CBS can count on Ford TV dollars for the 1961 pro-football games, but Chevrolet & Plymouth renewals for *Route 66* and *Gary Moore Show* are doubtful.

Dealers were also deep in spring sales promotions last week. One such was a joint sales scheme devised by 2 Levittown, N.Y. dealers, one of whom sells Fords and the other Chevrolets. When an ad-attracted customer came in to test-drive a Ford (or Chevy), he was given a gift—one cuff link. The matching link could be had by buying the car, or by going to the rival dealer across the street to make a comparison. Both dealers have recorded "substantial sales increase."

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Success (cover) story: Latest *Time* magazine cover story is devoted to Jim Moran who "through hard work, hard sell and his TV pitches on behalf of his autos, has built his firm [Courtesy Motor Sales, Chicago] into the nation's biggest auto dealer in business at the same stand & the world's largest Ford dealer." When TvB dug further, Moran told the industry organization: "I believe we have been successful because we have attempted to dominate & use our TV shows to their fullest potential power, not only as far as advertising our dealership, but in public relations, charitable benefits and good institutional promotion."

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**When to sell groceries & drugs:** A new study by rep Avery-Knodel Inc. is being circulated to agency time-buyers and admen who handle TV-spot-sold products that are retailed in supermarkets & drug chains. Divided into 4 basic regional station groupings (Eastern, Midwestern, Southern, Western), the study gives basic data on the 32 markets in which there are Avery-Knodel-repped TV stations, includes: (1) Names of leading supermarket & drug outlets, and what they stock. (2) What nights these chains are open. (3) The days & nights of heaviest buying volume. (4) Working hours for industrial labor shifts. (5) Opening & closing hours for businesses. (6) Saturday business schedules. (7) Home-ownership statistics. Copies of the study are available to admen from Avery-Knodel, 720 Fifth Ave., N.Y. 19.

**Dixon Takes Over FTC:** The "life & death struggle" of democracy depends in part on FTC's success in helping to maintain a free U.S. economy, new Chmn. Paul Rand Dixon said March 21 at his swearing-in ceremonies.

Dixon, confirmed by the Senate a week earlier (Vol. 17:12 p2), pledged his "best effort" to enforce FTC laws governing unfair advertising & trade practices. Outgoing Republican Chmn. Earl W. Kintner, who presided at the ceremonies in FTC's big meeting room, said he was "delighted" with his successor. Like Kintner, Dixon is a longtime govt. career man.

The oath was administered by U.S. Court of Claims Judge Samuel Whitaker while Dixon's old Senate boss—Chmn. Kefauver (D-Tenn.) of the Judiciary Antitrust & Monopoly Subcommittee—held the Bible.

Dixon started out in the FTC business with an admonition from House Small-Business Committee Chmn. Patman (D-Tex.) to do something to clear up a "shocking situation" represented by the agency's big backlog of cases left.

"The tragedy of it is that all the improvement possible cannot bring the resurrection of the many small firms which have been destroyed as a result of the practices & conditions challenged by cases which have all but withered & died on the vine at the FTC," Patman said.

Meanwhile, the Senate Commerce Committee put off until April 11 its vote on confirmation of Philip Elman, political independent from the Solicitor General's office who is President Kennedy's choice to take over Republican Edward K. Mills' FTC chair. There were no reports that Elman was in trouble, however.

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**No Squawks on New NBC Rules:** Far from being unhappy about NBC-TV's relaxed rules on nighttime "product protection," major ad agencies are accepting the changes "without a single negative reaction," an NBC sales official told us last week. Generally, agencies have indicated that the narrowing of "protection" traditionally given to advertisers to prevent back-to-back scheduling of competitive products will bring more advertisers & more products to network TV.

The major changes in NBC's policy are these:

(1) In weekly or alternate-week sponsorships, competitive products won't be sold within 10 minutes of a sponsored period. (Exception: "Programs of indeterminate length, news, sports, public-affairs programs.") Previously, the rule was 15 minutes.

(2) Daytime strip shows, participation-type series, and various kinds of specials are excluded from the revised protection. They will operate under a separate set of rules. For example: Advertisers are allowed 2 "protected products" per quarter-hour segment in daytime strip shows, with a 10-minute leeway.

(3) Recognizing the trend toward sponsorship of 60-min. shows on a "one-third" or "one-sixth" basis, NBC now allows advertisers to designate up to 2 products as "protected" with no competitive products permitted within the show and within 10 minutes in adjacent shows (but not in adjacent specials, news, etc.).

One segment of the TV industry reportedly quite pleased with NBC's move: Station reps. Since multi-product advertisers juggle products around frequently on network TV shows, it's long been a headache for reps, agencies & stations to avoid product conflicts at station-break local periods. The relaxed NBC rules, reps feel, will thus make their job easier, since affiliates generally apply a policy similar to that of the networks.

**Ideal Toy doubles TV dollars:** $2 million of the $3 million Ideal Toy 1961 ad budget is set aside for a network show, local spots and TV specials—"twice as much as we spent in 1960"—according to Ideal ad mgr. Melvin Helitzer. "We are presently negotiating with all 3 networks for a show," Helitzer told us. "We have until July 1 to decide which network we will go with." NBC probably has a bargaining advantage however, because Ideal "is very interested" in color commercials. A 40-market spot schedule on children's shows will include some color commercials, Helitzer said. "You'd be surprised how many local stations make color available for kids' shows, for instance WGN-TV Chicago & KHJ-TV Los Angeles." Ideal will again sponsor the Thanksgiving Day Parade in N.Y. and is eying a number of other local TV specials. Helitzer predicted more emphasis this year on the medium-priced toy. "We [the toy industry] are still smarting under public attacks on 1960's high-priced toys," he said.

**FTC toy parade:** The toy industry, now involved with NAB's TV Code Review Board in a hassle over Christmas-season commercials (Vol. 17:10 p14), also is embroiled in 2 big FTC test cases. In formal answers to FTC complaints, Santa's Official Toy Prevue Inc. of Philadelphia & 33 wholesalers and Billy & Ruth Promotion Inc. of Philadelphia & 16 wholesalers have denied charges that they induced discriminatory promotional payments from suppliers. Toy catalogs published by Santa's and Billy & Ruth carried advertising solicited from manufacturers by the wholesalers in allowance deals which prevented other manufacturers from competing on equal terms, the FTC complaints alleged.

New toy ad "guide lines," issued early this month by NAB's N.Y. Code Office (Vol. 17:10 p14) is "a good thing," according to Edward P. Parker, pres. of Toy Mfrs. of the U.S.A., "but it is surprising that we were not consulted, since toy manufacturers are directly concerned with the presentation of their products."

**"Untouchables" (cont.)—Now it's Armour:** Last week's truce between Desilu Pres. Desi Arnaz and the National Italian-American League to Combat Defamation (Vol. 17:12 p7) apparently won't alter plans of the original N.Y. group to protest *The Untouchables*—the Italian-American Democratic Organizations of N.Y. The latter group has announced a boycott of products of Armour & Co., another *Untouchables* sponsor, effective March 23. IADO also plans to picket the March 8 annual meeting of Liggett & Myers stockholders. According to IADO, the tobacco firm's agency, McCann-Erickson, indicated that it had asked ABC-TV to keep L&M commercials out of upcoming shows which made "excessive use of Italian names in fictionalized stories." Whether ABC would do so, IADO didn't know—and until it did know, the boycott would remain in force. Meanwhile, ABC had reportedly lined up Miles Laboratories, J. B. Williams, and Alberto Culver to fill the half-sponsorship gap created by L&M's planned exit from *The Untouchables* this fall. ABC denied, when we asked, that L&M's agency had officially requested a re-scheduling of L&M commercials. McCann-Erickson didn't throw any light on the situation either. Late last week, no one at the N.Y. hq of M-E knew whether a schedule change had been sought.

**Quote:** "Figures covering past 3 years indicate 80% of all TV sales were national—only 20% local. Radio's picture is just the reverse with over 60% of sales made in local retail trading zones."—Robert Hurleigh, pres., MBS.

**How to make good commercials:** Be simple, make a definite point and tell the client's story directly, Stephen Elliot told the Art Directors Club of N.Y.'s 6th annual Visual Communications Conference March 22-23. The exec. head of Elliot, Unger & Elliot (TV commercial production firm owned by Screen Gems) went on to say that some art directors "are just plain crazy." He challenged his audience to "find better ways of saying things that we hear over & over again in the same old way." Many agencies, added Elliot, now realize that the art dir. must be "an integral part of the creative group," that over-specialization is disastrous, that all-around creative men or "visualizers" are necessary to supervise the production procedure. At the conference's awards luncheon, TV medals were presented to: Helmut Krone, Doyle Dane Bernbach art dir. for a Volkswagen dealer-use film commercial; Stephen Frankfurt of Young & Rubicam for Bristol-Myers and Bill Melendez of J. Walter Thompson for Ford Dealers of Southern Cal. commercials. Ogilvy, Benson & Mather (Schwepps, Bristol-Myers, Maxwell House, Pepperidge Farm, etc.) was also cited "for distinctive merit" in TV. Louis Dorsman, CBS-TV sales promotion & advertising creative dir., received 2 Distinctive Merit awards—one in the packaging classification for his promotion kit for affiliate use, the other for his program-promotion announcements using live-action film.

**TV grows in favor:** A survey of 6,663 men & women by the Chicago research firm Louis Cheskin & Associates shows that in January this year 55% of them reported "favorable associations" with TV advertising. In Jan. 1960, following quiz scandals the figure was 49%—down from 83% in 1957. Despite the "favorable" attitude, most of the viewers surveyed in January considered TV commercials "insincere" or "deceptive," the Cheskin firm said. As for advertising "impact," TV was far ahead of other media. Magazines (4th in 1960) were 2nd; newspapers (2nd in 1960), 3rd; radio (3rd in 1960), 4th. Billboard ads ranked lowest of all in both years.

**Ayds needs aid:** Ayds, diet control candy, stung by the inroads made into the reducing market by Metrecal & other liquid diets, is moving into TV with hard-hitting, competitive, one-minute commercials. Agency Erwin Wasey, Ruthrauff & Ryan, reports *Printers' Ink*, had been trying for 2 years to switch Ayds into TV from print & radio.

**Newspapers are 60% commercials:** Newspapers ran 23.11 pages of advertising to 14.39 editorial pages in 1959—giving ads the better of a 60-40 relationship, reports the American Assn. of Newspaper Representatives. Commercial time represents only 11% of nighttime network TV, 15% of daytime and in radio something under 20%.

**Magazine ad volume dips:** A "substantial" 7.7% falloff in magazine ad lineage for the first quarter of 1961 from the same period of 1960 was reported by *Printers' Ink* March 24. In March alone magazines were off 11.4% from March 1960, "the largest monthly loss this year," according to *PI*.

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**Ad People:** John D. Leinbach, BBDO TV-radio supervisor, elected a vp . . . Sylvia Dowling named a Benton & Bowles vp . . . R. B. Collett, ex-Lever Brothers, named senior vp, McCann-Erickson (Canada) Ltd. . . . Leonard Carlton and Carroll Pfeifer elected vps, Kenyon & Eckhardt . . . William E. Holden, ex-Doherty, Clifford, Steers & Shenfield, named Fuller & Smith & Ross senior vp & mgr., N.Y. office . . . Lewis Snyder, ex-Leo Burnett, named J. M. Mathes vp.

## Film & Tape

**DEBUT OF FILM BOXSCORE:** Our boxscore of Hollywood TV-film companies producing & selling network shows indicates that Revue Studios is this season's leader. Its 14 series compare with runner-up Four Star Television's 12. These 2, plus Warner Bros. (3rd), Columbia Pictures' TV subsidiary Screen Gems (4th) and CBS-TV (5th) turn out 48 series—more than half of the network product made in Hollywood.

Revue, as the chart below shows, has been a consistent leader in the field. But Four Star did not achieve its powerhouse status until 2 years ago, when the William Morris Agency became its sales agent.

One surprising point brought out by our tabulation is that Desilu Productions, generally regarded as a leader in the industry, has never had more than 4 network series a year for the past 5 years, and sometimes has had only one. Desilu rents its facilities to many series, owns few.

Warners and Screen Gems are thus far the only major studios to rate favorably in the network boxscore. While both 20th Century-Fox TV and MGM-TV have reorganized their TV departments, are making comebacks and are expected to hit record production levels next season, their history in TV film has been at best sporadic. The other major movie studios are not doing so well in TV. Walt Disney has one series, but Allied Artists, Universal-International and Paramount have no TV production. UI doesn't even have a TV-production unit. Looking ahead to next season, now—in the midst of the buying season—Revue Studios leads in total sales (new series & renewals) with 11. Next comes Warner Bros. with 7, followed by CBS-TV at 5; Four Star, MGM-TV and Screen Gems, 3 each; Desilu and 20th Century-Fox TV, one each.

### TV FILM BOXSCORE

The leading Hollywood TV-film production companies ranked in order of the number of series each supplies to the networks.

| | 1960-'61 | 1959-'60 | 1958-'59 | 1957-'58 | 1956-'57 |
|---|---|---|---|---|---|
| Revue Studios | 14 | 12 | 9 | 10 | 3 |
| Four Star Television | 12 | 11 | 4 | 3 | 2 |
| Warner Bros. | 9 | 8 | 5 | 3 | 1 |
| Screen Gems | 7 | 6 | 7 | 6 | 7 |
| CBS-TV | 6 | 6 | 6 | 5 | 5 |
| Desilu Productions | 4 | 4 | 2 | 1 | 1 |
| Ziv-UA | 4 | 3 | 5 | 3 | 1 |
| 20th Century-Fox TV | 3 | 3 | 2 | 2 | 1 |
| MGM-TV | 3 | 0 | 2 | 1 | 1 |
| NBC-TV | 3 | 1 | 0 | 1 | 1 |

**Westinghouse-Desilu Talks Confirmed:** Confirmation that discussions were held between Westinghouse Bcstg. Co. and Desilu Productions regarding the sale of Desilu—reported exclusively in TELEVISION DIGEST (Vol. 17:10 p3)—was made last week by Desilu administrative vp Edwin Holly.

He stressed that Westinghouse has made no firm offer to date, and said he had not met with WBC Pres. Donald McGannon since early this month—a meeting first reported here.

Holly said that he & Desilu Pres. Desi Arnaz are always ready to listen to offers and there could be a sale "if the price is right."

### HOLLYWOOD ROUNDUP

**MGM-TV Hits Production High:** MGM-TV will have a record TV-film production next season, with series on each network. It's an impressive upsurge for a studio which had been floundering in TV—an impetus which has taken place since Robert M. Weitman became production vp last year. MGM-TV will have before the cameras three 60-min. series and one half-hour show. This contrasts sharply with last season when the studio had nothing on the networks at all.

The latest MGM-TV sale is *Father of the Bride*, which will be on CBS-TV next season. Previously, the studio had sold its *Dr. Kildare* and *Cain's Hundred* series to NBC-TV. Its *Asphalt Jungle* will debut on ABC-TV April 2.

*Father of the Bride* will be sponsored by General Mills and Campbell Soup. GM financed the pilot via BBDO. It's a 30-min. show; the others are 60. Another MGM-TV entry is *National Velvet*, on NBC-TV this season.

**The Most Expensive Pilot:** *Counterintelligence Corps*, a 2-part 60-min. pilot financed by Desilu Productions and McCann-Erickson, is undoubtedly the most expensive pilot ever filmed. Originally budgeted at $500,000 and with a 17-day shooting schedule, the two 60-min. shows were completed at a cost of $750,000, and were 5 days over schedule. M-E sources told us they weren't concerned about the pilot going over budget, because it is planning to release the hour-long shows as a movie abroad. This is expected to recoup the investment.

Danny Thomas, whose own series had such a wobbly start that there was doubt it would continue, has achieved the status of a TV tycoon, by Hollywood standards. In addition to his own well-rated series on CBS-TV, Thomas & his partners, producer-director Sheldon Leonard and exec. producer Louis Edelman, financed *The Andy Griffith Show* (also on CBS-TV); *All in a Day's Work*, the comedy starring Dick Van Dyke, which has been sold for next season; and *The Joey Bishop Show*, which has just been sold to NBC-TV for next fall. Thomas is following the example of other TV stars (*e.g.*, Dick Powell, Desi Arnaz) who branched out from one-series companies into multiple production.

Screen Gems has transferred UCLA-SG fellowship winner John Rhone to its production staff, following completion of his fellowship study-period with SG. He will be asst. to exec. producer Harry Ackerman.

NBC-TV has bought Screen Gems' *Donny Dru* series for next season. Scott Lane, Jeff Donnell, Del Moore and Cheryl Holdridge are cast in the show Clarence Greene & Russell Rouse produce; Robert Sparks is exec. producer.

Revue Studios is filming a pilot, *My Uncle Louie*, starring Eddie Albert, this week. The comedy will be seen on the studio's *GE Theater*.

Four Star Television Pres. Dick Powell & exec. vp Tom McDermott were in N.Y. last week confering with sponsors regarding next season's shows.

Revue's *Thriller*, *GE Theater* and *Laramie* have been renewed for next season.

## NEW YORK ROUNDUP

**Where MCA's money comes from:** Music Corp. of America has come a long way from the days when it existed on a 10% slice of dance-band earnings. Last year, according to MCA's latest financial statement (see financial table), slightly less than 13% of its $67-million income resulted from talent commissions. By far the largest share of MCA's income (85%) came from its own telefilm activities (Revue Productions network shows, syndication distribution, Paramount backlog sales) and studio rentals at the Universal City lot. Compared with 1956 income, 1960 MCA agency commissions show an increase of only about $1 million. But telefilm & studio rental income has nearly doubled from 1956's $23.7 million.

BBC signed another U.S. distribution agreement last week, this one with Lester M. Malitz Inc. of N.Y. covering special-events shows. A contract signed earlier this month with Peter M. Robeck was for distribution of *An Age of Kings* (Vol. 17:12 p10). Malitz will handle BBC-TV's "outside broadcast" dept., which devotes 8 hours a week to sports and 2 hours to national & world events. U.S. network interest has been expressed in films of the Grand National, the University Boat Race, other events, said BBC.

**Add syndication sales:** Seven Arts has sold its post-1950 Warner Bros. feature-film library in 57 markets to date. New sales: KOLO-TV Reno, WHEN-TV Syracuse, WISH-TV Indianapolis. Alfred Hitchcock's "Dial M for Murder" has been added to the Warner package, replacing "Prince & the Showgirl." Interesting sidelight: During last year's writers strike, Warner Bros. TV made a 60-min. adaptation of "Dial M" for its *77 Sunset Strip* series on ABC-TV, later repeated it.

**Bankruptcy film sale:** Creditors of Guild Films have been notified that Latin American rights, title & interest for 5 years in 4 TV film series, will be sold at auction at 10 a.m. April 3 in U.S. Courthouse, N.Y. before Referee Herbert Loewenthal. The series: *Sherlock Holmes, Paris Precinct, Captain Grief, I Spy.* Starting price is $5,000. Daniel Glass is trustee in bankruptcy.

UAA has taken over syndicated distribution of the Lopert Pictures backlog, forming a new Lopert Films div. which Harvey Reinstein, ex-Lopert sales mgr., will head. Among the Lopert Pictures available to TV, all post-1954, are "La Parisienne," "The Horse's Mouth," and Laurence Olivier's "Richard III."

**Film Producers Assn. of N.Y.** has extended an "official endorsement" to the 1961 American TV Commercials Festival, scheduled for May 4. "We are firmly convinced the Festival is an activity which will advance the progress of the entire film industry," said exec. dir. Harold Klein.

**People:** John Rhone, first Screen Gems-UCLA fellowship winner, has joined the SG production staff as asst. to vp & exec. producer Harry Ackerman.

***Obituary***

**Lloyd L. Lind**, 49, vp & gen. sales mgr., Interstate TV Corp., TV-film production & distribution subsidiary of Allied Artists, died March 19 following an operation. He had formerly been with Monogram, Republic and Pathé. Surviving are his wife and 2 daughters.

## Networks

***More about***

**THE CLEARANCE PROBLEM:** One reason why public-affairs shows generally lag behind entertainment shows in national audience figures is simply that their station line-ups are generally shorter (see p. 3). Here are some network-by-network highlights of the current season's station-clearance situation among informational series:

**ABC-TV public-affairs shows:** The Ralston-sponsored *Expedition* series, carried (in station-option time) Tue. 7-7:30 p.m., has a line-up average of 74 stations. *Bugs Bunny*, which follows it (also in station time) at 7:30 p.m., has a clearance of 140 stations—a figure which equals the ABC nighttime program average. There's a drop-off from the Sun.-night *The Islanders* (9:30-10:30 p.m.) with its 140 stations to the Mead Johnson-sponsored Winston Churchill series which closes the network schedule (10:30-11) with 115. Bell & Howell's *Closeup* series of specials averages 104 stations, but can range all the way from 64 (Feb. 16, 1961) to 147 outlets (the Dec. 7 telecast of "Yanki, No"). The subject of the lower ranking special was school integration in New Orleans, but it should also be pointed out that this program had the handicap of very late scheduling.

**CBS-TV public-affairs shows:** This network has a unique distinction—its *20th Century* series, from which Prudential is exiting at season's end, actually has a larger station clearance (161 stations) in its Sun. (6:30-7 p.m.) slot than does *Lassie*, following at 7-7:30 with 145 stations. The relationship between *Gunslinger* (Thu. 9-10 p.m.) on 156 stations (similar to the CBS-TV nighttime all-program average) and the prestige-laden following show, *CBS Reports*, on 106 stations, is more in line with the usual drop-off pattern. It's interesting to note that CBS-TV's *Woman*, daytime public-affairs special, has averaged 130 stations—a respectable clearance rate.

**NBC-TV public-affairs shows:** The same problem exists here that faces the other networks. The Tue. 10-11 p.m. news specials ("J.F.K. Report No. 1" etc.) average about 150 stations, vs. a clearance for the preceding show, *Thriller*, (9-10) of 168 stations. Similarly, the Sat.-night *The Deputy*, 9-9:30 p.m., is seen on 160 outlets, but the 9:30-10:30 *The Nation's Future* (unsponsored) drops to 99. The line-up for the shows which lead off NBC's Sun. night parade reveals an odd pattern. *Omnibus* (5-6 p.m.) is carried on 71 stations—principally because Aluminium Ltd., the show's sponsor, wanted a short line-up. The next show, *Meet the Press* (6-6:30) is seen on 117 stations—a fairly good line-up, achieved by the fact that stations can earn local-level revenue with the show on a co-op basis. In the 6:30-7 period is slotted *People Are Funny*, with 119 stations—not much higher than *Meet the Press*. NBC-TV nighttime public-affairs shows on a pre-emption basis are seen on an average of 150 stations—the same average as for all nighttime NBC pre-emption shows, including entertainment specials. Average NBC-TV daytime line-up (all shows), 140. Average clearance for NBC daytime specials (Purex shows, etc.), 134—a figure considered good since such shows often occur in non-network periods.

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**Shreveport affiliation switch:** ABC-TV affiliate in Shreveport, La. will be KTBS-TV, eff. Sept. 3, when KTAL Texarkana, Tex.-Shreveport takes over NBC-TV programs for the area (Vol. 17:10 p12). KTBS-TV has been an NBC-TV affiliate which also carried ABC-TV programs.

## NETWORK SALES ACTIVITY

ABC-TV

Naked City, Wed. 10-11 p.m.; Cheyenne, Mon. 7:30-8:30 p.m.; Adventures in Paradise, Mon. 9:30-10:30 p.m., part. eff. Sept.
*du Pont* (N.W. Ayer)

Lawrence Welk Show, Sat. 9-10 p.m., part. eff. Oct.
*Union Carbide* (William Esty)

The Hathaways, Fri. 8-8:30 p.m., part. eff. fall.
*Ralston Purina* (Guild, Bascom & Bonfigli)

Daytime Programming, Mon.-Fri., part. eff. March.
*Hartz Mountain* (George H. Hartman)

5 Musical Specials, 60-min. each, full sponsorship eff. Nov. 21. *Westinghouse Electric* (McCann-Erickson)

CBS-TV

The Million Dollar Incident, Fri., April 21, 8:30-10 p.m., full sponsorship.
*Timex* (Warwick & Legler)

Daytime Programming, Mon., part. eff. immediately.
*Lever Bros.* (JWT and SSC&B)

Alvin and the Chipmunks, Wed. 7:30-8 p.m., part. eff. fall
General Foods (Benton & Bowles)

6 Original Dramas, 60 min. each, full sponsorship eff. Jan. 12. Westinghouse Electric (McCann-Erickson)

NBC-TV

JFK Report No. 2, Tue. April 11, 10-11 p.m., full-spon.
*Procter & Gamble* (Benton & Bowles)

Purex Special for Women, Thu. April 13, 4-5 p.m., full-spon.
*Purex* (Edward H. Weiss)

Project 20, (Gen. Grant) fall & (Gen. Lee) Jan., full-spon.
*Union Central Life Insurance* (no agency)

Westinghouse Preview Theatre, Fri. 9:30-10 p.m., full-sponsorship eff. summer.
*Westinghouse Electric* (McCann-Erickson)

Daytime programming, Sat., part. eff. immediately.
*General Mills* (Dancer-Fitzgerald-Sample)

6 Specials, 60-min. each, full sponsorship eff. fall 1961. Westinghouse Electric (McCann-Erickson)

**2nd Canadian Network Looms:** Canada's second TV network is ready to begin operations in 3 cities in September if it gets a go-ahead from the BBG. Spencer Caldwell, pres. of Canadian Television Network, reports that under agreements concluded last week, CFTO-TV Toronto, CJOH-TV Ottawa and CFCF-TV Montreal will serve as the nucleus of the Dominion's first privately-owned TV network. Tentative approval to form a private network was granted by BBG last year (Vol. 16:50 p3).

Caldwell said that the new network will be extended to include 5 other private "key" stations across Canada as microwave facilities become available. He estimates it will take 18-to-24 months to complete the microwave links. The 8 "key" stations, which represent 27 studios & some $30 million in equipment, compete with CBC outlets.

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Top billings % gainer: The publishing & media classification topped all others in percentage increase of network-TV timebuying last year with an 8,331% soar in billings to $2,242,022 from $26,593 in 1959. TvB also reported last week that 1960-over-1959 increases were posted by 23 of the 29 classifications surveyed.

## Programming

**Westinghouse Plans $8-million Specials:** A 3-network series of 60-min. specials will be Westinghouse Electric Corp.'s TV spearhead next fall. The $8-million schedule will span the entire entertainment spectrum, including drama, comedy, music, entertainment, world events and public affairs, according to marketing vp J. H. Jewel.

CBS plans 6 Westinghouse-sponsored original dramas —"a writers' theater" according to program vp Oscar Katz. Gordon Duff will produce the series, which begins in October. Westinghouse will also sponsor a Jan. 12, 1962 Leland Hayward special based on Walter Lord's *The Good Years*.

ABC has scheduled 5 Westinghouse musicals. The first, a Robert Saudek production entitled "An Old-fashioned Thanksgiving," is set for Nov. 21. To follow are: "Nutcracker Suite," the Dartmouth Winter Carnival, an adaptation of "Destry Rides Again," and a variety show featuring Meredith Willson.

NBC's 6 shows will include 2 entertainment specials. The other 4 will feature Chet Huntley & David Brinkley in a series of high-budget public-affairs shows.

Another Westinghouse TV move announced last week: The company will sponsor a 12-episode, 30-min. comedy series this summer on NBC-TV (Fri. 9:30-10 p.m.). Titled *Westinghouse Preview Theater*, this is a series of pilot films "new to TV," each starring a different personality "ranging from Vivian Blaine to Milton Berle."

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Role of TV critics: TV critics are "indispensable," but only to the extent that they serve "as a conscience," author Martin (*Madison Avenue, U.S.A.*) Mayer told a March 21 RTES seminar. TV critics have modeled themselves after "service critics," who perform a function for theatergoers, movie fans and book buyers, he said. "But the TV critic can't perform this sort of service, because what he reviews was here last night & gone today." What is needed, Mayer challenged, is service, not to the reader as a consumer, but "to the art form criticized & its current executants." TV criticism must follow music criticism, he said. "The music critic has served his art by making people ashamed of shoddy work . . . If ever a group of people needed a conscience, it is the people in TV." No critic has gotten very far, he charged. "Even Jack Gould, far & away the leader in the field, has won only a very limited influence over the people who do the work."

Quiz-show renaissance: Under the euphemism of "game shows," quiz programs have been quietly edging back into the fall program plans of all 3 networks—although there won't be any giant jackpots. Late last week, NBC-TV announced plans to include *Stop the Camera* in its 1961-'62 prime time schedule. The show is packaged by Harry Salter, who once packaged radio's *Stop the Music*. ABC-TV has scheduled an April 3 daytime debut for *Seven Keys*, a Wellington Productions audience-participation show with Jack Narz as host. CBS, first to chop quiz shows from its schedule after the Van Doren quiz scandal, has announced 3 fun-packed game shows" in its 10 a.m.-noon schedule (Vol. 17:8 p14).

Court won't review censorship issue: Joint media appeal to the Supreme Court for reconsideration of its Jan. 23 decision that cities & states may pre-censor movies (Vol. 17:10 p16) has been turned down. In a brief order March 20, the Court refused to reopen the case, in which NAB and newspaper & magazine organizations had joined with movie-industry lawyers in pleas for another hearing.

**Morgan Sees Hope for TV:** ABC commentator Edward P. Morgan, winner of an Alfred I. du Pont award for jumping into "matters of controversy," lit into TV last week in Washington—but said its "sinful sloppiness" isn't hopeless.

Sharing a National Civil Liberties Clearing House mass-communications panel program with movie producer Dore Schary & *The Reporter*'s Washington editor Douglass Cater, Morgan said recent developments in the industry show that TV's "promising potential" may yet be realized.

"There are hopeful signs here & there that the broadcasting industry is experiencing twinges of guilt over its huckstering, its practice of a kind of mass hypnosis to induce desires for opulent excess," he told the 13th annual NCLCH conference.

Among signs noted by Morgan: (1) "Bracing" speeches by NAB Pres. LeRoy Collins. (2) Fresh breezes at FCC from "lively" new Chmn. Minow. (3) Willingness by the networks to pre-empt "*Bugs Bunny & The Early Show* to make way for [such] sobering spectaculars" as White House news conferences. (4) "Growing evidence that broadcasting is beginning to do a better job of informing the public than many if not most newspapers."

Morgan also cautioned representatives of 100 national organizations at the conference that more govt. control of broadcasting leading toward censorship isn't the answer to the industry's troubles. "It would only pose another problem," he said.

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TV show delays court sentence: Convicted kidnaper-murderer Melvin Davis Rees Jr. won postponment of his sentencing by Federal Judge Roszel C. Thomsen following an hour-long re-enactment of jury deliberations by WBAL-TV Baltimore. The station described the show, in which 9 jurors participated, as an "unprecedented public revelation of juryroom activity." But defense counsel told Judge Thomsen that the taped program was a "shocking" departure from court tradition. Among other things, the defense said the show revealed that the jurors discussed issues which weren't introduced at the trial of Rees. Judge Thomsen agreed to delay sentencing until the lawyers could study the script to see if they had grounds for arguing that Rees didn't get a fair trial.

First family favors TV: President John F. Kennedy will open the first ATAS International Assembly—"a much needed effort in the field of international communications," according to the President. The Assembly, set for Nov. 4-11 in N.Y., will include 50 discussion sessions in a global exchange of information & ideas. Arrangements for other world leaders to participate are being coordinated by ABC news vp James C. Hagerty, a member of the Assembly's agenda committee. Mrs. Jacqueline Kennedy, making her first TV appearance since the Inauguration, graced CBS-TV's March 19 *Accent* show as guest on a show saluting the National Gallery of Art.

Official Films will distribute a 30-min. documentary series on Africa, produced by William Alexander and narrated by Alexander Scourby. Vp Russ Raycroft called the series a "departure" for Official, "but we feel the U.S. audience wants authentic informative programs in line with today's headlines." Other new Official Flms properties: A 26-episode, 60-min. documentary series utilizing the recently acquired Paramount newsreel library, and a 39-episode, 30-min. series on explorers, sports figures and other interesting personalities, set for fall release. Ready for June delivery will be 260 five-min. shows called *Humor in the News*—gleaned from the Paramount library.

## Stations

**NEW & UPCOMING STATIONS:** Educational KCSD-TV (Ch. 19) Kansas City, Mo. began program tests March 22 and planned a formal opening April 2. It has a GE 1-kw transmitter in the City Hall and a GE helical antenna on a stub tower on the roof. Studios are in the Board of Education Bldg. Owner is Kansas City School Dist., with James A. Hazlett as supt. Zoel Parenteau is producer-dir. and Clyde Howe chief engineer. The new starter changes the U.S. operating total to 584 (91 uhf) of which 56 (16 uhf) are non-commercial outlets.

From Canada comes a report of another new station. It is satellite CHCB-TV (Ch. 10) Banff, Alta. which began repeating parent CHCA-TV (Ch. 6) Red Deer, Alta. on March 17. Banff outlet is an unattended automatic repeater and is sold as a bonus to CHCA-TV. It has a Benco 5-watt transmitter and a Gates antenna on a 65-ft. tower supplied by Beatty Bros. The new satellite boosts the Canadian operating total to 87 stations.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

KYMA (Ch. 9) Flagstaff, Ariz. hopes to begin testing next fall-winter and to start programming shortly thereafter, writes F. Keith Tranton, pres. of grantee Coconino Telecasters Inc. Offices have been established at Suite 1900, 15 Broad St., New York 5, N.Y. A firm order has not been placed for equipment, but the station plans to purchase a 5-kw Gates transmitter. It also proposes to use a newly-developed Jampro 8-section antenna on a 200-ft. Utility tower. A September delivery date has been tentatively set for the antenna. Plans for the studio & transmitter buildings are on the drawing board. Base hour hasn't been reported and rep has not been chosen.

CHAT-TV-1 (Ch. 4) Pivot, Alta. now plans an April start as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, Alta., according to Sid Gaffney, CHAT-TV chief engineer. It has a studio-transmitter building ready for a 2-kw Canadian GE transmitter, which was scheduled to arrive there March 24. Construction of 500-ft. Wind Turbine tower began March 19 and GE antenna is scheduled for installation in the first week of April. The station will be sold as a bonus to CHAT-TV.

CHCB-TV-4 (Ch. 5) Salmon Arm, B.C. expects to start about mid-May as a satellite of parent CHBC-TV (Ch. 2) Kelowna, B.C. However, construction awaits official government ratification of the BBG recommendation for a license, reports T. E. Wyatt, CHBC-TV chief engineer. The station will have a Benco 5-watt transmitter and the tower will be a 50-ft. wood pole. It will be the 5th unattended automatic satellite that repeats CHBC-TV, which already has such outlets in Lumby, Keremeos, Vernon and Penticton, B.C. The Salmon Arm station will be sold as a bonus to CHBC-TV.

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CBC's tower for Montreal TV & FM stations will be built by Canadian General Electric and is expected to cost about $625,000. The 238-ft. structure in Mount Royal Park will have space for CBC's o&o French language CBFT, English language CBMT (latter to boost to 100 kw) and privately-owned CFCF-TV & CFTM-TV, as well as all Montreal FM stations. It also will have space for 12 vhf and 6 uhf services for public safety and commercial use.

**East Lynne at WNTA-TV:** Ch. 13 N.Y. was putting on a real cliff-hanger. Would fearless ex-NTA Chmn. Ely A. Landau raise the money to pay the mortgage on WNTA-TV N.Y.? Would Squire David Susskind, backed by Paramount Pictures to the tune of $6.6 million, purloin the deed to the independent-station TV homestead? Would a vigilante committee of ETV-minded citizens (whose $4-million initial bid has already been turned down by owner NTA) ride through the night to the rescue with $5.5 million in the group's saddlebags? Was wealthy John Hay ("Jock") Whitney's Corinthian Bcstg. Co. casting a roving financial eye in WNTA-TV's direction? Or, was movie magnate Spyros Skouras in the wings, discussing a possible acquisition of the station for 20th Century-Fox? Last week, the sale of WNTA-TV resembled nothing so much as "The Perils of Pauline," with each day bringing a fresh plot twist. Meanwhile, NTA officials and NTA general counsel Justin M. Golenbock, were maintaining a poker face that would have befitted Dangerous Dan McGrew. If there was a high bidder, they weren't saying.

In Hollywood for a board meeting, NTA Pres.-Chmn. Oliver A. Unger told us: "Maybe in this next week one of these deals will come to a head." He added that there are no negotiations on with 20th Century-Fox, terming the brief 20th talks so tenuous that they didn't deserve the description of "negotiations."

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**WBC switches to Grey:** Westinghouse Bcstg. Co.'s ad account, and those of TvAR, AM Radio Sales, and WBC Productions, have been switched from the N.Y. office of Ketchum, MacCleod & Grove to Grey Advertising, effective April 1. WBC meanwhile announced a star-studded guest list for its forthcoming (April 9-12) public-affairs programming conference to be held in Westinghouse's home city of Pittsburgh. Due as participants: Mrs. Eleanor Roosevelt, Pa. Gov. David Lawrence, producers Fred Coe & Albert McCleery, Ambassador William Attwood, Dr. Bergen Evans, Garry Moore, White House press secy. Pierre Salinger, TIO Dir. Louis Hausman and critic Marya Mannes. Previous WBC conferences have been held in Boston (1957), Baltimore (1958) and San Francisco (1959).

**Collins at White House:** NAB Pres. LeRoy Collins, who presided at the Democratic convention which nominated John F. Kennedy, asked the President March 22 to speak at NAB's May 7-10 Washington convention. Collins won no final commitment during his White House call but said Kennedy was hopeful that he could accept. Another convention speaker was scheduled definitely. New FCC Chmn. Minow will address a May 9 luncheon session. Minow & other Commission members will join in the traditional FCC q-&-a panel session May 10.

**NAB labor unit set up:** A special NAB subcommittee has been formed to recommend ways in which TV stations can get better representation in national AFTRA & SAG negotiations for contracts covering spot commercials & syndicated programs. Named by NAB Labor Relations Advisory Committee Chmn. Ward L. Quaal (WGN-TV Chicago), members of the new unit are Joseph O. Schertler (Westinghouse), William C. Fitts Jr. (CBS), Abiah A. Church (Storer), Charles H. Crutchfield (WBTV Charlotte).

**WOAI-TV San Antonio expanding facilities:** Addition of a 3rd TV studio is part of a $350,000 expansion program whereby the station extends its building to cover the remainder of the city block on which its present plant is located at 1031 Navarro St. Work is to be completed by next October.

**Fines for ad infractions only:** Canada's BBG believes fines are fine to punish TV stations which violate ad regulations, but it would levy fines for no other infractions. BBG Chmn. Dr. Andrew Stewart stated this position in response to a suggestion of the Parliamentary Bcstg. Committee that fines be applied for breach of regulations banning dramatized political broadcasts. Responding to Committee suggestions that short-term license renewals be used to enforce over-all adherence to regulations, Dr. Stewart said short-termers have an effect on programming, but he believes that such threats must be followed eventually by suspension or cancelation of license.

**Dot denies payola complaint:** FTC payola charges have been denied by Dot Records Inc., accused last year of making illegal payments to TV & radio disc jockeys and other station personnel to increase sales of its records (Vol. 16:31 p9). The Hollywood firm & its officers R. C. Wood & Christine Hamilton asked dismissal of FTC's complaint.

## Educational Television

**Airborne ETV demonstrations:** Stratovision ETV in the Midwest Program on Airborne TV Instruction will be tested in tune-up demonstrations this spring at 31 elementary & secondary school locations in Ill., Ind., Ky., O., Mich. and Wis. "Each demonstration school will serve as a showplace for visitation by school people and parents & students over a period of time," said MPATI Pres. Dr. John E. Ivey Jr. The experimental operations, leading into the system's first full academic year starting in September, had first been scheduled for January (Vol. 17:6 p14). Most of the demonstration schools are being equipped without cost by such firms as Admiral, GE, Motorola, Philco, RCA, Westinghouse, Zenith, Jerrold, Blonder-Tongue.

**Another ETV "patron"** joined the growing roster recently when the Joseph Horne Department Store signed to underwrite NTA's *Open End* series on WQED Pittsburgh. The store will get a "WQED wishes to thank . . ." corporate message in compliance with FCC rules. Recently, San Francisco Brewing Co. bought *Open End* on educational KQED San Francisco, and Bank of America made a similar deal with the same station for CBS Films' *Robert Herridge Theater*. Both patrons have reported very favorable public reaction and "a definite increase in sales" (Vol. 17:10 p10).

**Educational-commercial program swap:** Two Columbus, Ohio stations—commercial WBNS-TV and educational WOSU-TV—have set up a programming exchange. The initial trade involves the televising of WOSU-TV's *University Hall* on WBNS-TV weekdays at 7:30 a.m., in return for which WOSU-TV will show *Play of the Week*. (WBNS-TV purchased the right to give the educational station a run of 13 episodes in the series.)

**Albany ETV:** Another channel in Albany, N.Y., Ch. 23, is sought by the State Board of Regents even though educators hold an unused CP for WTVZ (Ch. 17) there. FCC started rule-making to reserve Ch. 23, noting that the Regents say they'll put both channels to work just as soon as the legislature gives them the money.

**ETV trust fund** of $50,000 for the Greater Washington Educational TV Assn. has been established under the will of the late U.S. Register of Copyrights Arthur Fisher, who died last November. An early ETV enthusiast, Fisher was GWETA chmn. from 1957 until his death.

## Congress

**Equal-time Probe Set:** A score of witnesses—some of them "mystery" figures whose identities were carefully withheld—have been lined up by Chmn. Yarborough (D-Tex.) for this week's hearings by his Senate Commerce Freedom of Communications Subcommittee on political equal-time complaints against broadcasters.

In announcing the "watchdog" unit's schedule for March 27-29 proceedings in Room 5110 of the New Senate Office Bldg., Yarborough listed only 2 broadcasters for testimony. But he said "50 selected complaints" would be explored before the sessions are adjourned.

Broadcasters known to have been summoned for questioning by "watchdogs" Yarborough and Sens. McGee (D-Wyo.) & Scott (R-Pa.) are: (1) Pres. Peter Straus of radio WMCA N.Y., which aroused Republican ire by coming out editorially in 1960 for John F. Kennedy for President (Vol. 16:45 p3). (2) Pres. W. Boler of KXGO-TV Fargo, who got in a hassle with Subcommittee counsel Creekmore Fath over Subcommittee's equal-time inquiries (Vol. 16:43 *et seq.*).

Other witnesses on Yarborough's list include Cal. state Democratic Chmn. Roger Kent, GOP National Committee Chmn. Thruston B. Morton, N.D. state Sen. Charles L. Murphy. FCC spokesmen also were expected to go back on the Hill to expand on equal-time data submitted by the Commission to the Commerce Communications Subcommittee in February (Vol. 17:6 p2). FCC Chmn. Minow is due to introduce the Commission presentation, then turn it over to Renewal & Transfer Div. chief Joseph H. Nelson.

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**The Ev & Charlie Show:** New political show on TV, featuring GOP floor leaders Sen. Everett M. Dirksen (Ill.) & Rep. Charles A. Halleck (Ind.) in weekly news conferences, has been dubbed *Ev & Charlie* by the *Washington Post*. Staged in the Capitol's old Supreme Court chamber and covered regularly by the networks which use clips in news programs, it replaces TV reports by Dirksen & Halleck from the White House steps during the Eisenhower Administration. Noting that the legislative leaders relish their exposure on the air in the new format, the *Post* reported that unnamed Republican "progressives are frankly getting nervous" about the old-line party "image" presented to viewers. A "long run" for the Dirksen-Halleck show was predicted, however. Long-time GOP staffer Robert Humphreys has been signed up (at a reported $25,000 per year) by the Republican National Committee "to handle public relations, if not write the script."

**Govt. subsidies for political broadcasts:** Senate hearings on a proposal (S-227) by Majority Leader Mansfield (D-Mont.) for govt. subsidies to help pay for political campaign broadcasts (Vol. 17:3 p16) have been set tentatively for late April. Chmn. Cannon (D-Nev.) of the Rules & Administration Committee's Privileges & Elections Subcommittee said he'd invite spokesmen for TV & radio networks to testify. Under Mansfield's plan, Democratic & Republican parties would be entitled to $1-million reimbursements from the U.S. Treasury for broadcasts in behalf of Presidential tickets. Minority parties could qualify for $100,000 TV & radio subsidies if they polled more than 1% of the vote in a national election.

**Tariff exemption asked:** Magnetic tape & other sound recordings for radio music broadcasts would be placed on the Tariff Act's free list under a bill (HR-5856) by Rep. Van Pelt (R-Wis.),

**Crime charges challenged:** Senate testimony by the National Council on Crime & Delinquency that TV & movies contribute to juvenile delinquency (Vol. 17:11 p13) has been questioned by 2 N.Y. specialists. In a letter to Judiciary Juvenile Delinquency Subcommittee Chmn. Dodd (D-Conn.), Donal E. J. MacNamara of the Institute of Criminology said: "While many programs & movie scripts are admittedly not educational, elevating, or even entertaining —and some are immoral & unnecessarily sadistic—there is no adequate research or case material to support the conclusion that such shows incite, stimulate, or cause the commission of criminal acts." In a separate letter, N.Y.U. sociology teacher Paul W. Tappan cautioned Dodd against accepting the charges as arguments for official censorship: "The control of children's exposure to mass media should be left to the judgment & discretion of their parents and not to a govt. agency." MacNamara & Tappan asked that their letters be in the Subcommittee's hearing record.

**Exploring industry's role in space:** Outer-space TV prospects will be explored soon by the House Science & Astronautics Committee in public hearings planned by Chmn. Brooks (D-La.). He said he wants to develop the role to be played by private industry in exploiting use of communications satellites for intercontinental TV & telephone transmissions. The Committee especially wants to know what problems—as well as possibilities—are presented in the space realm, Brooks said. Meanwhile, Communications Workers of America Pres. Joseph A. Beirne warned the House Labor Unemployment Subcommittee that proposed satellite systems could affect jobs of "hundreds of thousands" now employed in conventional communications jobs. The head of the AFL-CIO telephone-workers union pointed out (for one thing): "There won't be one inch of wire from the earth to that satellite. And there are hundreds of thousands of persons in the U.S. who are manufacturing wire."

**Deintermixture proposal:** Shifts from vhf to uhf, if ordered by FCC without the licensees' consent, would be forbidden under a bill (HR-5570) by Rep. Bray (R-Ind.) unless the moves are a part of a general deintermixture program. The measure, referred to the House Commerce Committee, is a by-product of the Commission's long-litigated proposal to move WTVW Evansville from Ch. 7 to Ch. 31 (Vol. 14:51 p2). The Evansville case has been in & out of court, is in an FCC hearing phase now. Bray's bill would amend the Communications Act's Sec. 316, governing modifications of CPs & licenses, by tacking on a new subsection spelling out limitations on FCC's authority to make uhf assignments.

**Probe demand renewed:** House Commerce Committee member Avery (R-Kan.) has called again for a Congressional review of White House relationships with & influences on such regulatory agencies as FCC. Raising new questions about President Kennedy's memorandum asking for monthly reports from the agencies (Vol. 17:12 p4), Avery said such "intervention" was cause for "much apprehension" in Congress. He noted that the President's "secret" request for information went to agencies which control TV & radio licenses and pipeline certificates—"many valued in the multimillion-dollar bracket."

**Reorganization bill cleared:** The House Govt. Operations Committee has approved proposals authorizing President Kennedy to revamp federal regulatory agencies in plans which would go into effect unless the Senate or House vetoes them by majority vote. Similar legislation has been passed by the Senate (Vol. 17:7 p14),

**Wants PR man for Cabinet:** A Dept. of Public Relations with Cabinet status would be established under a bill (HR-5788) by Rep. Anfuso (D-N.Y.). A leader in Italian-American boycott moves to force censorship of ABC-TV's *The Untouchables* (Vol. 17:12 p7), he said a Madison Ave.-style White House set-up is needed to "screen" govt. statements & releases before they are made public. Such a Cabinet dept. could combat Communism more effectively, Anfuso argued. Appointed by the President and advised by 9 "public-relations experts," the Public Relations Secy. would assume USIA jurisdiction as well as keep a close watch on what govt. officials say.

**FCC license curb:** The House has passed a bill (HR-4469) by Un-American Activities Committee Chmn. Walter (D-Pa.) forbidding FCC to issue radio licenses to any merchant seamen who refuse to answer questions at Congressional or agency hearings about "subversive" acivities. Pushed through the House without debate, the measure would also bar recalcitrant witnesses from employment "in any capacity abroad any merchant vessel of the U.S. or within any waterfront facility." It specifies that such witnesses must tell what they know about "the Communist Party, Fascist Party, or other subversive party" if they want to hold their jobs.

**Cal. Assembly vs. foreign sound:** Imported TV soundtracks threaten "the future of American music," the Cal. State Assembly told Congress in a petition calling for enactment of laws "to prevent these abuses." Backing up the AFM in its long campaign against foreign recordings, the Assembly expressed its "condemnation of the unregulated importation of foreign-made sound tracks and their use in wholly American TV productions."

**Raise for hearing examiners:** A bill (HR-5655) sponsored by House Judiciary Committee Chmn. Celler (D-N.Y.), provides pay raises applicable to examiners in all administrative agencies. The measure would promote them as high as the GS-18 Civil Service classification, in which the present salary is $18,000. FCC examiners are paid from $13,730 to $15,030 now. A similar bill introduced last year by Rep. Broyhill (R-Va.) got nowhere(Vol. 16:18 p11).

**Communications Act amendment** permitting FCC to eliminate duplication in processing modifications & renewals of licenses for safety & special radio services has been introduced by House Commerce Committee Chmn. Harris (D-Ark.). His bill (HR-5710) duplicates FCC-drafted legislation (S-1371) submitted by Commerce Committee Chmn. Magnuson (D-Wash.) earlier (Vol. 17:12 p4).

**Shipboard radio inspection:** FCC-requested bill (S-1288) to simplify Communications Act requirements for inspection of shipboard radios has been introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.). Identical legislation is sponsored in the House by Chmn. Harris (D-Ark.) of the Commerce Committee (Vol. 17:9).

**Robert W. Lishman,** chief counsel of the old House Commerce Legislative Oversight Subcommittee, has turned down a bid to carry on with its successor, the Regulatory Agencies Subcommittee (Vol. 17:11 p12). He told Chmn. Harris (D-Ark.) that he preferred to return to private law practice in Washington. Lishman's desk is being taken over by his staff legal asst. Charles Howze.

**Honor for hams:** National Amateur Radio Week would be celebrated in the 3rd week of June each year under a proposal (H. J. Res. 340) by Rep. Montoya (D-N.M.)

**Handy booklet:** *Govt. Public Information Officers* available from Carl Byoir office, National Press Bldg., Wash.,

## Auxiliary Services

**Telemeter's Breakeven Point:** Although Telemeter continues reticent regarding the P&L of its Etobicoke pay-TV experiment, its forward-looking Pres. Louis Novins recently pegged the operation's breakeven costs—in terms of future expansion.

Operating with 20,000 customers, more than triple the current Etobicoke registration, the make or break for pay TV would be $1 per home per week, he told *Daily Variety*. This breakeven cost is based on Canadian Bell service charges & programming costs. An operation with 10,000 homes, he estimated, would have a breakeven of $1.30 per week per subscriber. Although Novins offered no breakeven figues for Telemeter's actual 6,000-home experiment, the profit-loss divider is estimated by observers to be about $2 weekly (Vol. 16:38 p6).

Particularly heartening to Novins in the Etobicoke experiment, he noted, is the apparent successful coexistence of movie houses & pay TV. Attendance at Etobicoke's 2 theaters has not been affected materially by the presence of pay TV, he said, adding: "One house actually did better in 1960 than was the general trend for second-run houses in the Toronto area." Conversely, pay TV may have tapped a vein of movie viewers who do not go to theaters.

Novins said that Telemeter, in 1960's last quarter, offered 11 pictures which had been shown previously by Etobicoke's 2 movie houses. Telemeter grossed two-thirds of the combined gross of the 2 theaters. The only picture he would identify, "Psycho," was televised 2 weeks after its movie run. It pulled a TV gross of $2,550, compared with a total $2,241 for the 2 theaters.

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**Exhibitors' pay-TV appeal:** The expected court appeal of theater owners is now definite, said Philip Harling, chmn. of the Joint Committee Against Pay TV. He announced the plans during a board meeting of the Theatre Owners of America in Washington. Said he: "The FCC in its Third Order said it would act on pay TV only after sufficient information indicated it was in the public interest. Yet in granting the Phonevision authorization, the FCC took the position that such a test would be in the public interest. These 2 statements are inconsistent. We do not believe the public airwaves can legally be subjoined by private interests for private profit, and therefore the FCC has no authority to make such a grant. We shall ask for a court ruling on these points, and if necessary, carry our appeal right up to the Supreme Court."

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**Hotel network proposed:** Plan to connect 125 midtown N.Y. hotels via TV cable to pipe special programs & ads into rooms is being studied by Manhattan Dir. of Franchises James J. Thornton. The project was proposed by Sterling Information Services, 375 Park Ave., which has applied for permission to run coaxial cables through wiring ducts under Manhattan between 23rd & 86th Sts. Sterling said the closed-circuit telecasts would include information on entertainment & other N.Y. City attractions, traffic and weather, with not more than one minute of paid commercials every 5 minutes. Thornton said he would report on the project to the Board of Estimate in late spring.

**Translator starts:** K72BF, K76BD & K80AY Booker, Darrouzett & Fallet, Texas began March 13 repeating KGNC-TV, KVII & KFDA-TV Amarillo • K80AX Big Fork, Mont. began March 20 with KXLY-TV Spokane.

**Closed-circuit TV system** utilizing long-distance telephone lines was announced recently by ITT. The new "Videx" system is designed principally as an inter-plant communication system for transmitting maps, charts & photos. It's a slow-scan system, won't transmit moving images, but is described by ITT as one of the fastest image-transmission systems of its kind. A complete picture can be scanned in 15 to 60 seconds. The entire system is transistorized & portable. In addition to telephone-line transmission, ITT suggested these possible applications: (1) Ship-to-shore picture transmission via marine radio channels. (2) On-the-spot news picture transmission from location via radio voice channels. (3) Recording & storage of still pictures on a standard audio tape recorder.

**CATV Sales:** Coleman, Tex., Midwestern Co. Inc., to Charles Nolen, local rancher & oilman; Prescott, Ariz., TV Services Inc., to H&B American Co.; Leadville, Colo., Leadville Community TV Co., to Televents Inc. All 3 negotiations were handled by broker Daniels & Associates which reports that 3 more "large" sales will be announced within 3 weeks. Pres. Bill Daniels has also formed Fine Arts Bcstg. Co. which has bought radio KFML Denver.

**Legal test case** to determine whether CATV & wired pay-TV systems are or can be made subject to Canada's general broadcasting regulations (Vol. 17:10 p8) was suggested recently by CBC Pres. Alphonse Ouimet. He recommended to the Parliamentary broadcasting committee that it ask the Justice Dept. for an opinion and then, if desired, submit it to the Supreme Court of Canada.

**Uhf translator CPs:** Ch. 70, Columbus, N.D., to Columbus Lions Club; Ch. 75, Phillips County Mont., to Phillips County TV Assn.; Ch. 78, Carroll, Ia., to Carroll Area TV Inc. • **Four vhf translator CPs** were granted: Ch. 11, Terry, Mont., to Prairie TV Club; Ch. 7, Center, Neb., to Village of Center; Ch. 13, Kadoka, S.D., to Kadoka Commercial Club; Ch. 12, Troy, Mont., to Troy Non-Profit.

**Leland B. Hallett** has been named area supervisor in the Pacific Northwest for CATV properties which H&B American Corp. operates through its subsidiary, Transcontinent Communication Systems Inc. H&B owns CATV systems in Wenatchee, Walla Walla and Richland, Wash., and will soon announce acquisition of another in that state.

**CATV-station conflict resolved:** The protest by WIBW-TV Topeka against microwave grants to Mid-Kansas Inc., which plans to feed CATV systems in Manhattan, Junction City and Salina, Kan., has been called off. FCC closed the case at both parties' request.

**New TV projectors:** Giantview General TV Network last week announced 2 new transistorized TV projection systems—one for portable & the other for fixed operation. No prices were given. Information is available from Giantview General, 1280 Fifth Ave., N.Y. 29.

**Jerrold loses in Supreme Court:** Antitrust decision against Jerrold electronics, covering its relationships with CATV customers, was upheld by the U.S. Supreme Court in a brief ruling which affirmed the decision of Philadelphia U.S. District Court Judge Francis L. Van Dusen.

**Boosters get more time:** FCC has extended from April 1 to June 1 the deadline by which unauthorized vhf boosters must apply for FCC-approved facilities.

**TelePrompTer has moved** its executive offices to 50 West 44 St., N.Y. and has grouped all engineering & technical functions at 311 West 43 St. headquarters.

## Foreign

**CBS ON GLOBAL TV:** Worldwide TV penetration is approaching, said Howard L. Kany, CBS stations div. dir. of international business relations, last week. Kany told a March 22 joint session of the International Ad Assn. and the International Executives Assn. that from 1952 to 1956 the number of TV homes in non-Communist countries outside the U.S. grew "from a few thousand to 9 million." Since 1956, the number has expanded to 33 million, he said. "If this growth rate continues, at the end of 1962 there will be more free-world TV sets in use for the first time outside the U.S. than inside."

Foreign TV differs sharply from the U.S. version, said Kany. In many countries TV has emerged as "a community function," with sets in clubs, hotels & special "TV theaters." Single-channel TV is common, as is complete govt. ownership & operation. The latter has resulted in "strongly nationalistic" programming fare, but regional associations of broadcasters have been formed in Western Europe, Latin America, Asia and Africa to "work toward minimizing traditional barriers at national frontiers," he said. In many underdeveloped countries, TV is primarily "an educational tool," he added.

"Stubborn govt. opposition in many countries is yielding to private-industry demands for commercial TV operations," Kany said. Although overseas commercial TV is now largely abbreviated & experimental (except in Canada, England, Australia, Japan and Latin America), "it is readying itself for expansion as soon as political & economic restrictions are removed."

### Expansion of Commercial TV

Other highlights of Kany's report:

In Canada, authority was granted only recently for the formation of a 2nd TV network, to begin operations in September and to subsist on commercial income alone. In Western Europe, fully commercial stations operate in Finland, Luxembourg and Monaco. In Japan there is a 27-station govt. network, and 35 independent stations joined into 3 commercial networks. Australia has 10 privately-owned stations, and 13 additional commercial outlets will begin telecasting this year.

Soviet Russia began telecasting in 1953, said Kany, and there are now 84 TV centers & 75 relay stations in operation. Some 4 million sets are in use. At the present rate of growth, "Moscow will have 3 TV channels producing a total of 25 program hours daily within the next 4 years."

The sale of U.S. programs overseas has "experienced a phenomenal rise," Kany told the session. During 1960 CBS Films increased its international sales by 30% over 1959 and by 250% over 1957. It provides more than 1,100 half-hour programs, dubbed into more than a dozen languages for 40 countries.

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**CATVN scores sales:** ABC-TV scored 5 more U.S. sales last week for the Central American TV Network, which it represents & in which it has an interest. Scott Paper, S. C. Johnson & Son, and Super-Det (a Central American detergent product) will sponsor *Star Performance* beginning April 17. Pan American has signed for *Markham*, and Corn Products Refining Co. for *Circus Boy*, both effective in mid-April. U.S. sponsors already on the 5-station, 5-country network: Goodyear, Parker Pen, Vick Chemical and Nestle.

**Television Digest**

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WALTER H. ANNENBERG, *President*
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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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*Associate Publisher*

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**Personals:** James L. Wilson, ex dir. of engineering administration & advance planning, named NBC engineering dir. . . . Larry H. Israel promoted from gen. mgr. to pres., TvAR, succeeding Donald H. McGannon, now chairman. Robert M. McGredy promoted from gen. sales mgr. to exec. vp. Lamont (Tommy) Thompson, mgr. of TvAR's Chicago office, named a vp . . . Joseph P. Dowling, ex-CBS-TV Spot Sales, named sales promotion mgr., Storer TV Sales . . . Frank LaTourette appointed liaison executive between news dept. & international div. of ABC.

Shaun F. Murphy promoted from national sales mgr. to vp-gen. sales mgr., KTVI St. Louis . . . Ray Owen, ex-WTVN-TV, named chief engineer, WKRC-TV Cincinnati . . . Julian Anthony, ABC News correspondent, elected pres., Working Press Foundation.

Robert D. L'Heureux, formerly FCC's liaison with Congress, recently counsel to Senate Commerce Committee's transportation study group, named house counsel of NCTA . . . John V. Buffington, veteran FTC staffer, named ast. to new FTC Chmn. Paul Rand Dixon.

Sam Zelman returns to Los Angeles as West Coast bureau mgr. of CBS News and news dir. of KNXT after 18 months in N.Y. as asst. to the vp-gen. mgr of CBS News. William T. Corrigan, who was West Coast bureau chief during Zelman's absence, has been assigned by CBS to represent the 3 networks in supervising video-tape coverage of the Adolph Eichmann triail in Israel . . . Edna K. Hanna, sales promotion mgr. of KOMO-TV & KOMO, Seattle, was married March 11 to John T. Strosnider . . . Gil Stratton, KNXT Los Angeles sports dir., and actress Dee Arlen were married March 18.

Ray Niblack, radio WINA Charlottesville, Va. news dir., joins Federal Housing Administration as special public-information asst. . . . James F. O'Grady named exec. vp, Adam Young Inc. and Young-TV (he had been associated only with the TV company). Stephen A. Machcinski appointed gen. sales mgr. & vp, both companies.

William E. Rine named to new post of administration vp, Storer Bcstg. Co., succeeded as radio vp by Lionel F. Baxter, who was radio operations dir. . . . John McArdle, mgr. of WTTG Washington, reportedly is joining Metropolitan Bcstg. Corp. hq in N.Y., to be succeeded by Donn Colee from Metropolitan's WTVH Peoria; Colee's wife Lee is sales mgr. at WTVH. . . . Howard K. Smith appointed chief correspondent & gen. mgr., Washington Bureau, CBS News, effective April 3 . . . Jack Dolph promoted from asst. dir. to dir., CBS-TV Sports. Don Hamilton, former business affairs dir., CBS News, named to same position, CBS Sports . . . Richard J. Wright named publicity & promotion dir. KGW-TV Portland, Ore.

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**Awards:** Thomas Alva Edison Foundation mass media awards have been presented to *The 20th Century* (CBS-TV) for "the TV program best portraying America," *Lamp Unto My Feet* (CBS-TV) for "the best children's TV program," *Expedition!* (ABC-TV) for "the best science TV program for youth," WBC for "distinguished educational service to the nation through imaginative public affairs radio & TV programming such as *Lab 30* and 'Anne Frank: the Meaning & the Purpose,'" NBC for "distinguished public service through meaningful reporting" of the national political conventions of 1960, Bell & Howell for "courageous & distinctive public service" in sponsoring "Cast the First Stone" (ABC-TV), CBC for TV & radio science series *The Nature of Things* and *Science Review*. • Alfred I. du Pont TV-radio awards of $1,000 each went to KDKA-TV Pittsburgh, radio WAVE New Haven, and ABC's commentator Edward P. Morgan. (KDKA-TV has announced that it will contribute its prize to the college education of a local student.)

"NBC White Paper No. 2" ("Sit-In") received the only 1960 George Polk Memorial Award presented for TV or radio. The award was established by Long Island U. for "significant achievement in journalism" • NBC also received the Outstanding Citizenship Award from the American Heritage Foundation for news coverage of last year's political conventions & campaigns • David Mark, N.Y. novelist & playwright, won the $5,000 top prize in the first International Teleplay Writing Competition.

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Meetings next week: Audio Engineering Society, West Coast spring convention (April 4-7). Ambassador Hotel, Los Angeles • Ohio Assn. of Bcstrs. meeting (5-7). Vincent Wasilewski, NAB govt.-affairs vp, will speak. Greenbrier, White Sulphur Springs, W.Va. • Mont. Bcstrs. Assn. annual meeting (6-8). Billings • N.M. Bcstrs. Assn. convention (7-8). Howard Bell, NAB industry-affairs vp, will speak. Angiers Motor Hotel, Farmington • Southwest Assn. of Advertising Agencies annual convention (7-8). Mariott Hotel, Dallas.

Meetings this week: Academy of TV Arts & Sciences, Los Angeles chapter (March 30). CBS-TV City, L.A.

John FitzGerald, retiring FCC general counsel, on Sept. 1 joins the faculty of Southern Methodist U., Dallas. Meanwhile, he'll serve as a legal consultant to the minority of the Housing Subcommittee of the House Banking & Currency Committee. Harold Cowgill, retiring chief of the Broadcast Bureau, says he hasn't made definite plans, will take an extended vacation.

Alexander A. Klieforth, who has been in charge of Radio in the American Sector, American German-language station in Berlin, is the new Voice of America program director. The RIAS executive replaces Barry Zorthian in the USIA post in Washington.

Glen A. Wilkinson, Washington TV-radio attorney, has bought former Vice President Nixon's Washington home he had added about $26,000 in improvements since then. for about $102,000. Nixon paid $75,000 for it in 1957, said

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**GE—COLOR SETS & NEW COLOR TUBES:** It's still a toss-up whether GE will be offering color sets to its dealers next fall. If it does—and we should know soon—they'll use the only color tube now available: the 21-in. RCA shadow-mask tube. No other type will be ready for production for a long time.

GE's tube & receiver operations, neverthless, have stepped up their color engineering work in a crash effort to come up with a color set which is completely different, and, presumably, less expensive—but it won't be for this year and probably not for next. In a big way, the company is now taking up where it left off in color tube & set development in 1956 & 1957.

GE is devoting attention to the "post acceleration" tube which it showed to the industry in 1955 (Vol. 11:40 p2). It was demonstrated at that time in a 22-in. rectangular version. It differs from the shadow-mask type in that it uses "electron-optical" masking, with parallel color stripes instead of dots. Like the RCA tube, it used 3 guns in the 1955 version. We saw the 1955 demonstration, and at that time observed that brightness was extremely good, but picture quality was inferior to that of shadow-mask tube.

There are strong indications GE is working on a single-gun version of this tube. This could simplify circuitry, cut set costs by as much as $150 at retail—if it can succeed where other attempts at a single-gun tube have failed. Such a tube would be an important color breakthrough. One of GE's big problems in this approach, we understand, is tube life.

GE cathode-ray tube dept. gen. mgr. David Scott told us, in answer to a question: "GE is continuing laboratory development work on many types of color tubes, just as we have for many years. Several years ago we demonstrated to the industry a satisfactory 3-gun post acceleration tube which offered performance superior to anything then available. It was never put into production because it did not then offer a potential of cost reduction to the degree necessary to generate a large-scale market for color TV. However, we have recently decided to re-examine the post acceleration approach to color." He declined to answer any of our questions about a possible single-gun version of the tube.

Single-gun or 3-gun—or possibly both—it's obvious that GE engineers are working feverishly & excitedly in color tube & circuit research again. And they're not the only ones with renewed interest. But any fruits of this research probably will take 1½ to 2 years to get to market—or longer. And it has to find a market, has to be considerably cheaper or better than the present much-improved production color set.

There may be breakthroughs coming. But they're still in the research department. That's why you may see GE, and others, come out with RCA-type color sets, while accelerating their own unique color work in the labs.

**AN ADVANCE TOWARD FLAT-SCREEN TV:** Picture-on-the-wall TV isn't here—and nobody knows how many years it will be in coming. But this week there's a feeling that it's somewhat closer than the 15-to-20 years away most engineers had believed it to be.

New optimism is the result of work described at last week's IRE convention toward "a solid-state display device" by GT&E Labs chemistry-lab-section head Stephen Yando. Developments he described surprised even his co-workers at GT&E and electroluminescent scientists at GT&E's subsidiary Sylvania.

Yando's work started as "a minor project" and "is rapidly becoming a major project—perhaps the major project" at GT&E Labs, a company spokesman told us. For military & industrial purposes, Yando's tubeless display is described as "not too far away." For TV—nobody knows yet.

The development is described by Yando as "an entirely new combination of electrical phenomena

that have been in general use for a number of years—piezoelectricity & electroluminescence." (Piezoelectricity is the ability of certain materials to expand & contract under electrical charge, and to develop electrical charges when mechanically stressed. Electroluminescence involves production of light through excitation of a phosphor coating on a flat panel.) The result is "a solid-state device of low complexity" which can produce a moving, lighted image.

The panel described at the IRE convention is less than ½-in. thick, can be controlled by electronic drive mechanisms 12 ft. or farther from the screen. How far has the work gone? Yando says he is now completing a 5x5-in. unit to display a 1-mc image (which could show a very crude TV picture).

Present prototype, however, can display only one line of scanned information. Obviously, many problems remain to be solved, including: (1) Development of unit which can scan 525 lines. (2) Increase in size. (3) Development of satisfactory phosphor colors for TV displays. (4) Boost in brightness (forthcoming developmental unit will provide only about ½ foot-lambert).

As to applicability to TV, Yando himself said: "It is anticipated that a means of displaying TV signals can ultimately be achieved by employing [these] principals & structures . . . It should be emphasized that much work remains to be done in the years ahead before the commercial feasibility of piezoelectric-electroluminescent display can be fully established."

**CALENDAR OF TV-RADIO-PHONO SHOWINGS:** Most of the 1962 lines will be shown to distributors (and, in some cases, dealers) in late May or June again this year.

We've compiled all the latest information into a table for easy reference. Among the missing—with plans still incomplete or unannounced—are Du Mont, Emerson, Motorola, Philco & Westinghouse. We'll fill you in on them as details are made available.

Miami is most popular site for those taking their new lines on location—RCA, Sylvania and Zenith plan showings there. Las Vegas attracts Admiral this year for its large-scale airlift of dealers (in 4-day shifts over an 18-day period), and RCA will host its Western distributors & dealers at Las Vegas.

| Manufacturer | Items Shown | Dates | Event & Location |
|---|---|---|---|
| Admiral | TV, radio, phono | May 16-June 3 | Dealers, 4-day meetings, Las Vegas |
| Capehart | TV, radio, phono | July 16-20 | Music Show, Chicago |
| General Dynamics/Electronics | Stromberg-Carlson stereo | March 28-30 | Key dealers, Rochester, N.Y. |
| GE | TV, console stereo | May 22-June 2 | Distributors, Louisville, Ky. |
| Motorola | TV, radio, phono | ——— | Dates & location not yet decided |
| Olympic | TV, radio, phono | June 18-22 | Distributors, Congress Hotel, Chicago |
| Philco | TV, radio, phono | June | Details to be announced |
| RCA | TV, radio, phono | May 16-17 | Distributors & dealers, Las Vegas |
| | | May 23-24 | Distributors & dealers, Miami Beach (Dealers will see color-TV line only) |
| Sylvania | TV, radio, phono | May 24 | Distributors, Miami Beach |
| Symphonic | TV, phono | July 16-20 | Music Show, Chicago |
| Zenith | TV, radio, phono | June 5-8 | Distributors, Miami |

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 17 (11th week of 1961):

| | March 11-17 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 95,479 | 103,323 | 106,733 | 1,114,010 | 1,351,510 |
| Total radio | 285,464 | 277,470 | 349,896 | 3,035,071 | 3,819,682 |
| auto radio | 80,313 | 75,154 | 132,255 | 936,931 | 1,633,327 |

**Tube complaints settled:** Four companies—National Television Tube Co., Saddle Brook, N.J.; Hi-Glo & Sylvan Electronics Corps., Goodrich, Mich.; Ultravision Mfg. Corp., Hawthorne, N.J.; Mercury Tube Corp., Newark—have signed FTC orders forbidding misrepresentation of rebuilt TV picture tubes as new. The consent orders, closing the FTC cases, require them to label their products clearly.

**Closed-circuit ad campaign:** Sylvania Electro-Specialties is starting a 6-month ad campaign to familiarize business executives with its closed-circuit vidicon camera, which lists at $650. Ads will appear in *Business Week*, *Fortune* and *The Wall Street Journal*.

**Prices of Grundig-Majestic** German imports are due to go up 7% because of increases by the manufacturer.

**TAPE WITH GROOVES:** Combining features of phono records & tape, Westrex has placed on the U.S. market a new German-made music reproducer different from anything previously sold in this country. The device is currently being sold at Macy's in N.Y. and Polk Bros. in Chicago under the Westrex trade name, but the firm says it is now negotiating with TV, radio & auto makers for inclusion of the unit in car radios as well as domestically made TVs & radios.

The Westrex grooved tape comes in completely self-enclosed plastic cartridges. The tape is wound around a hub in a continuous belt. Made of a strong polyvinyl material, the 3/5-in. wide translucent red tape contains 75 to 100 microgrooves which run lengthwise, spiraling along the endless tape. A tape 10 yards long can play for one hour, a 30-yard tape 4 hours. Also available: 20-min. tapes.

The playing mechanism, extremely compact, uses a standard Ronette pickup cartridge & stylus. The best way to visualize the Westrex concept is to imagine taking a group of grooves from an LP disc and placing them on an endless belt, which revolves 57 to 100 times as the needle travels from the top groove to the bottom groove, playing all the recorded material on the record. Tape speed is 7½ inches per second.

The tape cartridges and Westrex tape-playing equipment are manufactured by Tefi Werke, Polz, Germany, and have already been marketed in Europe.

Westrex now is offering 4-hour tape cartridges at $18.95 each, one-hour units at $6.95, and 20-minute cartridges at lower prices. Playing mechanisms being offered initially include: (1) A 110-volt AC player without amplifier (demonstrated at Macy's playing through a TV set), for $69.94. (2) A battery-operated tape player with amplifier at $89.94. (3) A battery-operated tape-player with AM-FM radio at $149. The system is designed for playing pre-recorded tapes only; recording equipment won't be offered. A stereo version is forthcoming.

The cartridge is dropped into the playing machanism, like placing of a record on a turntable. Westrex vp Harry Rich told us the tapes are extremely tough and show little wear. He said Westrex will record the library of "one of the largest" record labels to supply program material in addition to the small catalog now available. Cartridge program material will be recorded in U.S. by Westrex. The "Westrex 111" grooved-tape recording system is one of the first products to be marketed by the new Westrex Co., Alpine (76 Ninth Ave., N.Y.C.), newly created consumer-products subsidiary of Litton Industries (Vol. 17:11 p18).

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**First thermoelectric appliance:** Westinghouse will begin production next month of its first thermoelectric appliance—a bottled-water cooler for homes & offices which will retail for under $100. Unlike conventional compressor-equipped coolers, the thermoelectric model will have no moving parts. Its refrigerating qualities come from the passage of electricity through junctions of 2 dissimilar materials. John W. Craig, Westinghouse vp & gen. mgr. of the major appliance div., explained: "We have just recently uncovered materials which can be used efficiently enough to permit practical applications, such as in the thermoelectric water cooler." Westinghouse estimates that one million homes in the U.S. depend upon bottled drinking water in areas of water scarcity or impurity.

**It was bound to happen:** Spinning in the juke boxes is "He Couldn't Resist Her with Her Pocket Transistor."

**Actions by EIA:** Public relations drives in the fields of imports and FM stereo broadcasting are in the planning stage at different EIA levels. At the recent spring conference in Washington, EIA's Board of Directors approved recommendations by Electronic Imports Committee Chmn. Robert C. Sprague "to intensify the Assn.'s public-relations program on the effects of foreign competition on employment & the economy by providing more information to member companies."

At the same time, the Consumer Products Div. executive committee heard from its radio section that plans were under way to develop a consumer & trade information program on FM stereo broadcasting, to be released after the FCC decides on transmission standards for the new service. Other EIA actions, in addition to those reported last week (Vol. 17:12 pp14 & 15):

(1) The Industrial Parts Marketing Committee released results of a survey by a trade-show subcommittee, revealing that the average cost of exhibiting at trade shows is $12-$15,000 a year, but some manufacturers spend more than $100,000 annually on shows.

(2) The Educational Coordinating Committee received a recommendation from its PR subcommittee for the publication of an electronics-career booklet to be distributed through high schools. The full Committee will make a definite recommendation in May.

(3) The Industrial Electronics Div. exec. committee voted to form 2 new sections—educational & institutional (marketing of products to educational institutions, hospitals, churches, prisons, etc.) and RF transmission component (with subsections on antennas, coaxial cables, waveguides).

(4) Tube & Semiconductor Div. exec. committee elected C. R. Hammond, Raytheon, chairman of its imports committee, succeeding L. S. Thees, RCA.

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**Mergers & acquisitions:** Telectro stockholders last week approved the proposal to grant **Emerson Radio & Phonograph** a 5-year option to purchase a controlling 800,000 shares of unissued capital stock (Vol. 17:11 p19). Prior to the vote, Telectro Pres. Harry Sussman reported a 1960 loss of $800-850,000, warned that the company would "probably have to close up shop" if shareholders rejected the Emerson agreement • **Loral Electronics** is negotiating to acquire Accurate Specialties, Hackensack, N.J. producer of high-purity metals & ceramics for semiconductor components. The proposed amalgamation would exchange one share of Loral common for each 2½ of Accurate Specialties • Oak Mfg. and **Hathaway Instruments** have suspended their merger talks for an indefinite period. Oak Pres. E. A. Carter said his firm would accelerate its program to acquire electronics companies & products soon.

**RCA sells a business:** After nearly 2 decades of plugging its electronic beverage-inspection equipment, RCA has sold the entire business to Crown Cork & Seal Co. for an undisclosed sum, effective this week (March 31). Crown will manufacture the $20,000 electronic inspectors in its Philadelphia plant, anticipates annual sales of more than $1 million. The units electronically inspect bottled liquids, detect & reject bottles containing foreign particles. RCA will continue to furnish service for the machines.

**Record standards revised:** Record Industry Assn. of America has published standards for the manufacture of the new 7-in. 33⅓-rpm record. They're contained in Bulletin E 4, along with standards for LP & 78-rpm records, available on request from RIAA, 1 E. 57 St., N.Y. 22.

**1960 JAPANESE EXPORTS:** Shipments of Japanese electronic products to the U.S. showed a 24% increase in 1960 over 1959—totaling $94 million, up from $75.6 million. The 1960 export figure shows the beginning of what may be a tendency to level off—since the increase isn't comparable with the previous jumps from $7.6 million in 1957 to $21.8 million in 1958 to $75.6 million in 1959.

The figures, as compiled by the Electronics Div. of the Commerce Dept.'s Business & Defense Services Administration, show a gain of 11% over 1959 in dollar volume of radio exports. The hotly competitive pricing situation in transistor radios is evidenced by the fact that exports of radios with 3 or more transistors increased by 4% in number of units, but declined by 4% in dollar volume. Offsetting the decline in the 3-or-more-transistor class were sharp increases in exports of tube-type sets and "toy" radios (fewer than 3 transistors). Radios accounted for 74% of total electronics shipments.

About 10,000 TV sets were shipped to the U.S. last year, at a total value of $507,000—averaging out to less than $51 per set. Other products showing large gains were recorders, radio-phonos, speakers & receiving tubes. The U.S. received 48% of Japan's total electronics exports in '60.

Here is the BDSA's table of Japanese exports of electronics products to the U.S. in 1960, compared with 1959 (converted to dollars at 360 yen=$1):

| Product | Units (add 000) | | Value (add 000) | |
|---|---|---|---|---|
| | 1959 | 1960 | 1959 | 1960 |
| TV receivers & chassis | * | 10 | * | $507 |
| Radio receivers & chassis | 6,052 | 7,871 | $62,373 | 69,317 |
| tube type | 457 | 881 | 2,552 | 6,277 |
| 3 or more transistors | 3,990 | 4,149 | 57,272 | 55,056 |
| other | 1,605 | 2,841 | 2,549 | 7,984 |
| Radio-phonographs | 21 | 39 | 547 | 1,252 |
| Sound recorders & reproducers | 41 | 199 | 1,617 | 6,068 |
| Amplifiers | 34 | 97 | 460 | 765 |
| Microphones | 161 | 248 | 321 | 446 |
| Speakers | 455 | 1,940 | 1,155 | 2,023 |
| Capacitors | 8,925 | 16,604 | 533 | 972 |
| Earphones | 2,741 | 2,724 | 619 | 573 |
| Electron tubes, total | 7,911 | 16,572 | 2,088 | 4,598 |
| receiving tubes | 7,704 | 16,289 | 2,034 | 4,470 |
| other | 207 | 283 | 54 | 128 |
| Transistors | 2,393 | 3,415 | 1,581 | 1,758 |
| Semiconductor devices, other | 597 | 776 | 92 | 88 |
| Electronic components, other | ..... | ..... | 2,815 | 3,545 |
| Phono parts & accessories | ..... | ..... | 824 | 973 |
| Other electronic products | ..... | ..... | 617 | 1,130 |
| TOTAL | — | — | $75,642 | $94,015 |

*Less than 500 (units or dollars).

"Buy Japanese" campaign: Series of ads "to counteract anti-Japanese trade propaganda" is being planned by the American Radio Importers Assn. (ARIA). The initial ad will emphasize "the dealer sales & profits stimulated here by the opening of new markets by Japanese transistor radios and will also point out that Japan is one of the few countries with which the U.S. has a favorable trade balance." It will quote from a recent report by Sen. Mansfield (D-Mont.) to the Senate Foreign Relations Committee on U.S. exports to Japan. Said ARIA Publicity Chmn. Richard Stollmack, gen. mgr. of Transistor World Corp. (Toshiba): "The American people are not aware that U.S. electronics exports to Japan increased by 70% in 1959 over 1958, and again by 15% in 1960 over 1959." The campaign will be handled by Milton Samuels Advertising.

Emerson to Canada: Fleetwood Corp., Montreal, has been licensed by Emerson Radio Export Corp. to manufacture & merchandise Emerson TVs, radios & hi fi in Canada. Fleetwood is already licensed to make & market Emerson's Du Mont line.

**'Sheep-Dip' Tube Coming?** A completely new approach to laminated picture-tube implosion shielding—in which the tube is dipped into liquid plastic, as an Eskimo Pie is dipped into chocolate or a lamb into sheep-dip—is being explored in the labs of at least one tube maker.

At present, the Corning laminated twin-panel, or bonded-shield, method is the only widely used approach to affixing safety shields directly to picture tubes. A new Pittsburgh Plate Glass lamination technique is attracting the attention of tube & set makers, and du Pont is pitching for adoption of its developmental Mylar plastic safety shield, which is also laminated directly to the tube's face.

One tube maker—which will have to remain unidentified for the time being—is experimenting with a safety shield which can be applied in molten form. It is currently using various forms of polyethylene plastics into which the tube face can be dipped. The process hasn't been successfully developed yet, but this tube maker wants: (1) A plastic dip which will harden on the face of the tube, as it cools, into a clear, transparent shield of adequate strength, without bubbles. (2) A plastic shield which can be removed easily from the face of rejected tubes simply by re-melting.

We know that the manufacturer hasn't yet reached these goals—but we also know that its efforts in this direction are continuing.

Watts predicts color growth: Color TV unit sales by distributors "will be up at least 30%" in 1961, while black-&-white sales will be down 8%. So said RCA group exec. vp W. Walter Watts last week in an address to National Retail Merchants Assn.'s 7th annual Home Furnishings Conference in N.Y. He pointed out that 7 companies, "together accounting for close to 50% of the TV business," are now making color sets, and "by the end of the year it should be 65%." He said that RCA key dealers, who pledged late last year to sell 51,500 color sets between Nov. & March have topped that pledge with 54,100 sets sold. One of every 2 visitors to the RCA Exhibition Hall now asks about color, Watts added—up from one in 6 just 2 years ago. There's profit in color—"the average color sales ticket is at least 2½ times greater than b&w," and for the last 3 years profit margins have been "maintained without liquidation or dumping."

New GE portable radios: 7 basic models were introduced last week, bringing total in the line to 9 (including 2 hold-overs). The line starts with a 5-transistor set at $19.95, the lowest-priced transistor set ever marketed by GE. Highlight of the line is a unique 8-transistor set in camera-type case, "The General," with adjustable whip antenna and spring clip to use as stand or to clip to car window, bicycle handlebars, etc. The 3-lb. set lists at $59.95. Other sets are: 7-transistor full-sized portable, $49.95; 6-transistor full-sized, $39.95; "flyweight" (7½ oz.) 6-transistor, $29.95; shirt-pocket 6-transistor, $24.95.

More Compactron TVs: Admiral, which recently introduced its 1962 line of 19-in. TV sets and became the first manufacturer to use GE's multi-function Compactron tubes (Vol. 17:12 p16), last week announced that it would license GE to use its "Picture-Guard" interference-rejection circuit, which is built around a triple-triode Compactron. The special circuit is designed to eliminate electrical interference, provide cooler operation, greater reliability & life. GE has requested a license for the new circuit, on which Admiral has filed for a patent. At last week's IRE Convention, meanwhile, GE's Tube Div. displayed a 1962 GE 23-in. TV chassis containing 2 Compactrons.

**Trade Personals:** W. Allen Bridges named to new post of European operations dir., Dynamics Corp. of America, headquartering in London.

**L. A. Bown** named Ottawa resident mgr., Philco Corp. of Canada Ltd. . . . **Boyce Adams** named sales mgr., Omnitronics Inc., a Borg-Warner subsidiary . . . **A. David Russell** named div. counsel, Sylvania electronic tube div.

**Harold W. (Bill) Johnson**, ex-RCA, named gen. sales mgr., General Television Network (TV projection systems). **John L. Mayer** promoted from mgr., closed-circuit TV & videotape operations, to vp, Giantview div. . . . **John J. Raney** named mktg. mgr., Wurlitzer electronics div.

**Thomas Fitzgerald** named consumer-products regional sales mgr., Motorola Midwest area, succeeding **Robert Hennessy**, resigned . . . **Dr. John J. Brennan Jr.**, Electronics Corp. of America vp, named treas. & a dir. . . . **Carl F. Miller** named to new post of patent & licensee administrator, Westinghouse electronic tube div. . . . **Glenn A. Dusch** will direct Cornell-Dubilier's new mkt. research & product planning dept.

**Donald S. Parris**, dir., Electronics Div. of Commerce Dept.'s Business & Defense Services Administration, will participate in a regional conference of commercial officers of the U.S. Foreign Service to be held in Hong Kong, April 3-7 . . . **Theodore A. Flynn** named to newly-created job of mgr., Packard Bell Sales Corp. Western sales & sales promotion. . . . **Herbert J. Hannam**, ex-GE Research Labs, named mgr. of indicator & pick-up devices engineering (including TV camera tubes), GE cathode ray tube dept.

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Lt. Gen. Bernard A. Schriever, chief of the USAF Air Research & Development Command, being introduced as speaker at EIA's annual govt.-industry dinner in Washington was identified as an accomplished golfer. Introducer Robert Sprague, EIA past president, noted that a Schriever golfing exploit "had appeared in Ripley"—but he didn't tell what is was. By curiosity possessed, we asked the General for details which he gave as follows: "At my home course in San Antonio, the 17th hole is about 330 yards. In one month, I dropped my tee shot on the green 3 times, and holed my putt for an eagle 2 each time."

**Praise for Sarnoff:** RCA Chmn. David Sarnoff "is a man of great accomplishment & of great vision," Sen. Hill (D-Ala.) said in a *Congressional Record* statement. Sarnoff's latest proposal—establishment of an electronically-linked national medical clearing house (Vol. 17:12 p15)—was cited in particular by Hill. It's "a challenge to all who would advance the cause of medicine, protect & strengthen the health of our people and help build the peace of the world," he said.

**"RADC Reliability Notebook,"** compiled by the Air Force as a specifications handbook for ground electronic equipment at the Rome (N.Y.) Air Development Center, has been made available to industry by the Commerce Dept. Copies at $4 each may be ordered (PB 161 894) from the Office of Technical Services in Washington.

### *Obituary*

**Irving Sarnoff**, 60, brother of RCA's chairman, and a founder, principal stockholder and exec. vp of Bruno-New York, died March 19 of cancer in N.Y.'s Roosevelt Hospital. A pioneer in radio sales, Sarnoff had been associated with the industry since 1925. He was vitally interested in military applications of radio and he forecast as early as 1929 the role the new medium would play in military communications & reconnaissance. He is survived by his wife, a daughter, and a son.

## Finance

**Ampex**, which turned in a $1.3-million loss for the first 9 months of its 1961 fiscal year (see financial table), expects "a considerable improvement" in the year's final 3 months. The quarter's profit picture still is uncertain, officials said, and the Feb.-April performance will be insufficient to overcome the 9-month deficit. "We expect an improvement in results this quarter & next year, but we can't go beyond that statement," said Pres. George I. Long Jr. He explained that inventory writedowns, a major cause of the 9-month deficit, will not affect the final quarter.

**WB stock sale:** Warner Bros. subsidiary Warner Bros. Pictures International has sold one million of its 3 million shares of Associated British Pictures. The purchaser & price were not disclosed, but the value of the shares sold was estimated at $7 million.

**Reports & comments available:** Dynamics Corp. of America, report, Herzfeld & Stern, 30 Broad St., N.Y. 4 • **Electro-Science Investors**, review, Russ & Co., Alamo National Building, San Antonio 5 • **Automation Labs**, offering circular, Sandkuhl & Co., 39 Broadway, N.Y. 6 • **U.S. Components**, offering circular, Arden Perin & Co., 510 Madison Ave., N.Y. 22 • **Monarch Electronics International**, prospectus, Russell & Saxe, 50 Broad St., N.Y. 4 • **"Electronics Still Have Long-Term Glitter,"** profile on "electronics leaders" in March 22 *Financial World*.

movies, owns motion picture houses and has a stock interest in A.B.C. Television Ltd., TV programmer.

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| General Dynamics .... | Q | $0.25 | May 10 | Apr. 6 |
| MPO Videotronics "A" | Q | .10 | Apr. 14 | Mar. 31 |
| Howard W. Sams .... | Q | .15 | Apr. 25 | Apr. 10 |
| Terminal-Hudson Elec. | Q | .06 | Apr. 24 | Apr. 10 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 23, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 22¾ | 24⅞ |
| Aerovox | 8¼ | 9⅛ |
| Allied Radio | 24½ | 26¾ |
| Astron Corp. | 1⅞ | 2¼ |
| Baird Atomic | 25¾ | 27¾ |
| Cetron | 13¼ | 14⅜ |
| Control Data Corp. | 93 | 98 |
| Cook Elec. | 14 | 15½ |
| Craig Systems | 18 | 19⅝ |
| Dictaphone | 36¼ | 38¾ |
| Digitronics | 28¾ | 31⅛ |
| Eastern Ind. | 20⅝ | 21⅞ |
| Eitel-McCullough | 19 | 20⅜ |
| Elco Corp. | 13¾ | 15⅜ |
| Electro Instruments | 34 | 37⅝ |
| Electro Voice | 13⅛ | 14¼ |
| Electronic Associates | 37¾ | 40⅜ |
| Erie Resistor | 14 | 15 |
| Executone | 19½ | 21¼ |
| Farrington Mfg. | 17¾ | 19⅜ |
| Foto Video | 3⅛ | 3-13/16 |
| FXR | 27¾ | 30⅛ |
| General Devices | 17½ | 18⅞ |
| G-L Electronics | 9 | 10¼ |
| Gross Telecasting | 20½ | 22½ |
| Hallicrafters | 42½ | 45⅞ |
| High Voltage Eng. | 212 | 227 |
| Infrared Industries | 20¼ | 22¼ |
| Interstate Eng. | 24⅜ | 26 |
| Itek | 61 | 65 |
| Jerrold | 7¾ | 8½ |
| Lab for Electronics | 61½ | 65 |
| Lel Inc. | 8¾ | 9¾ |
| Magna Theater | 3¼ | 3-11/16 |
| Magnetics Inc. | 11 | 12⅝ |
| Maxson | 20 | 21½ |
| Meredith Pub. | 39½ | 43 |
| Metropolitan Bcstg. | 21½ | 23 |
| Milgo Electronics | 8¼ | 9¼ |
| Narda Microwave | 6⅜ | 7⅛ |
| Nuclear of Chicago | 47½ | 50⅞ |
| Official Films | 2-11/16 | 3-1/16 |
| Pacific Automation | 5⅜ | 6⅛ |
| Pacific Mercury | 7¼ | 8⅜ |
| Philips Lamp | 169¼ | 175 |
| Pyramid Electric | 2⅝ | 3-1/16 |
| Radiation Inc. | 26¾ | 29⅛ |
| Howard W. Sams | 46½ | 49⅝ |
| Sanders Associates | 58 | 62 |
| Silicon Transistor | 7 | 7⅞ |
| Soroban Engineering | 64 | 69½ |
| Soundscriber | 14¼ | 15¾ |
| Speer Carbon | 21¼ | 23 |
| Sprague Electric | 63½ | 66¾ |
| Sterling TV | 1⅝ | 2⅛ |
| Taft Bcstg. | 16¼ | 17½ |
| Taylor Instrument | 46 | 49¼ |
| Technology Inst. | 7¼ | 8⅜ |
| Telechrome | 16¼ | 17½ |
| Telecomputing | 7⅝ | 8¼ |
| Time Inc. | 96 | 101 |
| Tracerlab | 13½ | 14⅞ |
| United Artists | 6 | 6⅞ |
| United Control | 20⅛ | 22⅛ |
| Universal Trans. | 1¼ | 1⅜ |
| Vitro | 22¼ | 23⅞ |
| Vocaline | 3⅝ | 4¼ |
| Wells-Gardner | 26¼ | 28¼ |
| Wometco Ent. | 17 | 18⅝ |

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| AB-PT<br>Story below | 1960—year to Dec. 31<br>1959—year to Dec. 31 | $ 334,437,000[1]<br>287,957,411 | $22,870,000<br>18,825,351 | $10,475,000[1-3]<br>7,967,371[3] | $2.50[2]<br>1.87[2] | 4,232,731<br>3,995,735[11] |
| Ampex<br>Story on p. 23 | 1961—9 mo. to Jan. 31<br>1960—9 mo. to Jan. 31<br>1961—qtr. to Jan. 31<br>1960—qtr. to Jan. 31 | 53,073,000<br>51,527,000<br>17,372,000<br>17,685,000 | (3,571,000)<br>4,376,000<br>(4,217,000)<br>883,000 | (1,303,000)<br>2,528,000<br>(1,762,000)<br>659,000 | —<br>.33<br>—<br>.09 | 7,718,257<br>7,644,115<br>7,718,257<br>7,644,115 |
| Automatic Radio Mfg. | 1960—qtr. to Dec. 31[4]<br>1959[5] | 3,096,954<br>— | —<br>— | 408,411<br>— | .20[2]<br>— | 1,960,015<br>— |
| Avco | 1961—qtr. to Feb. 28<br>1960—qtr. to Feb. 28 | 73,693,944<br>78,005,358 | 4,876,375<br>4,369,590 | 2,451,375<br>2,087,590 | .24[2]<br>.20[2] | 10,349,959<br>10,295,432 |
| Collins Radio | 1961—6 mo. to Jan. 31<br>1960—6 mo. to Jan. 31 | 112,428,074<br>91,779,750 | 5,865,822<br>9,304,523 | 2,602,222<br>4,211,447 | 1.18[2]<br>2.08[2-6] | 2,205,170<br>1,935,749 |
| Electronics Assistance | 1961—year to Jan. 31<br>1960—year to Jan. 31 | 3,745,000<br>911,000 | —<br>— | 211,005<br>67,116 | .35[2]<br>.13[2] | 591,074<br>511,264 |
| Emerson Radio | 1961—13 wks. to Jan. 28<br>1960—13 wks. to Jan. 31 | —<br>— | 262,460<br>— | 126,524<br>675,512 | .06<br>.31 | 2,191,872<br>2,191,872 |
| Erie Resistor | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 25,902,646<br>24,506,568 | —<br>— | 616,517<br>359,340 | .66<br>.34 | —<br>— |
| General Bronze | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 29,026,753<br>35,379,193 | (75,382)<br>1,205,895 | 2,618[7]<br>619,895 | —<br>1.61 | 384,137<br>383,937 |
| General Dynamics | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 1,987,748,715<br>1,811,871,384 | (61,770,851)<br>54,156,069 | (27,055,851)[13]<br>31,056,069 | —<br>3.12 | 9,982,079.<br>9,944,488 |
| Hewlett-Packard | 1961—qtr. to Jan. 31<br>1960—qtr. to Jan. 31 | 16,265,000<br>13,539,000 | 2,499,000<br>2,425,000 | 1,286,000<br>1,185,000 | .13<br>.12[8] | 9,859,971<br>9,804,573[8] |
| ITT | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 766,768,806[1]<br>705,557,267 | —<br>— | 30,569,938[1-9]<br>27,529,574 | 1.96<br>1.80 | 15,580,226[10]<br>15,287,468[10] |
| Ling-Temco Electronics | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 148,447,484<br>148,723,916 | 5,737,132<br>6,030,068 | 3,051,172<br>3,029,550 | 1.25<br>1.22 | 2,553,098<br>2,428,648 |
| MCA<br>Story on p. 11 | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 67,317,103[1]<br>57,786,616 | 12,962,433<br>10,617,466 | 6,270,230[1]<br>5,186,066 | 1.55[2]<br>1.28[2] | 3,995,735[11]<br>3,995,735[11] |
| National Co. | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 10,999,491<br>12,942,987 | 656,888<br>590,568 | 327,288<br>293,504 | .40[2]<br>.37[2] | 785,806[11]<br>785,806[11] |
| Sonotone | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 20,776,364<br>24,756,708 | 890,610<br>2,432,302 | 490,610<br>1,132,302 | .40[2]<br>.96[2] | 1,158,745<br>1,148,287 |
| Sprague Electric | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 64,523,956[1]<br>56,351,571 | —<br>— | 4,882,042[1-14]<br>3,502,328 | 3.40<br>2.61 | 1,433,449<br>1,340,229 |
| Universal Pictures | 1961—13 wks. to Jan. 28<br>1960—13 wks. to Jan. 28 | —<br>— | 1,967,653<br>3,732,039 | 1,000,653<br>1,857,039 | 1.09[2]<br>2.03[2] | 888,390<br>893,390 |
| Victoreen Instrument | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 14,042,698<br>7,776,761 | 861,496<br>854,940 | 490,496[12]<br>390,940 | .31<br>.25 | 1,598,947<br>1,537,961 |

Notes: [1]Record. [2]After preferred dividends. [3]Excludes capital gains of $1,342,000 (32¢ a share) in 1960 & $186,792 (5¢) in 1959. [4]From American Stock Exchange report. [5]No comparison available. [6]Adjusted to reflect Aug.-1960 4% stock dividend. [7]After $78,000 tax credit. [8]Adjusted to reflect Sept.-1960 200% stock dividend. [9]Excludes $7,902,032 (51¢) from sales of investments. [10]Average. [11]Outstanding Dec. 31, 1960. [12]Includes $100,000 tax credit. [13]After $34,715,000 tax credit. [14]Includes non-recurring profit of $795,279 (55¢).

**AB-PT Sets Record Pace:** Peak sales & earnings were racked up by AB-PT in 1960 as operating profits soared 31% on a 16% gain in gross income (see financial table). The corporation's TV-radio operation also recorded record income & earnings. Income of the ABC Div. rose to $222,439,000 from $172,469,000 in 1959.

Pres. Leonard H. Goldenson also announced that AB-PT has received from Walt Disney Productions the $5.5 million balance on the $7.5-million sale of AB-PT's 37% stock interest in Disneyland Park (Vol. 16:28 p8). This prepayment, originally payable over 5 years, will add a net capital gains of about $3.8 million (91¢ a share) to AB-PT's first-quarter 1961 earnings.

Commenting on the 1960 performance of ABC-TV, Goldenson remarked: "At the year end, it held the largest share of the TV audience in the prime evening period in markets where the 3 networks have equal competitive facilities. Again for 1960, ABC-TV Network reported the largest dollar & percentage increase of all networks in gross time sales [see Vol. 17:10 p6 for TvB report on 1960 network TV gross time billings]."

Goldenson noted AB-PT's continued expansion in foreign TV in 1960 with acquisition of minority interests in TV stations in Venezuela, Ecuador and one to be established in Lebanon. "With the promise of international TV in the coming years," he added, "further expansion is expected which will enable AB-PT to gain a broader position in the foreign TV field."

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**FCC STAFF URGES ANTI-TRUST RENEWAL FREEZE,** telling Commissioners more investigation is needed, and strongly questioning GE & Westinghouse character qualifications (p. 1).

**FCC'S PROMISE-VS.-PERFORMANCE HEARING** on KORD Pasco, Wash. to explore reliability, community self-expression, spot frequency, area needs (p. 12).

### *ETV*

**FCC WEIGHS DIVERTING N.Y. & L.A. VHFs** to ETV, starting "formal inquiry" to invite ideas on ways & means; cites "regrettable" lack of ETV outlets (p. 2).

### *Congress*

**DAMNED IF YOU DO OR DON'T,** broadcasters learn—again—at 3-day Senate "watchdog" hearings on equal-time behavior (p. 4).

**HARRIS-COLLINS LIAISON SET** in precedent-making House Commerce Committee plan to give NAB copies of all complaints from public on TV & radio programs (p. 16).

### *Programming*

**FALL SCHEDULES GROW FIRMER** as networks make last-minute changes in their line-ups. The schedule today (p. 6).

**CBS' NEW SHOWS IN 1960-'61 SEASON** drew rating averages that topped the newcomers on ABC and NBC. Among 43 new entries, CBS-selected shows drew 6 out of top 10 (pp. 5 & 6).

### *Film & Tape*

**PARAMOUNT HAS TV PLANS** (p. 8). **NT&T AND REPUBLIC TALK MERGER** (p. 9).

### *Consumer Electronics*

**SEARCH FOR SINGLE-GUN COLOR** is on again, with work proceeding on GE-post-acceleration tube, Philco "Apple" tube, Paramount Lawrence tube—just like 1955 (p. 18).

**HOFFMAN'S "SOUL-SEARCHING"** experience, resulting in decision to quit TV-stereo market, shows dilemma of small producer (p. 18).

**STEREO RUMORS DISTURB FCC,** which is considering issuing public notice saying that "not even a tentative decision has been reached" (p. 19).

**TV IMPORTS SELLING WELL,** Delmonico reports after first 6 months. Goal for this year is 1,000-set-a-week average (p. 20).

**THE ELECTRICAL CONSPIRACY:** April Fortune begins 2-part analysis of recent antitrust convictions of 29 electrical companies (p. 20).

**PHONO SALES SLUMPED** in January after record December, retail purchases dipping 28% below January 1960 (p. 22).

### *Advertising*

**SPOT TV's 5-YEAR SPURT** (p. 2). **TV's DYNAMIC DECADE** (p. 3). **NEW NEILSEN MEDIA SERVICE STUDY** (p. 3).

**CODE SUBSCRIBERS CAUTIONED** by TV Review Board to take closer looks at commercials for beer, wine and weight-reducers—and to clean up station contests (p. 13).

**NET TV WAS UP 9% IN JANUARY** as the national ad volume pushed 5% ahead of a year ago, Printers' Ink index shows (p. 13).

### *Other Departments*

**AUXILIARY SERVICES** (p. 12). **NETWORKS** (p. 14). **STATIONS** (p. 15). **PERSONALS** (p. 17). **FINANCE** (p. 22). **TECHNOLOGY** (p. 24).


**FCC STAFF URGES TOUGHNESS ON GE-WBC ANTITRUST:** More investigation and a holdup of license renewals for GE & Westinghouse have been recommended to FCC by its attorneys, based on a preliminary study of their antitrust convictions (Vol. 17:7 p8 et seq.).

It's been learned that Commission staff submitted a tough analysis that is now getting members' attention. Citing legislative history, past FCC policy, statements of the presiding judge and the Justice Dept., the memo concludes there's "a strong presumption adverse to the qualifications of GE & Westinghouse to be Commission licensees."

"The numerous violations to which they pleaded guilty," the staff went on, "are of recent vintage, flagrant, and based on persistent unlawful acts over a period of time. The Dept. of Justice has represented that the violations were deliberate and that the defendants' measures of concealment showed a 'full knowledge of the wrongful nature of their deeds.' While this adverse presumption might be overcome by 'countervailing circumstances,' we believe that the Commission is in no position, under the circumstances here, to make any such determination without a further investigation. After such an investigation, the Commission might appropriately determine either that GE and/or Westinghouse remain qualified, or that their renewal applications should be designated for hearing.

"The circumstance that neither the GE nor Westinghouse board of directors is charged with knowledge of, or personal responsibility for, the unlawful conspiracies & acts to which the corporations pleaded guilty, does not remove the question as to character qualifications. Investigation is still pertinent to determine whether any person implicated exercises any control, direct or indirect, over the broadcast operations of these corporations. Moreover, the directors' lack of knowledge of widespread, flagrant, and persistent unlaw-

ful activities within the corporation may raise additional problems of licensee responsibility. A question may fairly be raised as to whether, in such circumstances, they would similarly be unaware of, and fail to remedy, activities in the broadcast field which are contrary to the public interest, such as payola, etc."

In the safety & special services, where GE, Westinghouse and 6 other antitrust defendants hold some 200 licenses, the staff recommended against any holdup or revocation, noting that some facilities may be used in defense-contract activities, etc.

• • • •

Justice Dept. antitrust chief Lee Loevinger, on another front, took crack at RCA-NBC, urging that FCC should give Philco a hearing on its protest against renewal of NBC's WRCV-TV Philadelphia. Philco has an appeal pending, in the D.C. Court of Appeals, challenging FCC's action throwing out the protest. Last week, in an amicus curiae brief filed with the Court, Loevinger & assistant Richard Solomon (latter ex-FCC) stated:

"It may be argued that since the government had asked, as part of its prayer for relief, that the District Court revoke NBC's license for its Philadelphia stations, and since in the consent decree NBC was merely required to divest itself of its Philadelphia facilities within a fixed period, the [Justice] Department had reached a conclusion that the RCA-NBC offenses were not so serious as to warrant revocation. Any such contention is specious. The Department's interest is in enforcement of the antitrust laws. If it can secure adequate relief by consent without the expense or delay of a trial it does so. Here NBC was required to divest itself of the property allegedly illegally secured and was enjoined from future anti-competitive conduct. The government therefore determined that it would not insist upon going to trial in order to seek the additional relief of court-ordered revocation authorized by Sec. 313 of the Communications Act. Instead, the United States properly left to the Commission the question of the effect of NBC's alleged activities upon its qualifications to hold a station license."

**SPOT TV'S 5-YEAR SPURT:** Growth of national & regional spot TV, its current size & composition were delineated last week in a TvB-Rorabaugh report covering all spot advertisers having distribution in 2 or more markets. The study showed:

(1) Gross time expenditures were up more than 50% from $397,606,000 in 1956 to $616,701,000 in 1960.

(2) Largest spot-TV advertiser trebled its budget from $17,522,450 in 1956 to $55,084,440 in 1960.

(3) Average spot-TV advertiser increased its spending by nearly 80%, from $90,000 to $162,000.

(4) Announcements & participations increased 75%, from $266,970,000 in 1956 to $466,556,000 in 1960.

Versatility of spot TV was indicated by the different types of brands included in the top 10 spenders over the 5-year period—Maxwell House coffee, Alka Seltzer, Robert Hall, Bulova, Mr. Clean, to name a few. Another plus for spot, according to TvB, is "its ability to promote ideas." More than 35 different associations, councils and promotional bureaus used the medium in 1960, including those in the fields of coffee, tea, savings banks, insurance and motor boats.

**FCC WEIGHS DIVERTING N.Y. & L.A. VHFS TO ETV:** FCC threw a dilly into complicated projected sale of WNTA-TV (Ch. 13) N.Y. (see p. 8) by starting a "formal inquiry" into ways & means of getting a vhf channel in N.Y. & Los Angeles converted to ETV use. Now 14 stations instead of one will be in a stew. If the Commission finally does slice a channel off in each city, which of the 7 operators in each city will lose out?

There's no telling how FCC will move procedurally. Commission itself doesn't know; that's why it has invited comments (by May 1) "as to the methods by which one of the 7 vhf channels at Los Angeles and at New York could be duly made available for non-commercial, educational broadcasting . . ." There's no telling, either, whether FCC will finally go through with the proposal. Though Commission has legal power to do it, an awful lot of "due process" would go over the dam before it's done—and some Commissioners went along with the move quite reluctantly.

Commission said it was confining move to the 2 cities "in view of the fact that there are no other cities now lacking a vhf non-commercial educational channel assignment where there are sufficient numbers of available vhf assignments to supply this lack while still leaving at least 4 commercial vhf assignments to provide an outlet for each of the 3 national TV networks and at least one competing independent or non-network station. Moreover, in all the other TV markets . . . with at least 4 vhf assignments there is a vhf channel reserved."

Lack of ETV channels in the 2 major markets, FCC said, "is all the more regrettable in view of the abundant resources available in both those cities for ETV programming and the fact that over 13% of the total population resides within the service area of the commercial vhf stations operating in those cities."

Vote was 6-1, Lee dissenting. Though he didn't issue a statement, uhf enthusiast Lee later told us: "This could hurt our New York uhf project. It might injure ETV by holding out false hopes for vhf channels."

Reason N.Y. & Los Angeles, with 7 channels, have no ETV reservations, is simple: All channels were granted commercially before FCC ever started reserving channels.

**TV'S DYNAMIC DECADE:** "A unique & dynamic media revolution"—that's how NBC-TV terms 1950-59 TV growth as a basic advertising element. Accolade comes in "TV & Modern Marketing," a handsome new booklet presentation now being distributed to the ad world, including corporate "decision makers" (chairmen, directors, presidents, etc.). Some highlights:

(1) TV's share of ad revenue jumped from a mere 6% of national ad dollars in 1950 to 32% in 1959.

(2) Nearly half (48) of the top 100 advertisers spent more than 50% of their total media expenditure in TV in 1959.

(3) The average viewer spends about 200 minutes daily with TV, as compared to the average reader's 38 minutes with magazines, 40 with newspapers.

(4) TV's penetration easily tops magazines. On an average evening, NBC, for example, reaches "more than half" of all families in 2,756 U.S. counties. On a circulation standard of only 10%, Life magazine penetrates only 746 counties and is below 10% penetration in the rest. "A 50% penetration . . . would result in an absolutely blank map for Life but would include 97% of all U.S. TV homes for NBC-TV."

(5) Cost-of-audience rose in print but not in TV during the 1950-1959 period. Magazine CPM was 38% higher by 1959 as costs soared faster than circulation. Similarly, newspaper CPM increased 36%. TV's CPM, on the other hand, dropped to only one-third of the 1950 level by 1959.

(6) TV research has become more finite, print less so in the past decade. At first, national TV sold itself on "total audience" (one minute or more of viewing); today, TV pushes "average audience" for specific shows. Print media, by contrast, have shifted in several cases from straight circulation guarantees to the more-promotional "ad page exposure" (opportunity among all possible readers to glance at a page).

(7) Newspaper "ratings" are scarce, as compared with TV's. "Only a fraction of a newspaper's audience 'notes' a particular ad—and a substantially smaller portion of that audience actually reads the ad," said NBC. Only one out of 5 readers "notes," and one out of 12 "reads" a 1,000-line ad, say the few studies available.

**NEW LIGHT ON COMPETITION FOR THE AUDIENCE:** Surprise! Magazines & TV don't compete too pointedly for audience, even though they often slug it out in inter-media rivalry for advertising dollars. In a N.Y. preview March 27 of its Nielsen Media Service, the ad industry's biggest research firm, A. C. Nielsen, made that point clear.

Duplication can be as little as 20% of homes between a schedule in leading monthly magazines and a network TV schedule of 4 daytime quarter-hours and 2 nighttime half-hours. According to Nielsen (which worked out the figures for a beauty-product advertiser seeking to reach women), the combination would reach women via TV-only in 11.2 million homes, via print-only in 9 million homes, via print-&-TV in 4.8 million.

If a household is reading a lot of magazines, it isn't watching much TV, Nielsen discovered. And if it's a household of TV fans, it isn't reading magazines. Nielsen believes its NMS studies will be important in "the choice of media combinations to achieve specific sales objectives in terms of reaching certain kinds of homes & people . . . to select media with complementary audience characteristics."

Nielsen now checks 12 publications (magazines & weekly newspaper supplements) for its NMS studies. They are prepared for both buyers (agencies, advertisers) and sellers (magazine, supplements, reps, etc.). The publications: American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, This Week, SatEvePost and True Story. TV data are drawn from a special NMS panel which employs the Audience & Recordimeter diaries and recording devices used by Nielsen in local TV measurements.

**VIEWING HITS RECORD HIGH:** The average U.S. TV home viewed for 6 hours, 8 minutes per day during February, breaking the previous record of 6 hours, 7 minutes set in February 1958.

During average February day, continues the A. C. Nielsen data (as released by TvB), U.S. home hours of viewing totaled 287,966,000—up 11% over the 259,675,000 of February 1958 (an increase due mostly to the growth of total TV homes).

Biggest jump was in the daytime, when all time periods showed increases over February 1960. Daytime peak, Monday-Friday, came between 5 & 6 p.m., when 39.4% of TV sets were in use.

Prime evening time peak—67.9%—was between 8 & 9 p.m.

**DAMNED IF YOU DO OR DON'T:** Much-heralded Senate "watchdog" expose of political hanky-panky by TV & radio in 1960 campaign (Vol. 17:13 p15) produced no sensations whatever last week, but did confirm what many broadcasters had learned to their sorrow: When it comes to equal time, chances are you can't win, no matter how you play it.

Dilemmas of broadcasters under Communications Act's Sec. 315—rather than misbehavior alleged in the 40-odd complaints picked for probing by Commerce Freedom of Communications Subcommittee—were pointed up in 3 days of hearing. Stations involved came out of the ordeal virtually unscathed. And so did FCC, which was in the middle between complainants & Subcommittee. If "watchdog" Chmn. Yarborough (D-Tex.) and Subcommittee counsel Creekmore Fath built up any case, it was that Congress can't write black-&-white equal-time legislation—and Commission can't provide sure-fire enforcement.

Star witness in proceedings was FCC staffer Joseph N. Nelson, who was on stand from start to finish in a virtuoso performance which Yarborough repeatedly applauded. Nelson, chief of Renewal & Transfer Div., was designated on short notice by the Commission to give all background facts on cases and answer all questions. He never faltered in solo testimony, which covered not only complaints but the legislative history of Sec. 315 which Senators hadn't heard before.

Equal-time gambles by stations and how they paid off at hearings were illustrated by these examples:

WKRG-TV Mobile played it safe in 1960 campaign by refusing to sell any time to Ala. primary candidates for U.S. Senate. Station thereby avoided airing anti-Semitic views of retired Admiral John P. Crommelin, who squawked long & loud that he'd been denied his rights. Nelson explained to Subcommittee that FCC can't force licensees to sell political time initially to anyone. Subcommittee members didn't defend Crommelin's views. But they did wonder whether any broadcaster is qualified—on his own—to determine who should be heard or not heard.

Radio WMCA N.Y. made daring play by coming out editorially for John F. Kennedy for President—first station to do so. WMCA put all its cards on table, assiduously sought out Republican spokesman for counter-statement, put Henry Cabot Lodge on air, even ran newspaper ad calling on public to listen to Lodge. But GOP National Chmn. Thruston B. Morton protested. Newspaper ad plugging Lodge wasn't as forceful as earlier ads announcing WMCA's pro-Kennedy sentiments, Morton told Subcommittee, complaining it all amounted to "clever political propaganda." Nelson pointed out Communications Act gave FCC no control over newspaper copy.

Radio KBMY Billings ran editorials during the Mont. campaign suggesting that Clyde T. Ellis, gen. mgr., National Rural Electric Cooperative Assn., was out to spread public-power propaganda against free enterprise. Outraged by this "smear & villification," Ellis indignantly rejected invitations by the station to be interviewed or to make his own taped reply. Instead, he demanded (copies to Subcommittee) that FCC either (1) take editorials off air, or (2) take KBMY off air. Nelson suggested mildly that Communications Act forbids censorship by FCC.

KXGO-TV Fargo ran documentaries on state-operated N.D. hospitals whose administration had been criticized by state Sen. Charles L. Murphy, Democratic candidate for attorney general. Documentaries didn't mention Murphy by name, but he was given time to answer, then was refused further time to elaborate. Murphy lost election, accused KXGO-TV Pres. John W. Boler of unfairness. One point at issue in the case was Boler's tardiness in answering inquiry from Subcommittee counsel Fath. Boler explained to Subcommittee he had been out shooting pheasant at time.

WBZ-TV Boston staged foreign-policy debate between Sens. Bridges (R-N.H.) & Cannon (D-Nev.) on American Forum of the Air. Dartmouth Prof. Herbert Hill, running against Bridges in N.H., asked & got free

time to match debate appearance by Bridges. Then Bridges was given free time to answer Hill. Just before election, Hill got back on WBZ-TV again to rebut Bridges. Hill lost but Bridges protested to Subcommittee that WBZ-TV's equal-time grants were carried too far in Hill's favor, that initial debate had nothing to do with state politics, anyway. And Subcommittee member Scott (R-Pa.), who used to be GOP national chmn., said he understood Sec. 315 exemptions for news programs applied to debates, too. Nelson put him straight.

Hearings settled no questions in equal-time cases, most of which had been reported before. One question was left dangling, as it has been for years: When is a speech by the President non-political? Issue was raised heatedly by Cal. Democratic Chmn. Roger Kent. He detailed circumstances of pro-Republican speech by President Eisenhower in San Francisco last October, when area TV & radio stations refused equal time for Democrats to answer, after White House tagged it as non-political. Nelson said substance of speech —not person making it—is FCC's equal-time criterion. Subcommittee offered no new litmus-paper test for political content.

All unsettled equal-time complaints were left in FCC's pending files to be brought up again by Commission at stations' renewal time. Sens. Yarborough & McGee (D-Wyo.) said it might be helpful if Congress would give Commission authority to enforce equal-time rules through a cease-&-desist order instead of citing them against stations at renewal time—after elections are over. Nelson said he favored this personally. Nelson also agreed that it would be helpful if stations were required to keep files of all broadcast editorials. Most of all, however, he agreed with Subcommittee suggestions that FCC needs more money to expand Nelson's review unit, which handles all renewal applications as well as all equal-time complaints. His staff totals 7.

**HOW THE NEW SHOWS FARED:** CBS-TV's new shows won a clear rating edge in the 1960-'61 season now drawing toward its summer finale. The Nielsen AA rating of the 14 new nighttime shows on CBS from first report for October 1960 through 2nd report for February 1961, was a 19.3. For 17 new ABC-TV shows, AA figure was 16.8 (giving CBS a 15% advantage; but this figure does not take into account ABC's shorter nighttime lineup of stations). For 12 new NBC-TV shows, the average was 15.7 (CBS was 23% higher).

Trend to network program control makes these figures more significant than usual. During the 1960-'61 season, networks were in the driver's seat in terms of programming decisions, largely because of new get-tough policies set up in the wake of the 1959-'60 quiz scandals. The new-program rating levels are therefore a fairly good index of how well the 3 networks did in anticipating viewer preferences this season.

CBS holds 6 out of top 10 places when the 43 new shows (5 of which have been axed since season's start) are ranked according to average audience (see p. 6). Only one new NBC show (Tall Man) and 3 new ABC shows (My 3 Sons, The Flintstones, Surfside 6) made the grade to the top 10. New CBS shows also rated highest in every basic program category—except Westerns, where CBS's sole new entry, Gunslinger, drew only 22nd place on the list of 43.

**STATIONS GIRD FOR ASCAP NEGOTIATIONS:** Telecasters believe upcoming dickering for new ASCAP music contract, to succeed the pact expiring Dec. 31, is a do-or-die effort—probably the last opportunity to come up with a better deal.

Negotiating committee for stations (networks have separate deal) is under Hamilton Shea, WSVA-TV Harrisonburg, Va., who points out that in 1960 ASCAP's entire income was $32 million—and TV paid $18 million of it. "The industry is mature now," he said last week, "and this is the big time at bat. If we miss now, we may be stuck with a pattern that's scarcely ideal."

Stations are well aware of importance of negotiations, he said, reporting that he recently asked operators for their ideas—"and I heard at length from about two-thirds of them."

Each station pays ASCAP at rate of 2.05% of its "net receipts from sponsors after deductions" plus, each month, highest quarter-hour card rate. TV didn't pay before 1949. First contract, in 1953, provided for 2.25%. In 1954, fee went down to 2.05%, was continued in 1957 contract.

Committee is going all-out, hiring top-flight legal talent (Ralstone Irvine and Joseph McDonald) and making, according to Shea, "the most thoroughgoing & intense study ever made."

If stations & ASCAP can't agree on new contract, under provisions of an ASCAP consent degree, the issue will be turned over for adjudication to N.Y. Federal District Court Judge Sylvester Ryan.

## Programming

***More about***

**HOW THE NEW SHOWS RATED:** Here's the list of the 43 nighttime shows (see p. 5) new to network TV this season. They're ranked in order of average audience (Nielsen) for that part of the season rated from Oct. 1960 through Feb. 1961. NBC had 17 of the new shows, CBS 14, ABC 12. No show from the rank of 18th place down to 43rd will reappear next season—except for 2 *The Americans* (24th & 15 AA) and *The Roaring 20s* (30th & 13.2 AA). All but 4 of the top 17 will be back: *The Tom Ewell Show* (9th & 21.4 AA), *Bringing Up Buddy* (12th & 19.6 AA), *National Velvet* (14th & 18.5 AA) and *Stagecoach West* (15th & 18.3 AA).

| Rank | Program | Category | Network | Avg. Aud. Rating |
|---|---|---|---|---|
| 1. | *The Andy Griffith Show* | comedy | CBS | 26.6 |
| 2. | *Candid Camera* | aud. partic. | CBS | 26.4 |
| 3. | *My 3 Sons* | comedy | ABC | 25.3 |
| 4. | *The Flintstones* | comedy | ABC | 23.3 |
| 5. | *Checkmate* | mystery drama | CBS | 22.9 |
| 6. | *Pete & Gladys* | comedy | CBS | 21.9 |
| 7. | *Route 66* | adventure | CBS | 21.5 |
| 7. | *Tall Man* | Western | NBC | 21.5 |
| 9. | *The Tom Ewell Show* | comedy | CBS | 21.4 |
| 10. | *Surfside 6* | mystery drama | ABC | 20.6 |
| 11. | *Outlaws* | Western | NBC | 20.5 |
| 12. | *Bringing Up Buddy* | comedy | CBS | 19.6 |
| 12. | *Thriller* | suspense drama | NBC | 19.6 |
| 14. | *National Velvet* | comedy | NBC | 18.5 |
| 15. | *Stagecoach West* | Western | ABC | 18.3 |
| 16. | *Bugs Bunny* | children's | ABC | 17.9 |
| 17. | *Sing Along with Mitch* | pop. music | NBC | 17.2 |
| 18. | *The Law & Mr. Jones* | mystery drama | ABC | 16.7 |
| 19. | *The Islanders* | adventure | ABC | 16.6 |
| 20. | *The Tab Hunter Show* | comedy | NBC | 16.5 |
| 21. | *Guestward Ho!* | comedy | ABC | 15.9 |
| 22. | *Gunslinger* | Western | CBS | 15.7 |
| 23. | *My Sister Eileen* | comedy | CBS | 15.4 |
| 24. | *The Americans* | adventure | NBC | 15.0 |
| 25. | *Westinghouse Playhouse* (Nanette Fabray) | comedy | NBC | 14.6 |
| 26. | *The Garlund Touch* | adventure | CBS | 14.4 |
| 26. | *Klondike* | adventure | NBC | 14.4 |
| 26. | *Malibu Run (Aquanauts)* | adventure | CBS | 14.4 |
| 29. | *Michael Shayne* | mystery drama | NBC | 14.2 |
| 30. | *The Roaring 20s* | mystery drama | ABC | 13.2 |
| 31. | *Harrigan & Son* | comedy | ABC | 13.0 |
| 32. | *Angel* | comedy | CBS | 12.9 |
| 33. | *The Jackie Gleason Show* | comedy-variety | CBS | 12.7 |
| 34. | *Peter Loves Mary* | comedy | NBC | 12.5 |
| 34. | *The Westerner* | Western | NBC | 12.5 |
| 36. | *Dan Raven* | mystery drama | NBC | 11.4 |
| 36. | *Happy** | comedy | NBC | 11.4 |
| 36. | *Witness* | general drama | CBS | 11.4 |
| 39. | *Barbara Stanwyck* | general drama | NBC | 11.2 |
| 40. | *Dante* | mystery drama | NBC | 11.1 |
| 41. | *Hong Kong* | adventure | ABC | 11.0 |
| 42. | *Winston Churchill—The Valiant Years* | documentary | ABC | 10.9 |
| 43. | *Jackpot Bowling* | sports | NBC | 10.7 |

*Note: *Happy* was introduced as a summer replacement in 1960 and re-introduced in the winter after the cancellation of *Dan Raven*. The audience data for *Happy* refer to telecasts since re-introduction.

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**No CBS Policy Switch:** CBS's acceptance of an "outside" public-affairs show—David Wolper's pictorial special, "The Golden Age of Hollywood"—does not imply a policy reversal, insisted CBS News Pres. Richard Salant last week. "There have always been gray areas in public-affairs programming open to outside-network competition," he said. CBS would still turn down a controversial project like Wolper's "Race for Space" missile documentary, Salant insisted. Salant's no-policy-shift pronouncement is actually a re-statement of the position expressed to us in February 1960 (Vol. 16:8 p11) by then-CBS News creative projects head Irving Gitlin (now with NBC-TV). At that time, Gitlin told us CBS's closed-door policy applied only to "reportage, not entertainment." Discussing "Race for Space," then making its futile rounds of the networks, he said CBS would only go outside for "feature material" in what he termed "the fringe area."

**FALL LINEUPS GROW FIRMER:** Since we last reported on network fall line-ups (Vol. 17:11 p2), some not-so-firm shows have been bounced, several holes have been plugged, and a few shows have changed titles or time periods. The table on the opposite page has been revised from Vol. 17:11 p3 to show further changes in tentative network schedules as of late last week.

Several program series are hovering with no landing area yet assigned. ABC, for example, has an option on Steve Allen's services and may showcase him at the last minute with a 60-min. weekly series, possibly across from high-rated *Wagon Train* on NBC-TV. ABC has also given a production green light to Don Fedderson's *Tramp Ship* (a sort of motorized *Adventures in Paradise*) this spring, and is still looking for a likely berth for the 60-min. adventure show. And there's a possibility that *Asphalt Jungle* may not be back this fall on Sunday nights.

NBC has more prime time still open than any other network, but plenty of program prospects. There are at least three 60-min. shows on which NBC is virtually committed for fall—although none has been scheduled. They are: *Las Vegas Beat* (a Goodson-Todman co-production with NBC), *The House on Rue Riviera* (a foreign-intrigue type from 20th Century-Fox) and *Portofino* (a somewhat-similar package that is NBC's own). Also being whipped up as a last-minute NBC contender: a situation comedy based on "Some Like it Hot" (see p. 8).

CBS has virtually abandoned plans to use 3 shows, for which pilots were scheduled earlier this season (Vol. 17:3 p9), in its fall schedule. The trio: *Hurricane Island* (60 min.), *The Dragon & St. George* (60) and *High Time* (30). Still unscheduled at CBS is *Suspense* (CBS-TV), a 30-min. mystery anthology based on a CBS Radio series.

Thanks to a guaranteed-in-advance sponsorship from General Mills (which has persuaded Campbell Soup Co. to come in as a co-sponsor), CBS has now set *Father of the Bride* for Friday (see table), and has quietly dropped a plan to move *Route 66* to a 9-10 p.m. spot to combat *77 Sunset Strip*. There's also some CBS talk of expanding Rod Serling's *Twilight Zone* to a full hour on Fridays (10-11 p.m.), and moving presently-scheduled *The Defenders* to a Sat. 8:30-9:30 p.m. slot, replacing *Checkmate*, which may be dropped.

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**Peace (at last) on Untouchables Front:** Differences between the 2 groups which have objected strongly to Italian nomenclature in *The Untouchables* seem to have been smoothed over. The Italian-American Democratic Organizations of N.Y. (which wanted to boycott the products of the show's sponsors—Vol. 17:12 p7), and the National Italian-American League to Combat Defamation (which arranged a truce with producer Desi Arnaz providing that he eliminate fictional Italian hoodlums from prohibition-era dramas) met last week and resolved their intramural disagreement. As things now stand: (1) There'll be no organized boycott. (2) Desilu will soft-pedal the show's Mafia angles, play up Italian-American culture. (3) L&M will still leave *The Untouchables* this fall, but will remain on the show this summer. (4) Major Italian-American groups won't attack it again for a while.

**AP Membership Increases:** In its annual report, Associated Press said 2,122 U.S. TV-radio stations were AP subscribers at the end of 1960—a net increase of 80 for the year. It added that 6 national TV & radio networks in foreign countries became subscribers during the year.

# Tentative Network Program Lineups for Fall

| | | 7:30 | 8:00 | 8:30 | 9:00 | 9:30 | 10:00 | 10:30 |
|---|---|---|---|---|---|---|---|---|
| SUNDAY | ABC | THE HUNTERS (20th-Fox) | | LAWMAN (Warner Bros.) | BUS STOP (20th-Fox) | | LAS VEGAS FILE (Warner Bros.) | |
| | CBS | DENNIS THE MENACE (Screen Gems) | ED SULLIVAN SHOW (CBS-Sullivan) | | GE THEATER (Revue) | JACK BENNY (J&M) | CANDID CAMERA (Funt-Banner-CBS) | WHAT'S MY LINE? (CBS-Goodson-Todman) |
| | NBC | WALT DISNEY SHOW (Disney) | | CAR 54, WHERE ARE YOU? (Nat Hiken) | BONANZA (NBC) | | DU PONT SHOW OF WEEK (NBC & Outside Sources) | |
| MONDAY | ABC | THE CHEYENNE SHOW (Warner Bros.) | | THE RIFLEMAN (Four Star) | SURFSIDE 6 (Warner Bros.) | | ADVENTURES IN PARADISE (20th-Fox) | |
| | CBS | TO TELL THE TRUTH (Goodson-Todman) | PETE AND GLADYS (CBS) | WINDOW ON MAIN ST. (Temopic Ent.) | DANNY THOMAS SHOW (Marterto) | ANDY GRIFFITH SHOW (Marterto) | HENNESEY (Hennesey Co.) | I'VE GOT A SECRET (Goodson-Todman) |
| | NBC | THE AMERICANS (NBC) | | PRICE IS RIGHT (Goodson-Todman) | 87TH PRECINCT (Hubbell Robinson) | | THRILLER (Hubbell Robinson) | |
| TUESDAY | ABC | BUGS BUNNY (Warner Bros.) | BACHELOR FATHER (Revue) | CALVIN & THE COLONEL (Connolly-Mosher) | THE NEW BREED (QM-Selmur) | | ALCOA DRAMA (Revue) alt. weeks CLOSEUP! (ABC) alt. weeks | |
| | CBS | DILLON OF DODGE Gunsmoke Rpts. (CBS) | DOUBLE TROUBLE (Marterto) | DOBIE GILLIS (20th-Fox) | ICHABOD (Revue) | RED SKELTON SHOW (CBS-Skelton) | GARRY MOORE SHOW (CBS-Redwing) | |
| | NBC | LARAMIE (Revue) | | ALFRED HITCHCOCK (Shamley) | DICK POWELL SHOW (Four Star) | | CAIN'S 100 (MGM) | |
| WEDNESDAY | ABC | THE FORCE (Warner Bros.) | | TOP CAT (Hanna-Barbera-Screen Gems) | HAWIIAN EYE (Warner Bros.) | | NAKED CITY (Screen Gems) | |
| | CBS | ALVIN & CHIPMUNKS (Format Films) | FATHER KNOWS BEST Reruns (Temopic-Screen Gems) | BEACHFRONT (CBS) | | MOTHER IS A FRESHMAN (Four Star) | U.S. STEEL-ARMSTRONG (Theater Guild-Talent Assoc.) | |
| | NBC | WAGON TRAIN (Revue) | | JOEY BISHOP SHOW (Marterto) | PERRY COMO SHOW (Roncom) | | BOB NEWHART SHOW (Revue) | DAVID BRINKLEY'S JOURNAL (NBC) |
| THURSDAY | ABC | ROOM FOR ONE MORE (Warner Bros.) | DONNA REED SHOW (Owen-Screen Gems) | REAL McCOYS (Brennan-Westgate-Marterto) | MY THREE SONS (Don Fedderson) | MARGIE | THE UNTOUCHABLES (Desilu) | |
| | CBS | FRONTIER CIRCUS (Revue) | | BOB CUMMINGS (Cummings-Revue) | TBA | | CBS REPORTS-FACE NATION (CBS) | |
| | NBC | OUTLAWS (NBC) | | DR. KILDARE (MGM) | | ERNIE FORD (Beth-Ford) | SING ALONG WITH MITCH (Marandel Ent.) | |
| FRIDAY | ABC | OZZIE & HARRIET (Stage 5) | THE CHIMPS (Screen Gems) | THE FLINTSTONES (Hanna-Barbera-Screen Gems) | 77 SUNSET STRIP (Warner Bros.) | | THE CORRUPTERS (Four Star) | |
| | CBS | RAWHIDE (CBS) | | ROUTE 66 (Screen Gems) | | FATHER OF THE BRIDE (MGM) | THE DEFENDERS (CBS-Plautus) | |
| | NBC | Untitled circus variety show (NBC) | | LAS VEGAS BEAT (Goodson-Todman-NBC) | | DINAH SHORE-BELL TELEPHONE (Shore-Henry Jaffe) | (NBC) | FRANK McGEE SHOW (NBC) |
| SATURDAY | ABC | ROARING 20s (Warner Bros.) | | LEAVE IT TO BEAVER (Gomalco) | LAWRENCE WELK (ABC-Ed Sobel) | | SAT. NIGHT FIGHTS (ABC) | |
| | CBS | PERRY MASON (CBS-Paisano) | | CHECKMATE (Jamco) | | HAVE GUN, WILL TRAVEL (CBS) | GUNSMOKE (CBS-Arness) | |
| | NBC | WELLS FARGO (Overland Prod.) | | TALL MAN (Revue) | FEATURE MOVIES (20th-Fox) | | | |

NASA Man-shoot Coverage: Preparations for news coverage of the first man-in-space Project Mercury shot are under way at NASA, which says that the attempt is "tentatively scheduled for this spring." NASA reports that Cape Canaveral can accommodate only 350 newsmen and asks that each station or publication send only one man. Managers are requested to give the name of their proposed newsman in a letter to the NASA public-information director, 1520 H St. NW, Washington. Pool coverage by networks & film "will be made available as quickly as possible for common use at the Cape press site." All 3 networks are poised to go into news orbit with live coverage of the historic event expected this month (Vol. 17:8 p5). Each network will contribute one-third of the personnel & equipment to be used by a TV pool, which will be coordinated by NBC's Roy Neal & directed by James Kitchell. Live TV cameras & mobile units will be at the launch pad, aboard Navy destroyers and on Grand Bahama Island.

NBC's New Fall Comedy: Billy Wilder's 1959 award-winning exercise in transvestite humor, "Some Like It Hot," is the latest movie property to inspire a potential TV series—and a new gimmick for using high-priced guest stars. Jack Lemmon & Tony Curtis, who played the movie roles of a pair of Chicago jazzmen who don flapper costumes and join Sweet Sue's All-Girl Band ("All my girls are virtuosos"), will be seen in the opening episode. This time, no mere doo-wacka-doo costume change is involved. Still on the run from Chicago mobsters, Lemmon & Curtis visit a plastic surgeon—and emerge looking just like singer Vic Damone and actor-comedian Dick Patterson. By odd coincidence, Messrs. Damone & Patterson have been signed to play the Lemmon-Curtis running parts in the series, which NBC programs-&-talent vp David Levy announced recently was "in production as a prime-time presentation" for fall. No time slot, premiere date, or sponsor is set. The series will be produced by Mirisch Video in association with Ziv-UA at Goldwyn studios.

Civil War Buffs Rebuffed: Turned down by networks in their efforts to get TV series about the Civil War during this centennial commemoration, Hollywood buffs are now seeking President Kennedy's aid on the problem. Speaking before the Academy of Television Arts & Sciences in Hollywood, panelists said they have requested an appointment with the chief executive to seek his aid. Speakers included Marion Hargrove and Mort R. Lewis, members of the advisory council of the National Civil War Centennial Commission, and George Giroux, vp of the Civil War Round Table of Southern California. Lewis blamed the dearth of Civil War series on lack of familiarity with the subject on the part of network programmers, fears that there isn't adequate interest and that such shows are controversial.

TV Brings New-trial Demand: Re-enactment by WBAL-TV Baltimore of jury proceedings which ended in conviction of Melvin Davis Rees Jr. on kidnap-murder charges (Vol. 17:13 p13) has brought a defense demand for a new trial. Judge Roszel C. Thomsen set April 6 arguments on a 6-point motion by lawyers for Rees who claimed that statements made by 9 jurors who participated in the hour-long TV show proved that the defendant's trial rights had been violated. Judge Thomsen already had postponed sentencing Rees as a result of the WBAL-TV program.

Ziv-UA's "Malibu Run" Jumps Rating: The CBS-TV show has almost doubled its Arbitron rating (to a present level of 14.9) and has jumped its audience-share level to 25% in the past month. Ziv-UA attributes the success to its new title (formerly *Aquanauts*) and new star Ron Ely.

## Film & Tape

**PARAMOUNT'S 5-POINT TV DRIVE:** Don't be too surprised if it should be announced at this week's (April 3) NTA stockholder meeting that David Susskind, in a financial liaison with Paramount Pictures, is the high bidder for WNTA-TV N.Y. From a source close to the movie firm, we learned last week that Paramount considers itself "very close" to the somewhat roundabout acquisition of the Ch. 13 independent outlet.

Paramount, frozen out (so far) from network schedules in the 1961-'62 season, is nevertheless determined to make a big TV impact this year. Among Paramount's near-future TV projects:

1. It is mapping acquisition of a major interest in David Susskind's production firm, Talent Associates, Susskind's services to go with the package. Paramount hopes to use him in the development of pay-TV taped specials for Telemeter, as well as to produce live, film & tape packages.

2. There'll be a consolidation of & tighter lines of administration for Paramount's TV activities—packaging of telefilm properties, operation of independent KTLA Los Angeles, tape production, pay-TV activities, etc.

3. Paramount is, somewhat belatedly, planning to acquire independent TV stations in major markets. It considers WNTA-TV N.Y. a choice plum, and is willing to go to considerable financial lengths to acquire it—including the signing of a deal with NTA to distribute part of Paramount's hitherto-uncommitted backlog of post-1948 movies. (Several distributors, including MCA, have pitched heavily for this prize, but Paramount has held its movies in reserve. Their value as a lever in a deal for WNTA-TV is enormous, with movie backlogs becoming scarcer.)

### Theatrical Cartoons as TV Pilots

4. Paramount is aware of the current trend toward nighttime adult-appeal cartoon shows (*The Flintstones*, *Top Cat*, etc.). Just as Four Star has showcased pilot films in its *June Allyson Show* and *Zane Grey Theater*, so Paramount now plans to showcase potential TV cartoon series through its theatrical cartoon releases. Paramount has a large & active N.Y. animation studio (Paramount-Famous Studios), and has recently moved into the TV orbit with a co-production deal with King Features. Cartoons will now be planned with a deliberate eye on TV. If successful in theatrical release, they'll be offered to agencies, advertisers and networks as pre-tested pilots for TV series.

5. Although the TV rights to nearly all of its pre-1948 movies passed to MCA as part of the distribution deal in which MCA licenses the library for TV showing, Paramount still holds rights in a number of pre-1948 and most of its post-1948 films. These are now being scanned by Paramount executives—in light of MGM-TV's current sales success with *Dr. Kildare*, *National Velvet* and *Asphalt Jungle*—to see which properties might make TV series.

(For news of Paramount's Lawrence tube color-TV receiver activities, see p. 18.)

There's more to Paramount's hankering for WNTA-TV than meets the eye. Paramount-owned Telemeter is now in the show-production business, stockpiling tapes for its Toronto pay-TV operation and as a production backlog for future U.S. operations. On April 2, Telemeter taped a performance of Carol Channing's revue, "Show Girl," at a N.Y. theater while feeding the show via leased lines to Toronto. Having no production facilities in N.Y., Telemeter had to hire Theater Network TV's cameras & crews to handle the remote. Owning WNTA-TV in N.Y. would

give Paramount considerable technical personnel & facilities (both studio & remote) upon which to draw for Telemeter pay-TV operations. And, in the event that an on-the-air form of pay TV became a reality, Paramount would then own outlets in the 2 cities of N.Y. & L.A. (KTLA).

None of this is likely to make Paramount's rivals for WNTA-TV particularly happy. FCC has already been prodded into an investigation of the limited opportunities for ETV channels in N.Y. and Los Angeles (see p. 2). In N.Y., John F. White, pres. of the National ETV & Radio Center (which has raised some $5.5 million in hopes of buying WNTA-TV), expressed his "gratification" with the pending FCC probe, said he felt ETV interests were indeed entitled to "competitive" consideration. N.J. state Sen. Wayne DuMont Jr. (R-Warren County) entered the bidding act with a group of New Jersey businessmen. Previously, ex-NTA Chmn. Ely A. Landau had stated his intention of bidding for the outlet.

**Las Vegas Series 'Too Violent':** Las Vegas, site of two 60-min. series projected by Warner Bros. and Goodson-Todman Productions, wants nothing to do with either. In fact, most of the resort town's hotel owners have objected to them on the grounds that they are "too violent," and that the WB presentation glorified crime and would be bad for their city. City & county law enforcement officials have withdrawn their promise to help WB in its *Las Vegas File* venture. The Goodson-Todman pilot is entitled *Las Vegas Beat.*

Typical of the reaction is that of Riviera Hotel Pres. Ben Goffstein, who told us: "I am opposed to these series on the grounds that while we recognize we have crime, as does every city, I don't think we should advertise it. There's too much violence on TV already, and if TV doesn't watch out it's going to be legislated on this.

"I object to 2 hours of TV a week in which all that people will see of Las Vegas is crime. We are not a sin city. If that's all the writers can create, TV is in bad shape. The 17-min. Warners presentation had an extortion case & murder. There are 5 murders in the G-T pilot—that's more than we have here all year, not counting crimes of passion.

"We are not trying to censor, but we have a damn nice little town and we want to keep it that way. Nine to 10 million people come here every year, and we don't want them to get the wrong idea of what our town is like. It took years to build a city from what was just desert, and we don't want this effort destroyed just because some studios want to sell series."

TV & Movie Co-existence at Warner's: Telefilm and feature production at Warner Bros. will not try to overshadow each other, and both will be geared to existing audience demand. So said newly-appointed Warner production vp William T. Orr March 29. Making his first appearance at a news conference in N.Y., Orr declared that feature production would not be outranked by TV—a profitable area for WB with some 10 network shows set for fall (Vol. 17:11 p2). He noted, however, that the public "is not being lured from their TV sets today to see pictures in any large numbers." (WB, which in past years has produced up to 60 features annually, has a 1961-'62 feature production schedule under 20.) A sidelight of Orr's conference: We "will consider" U.S. pay-TV production if such a system is adopted.

**NT&T IN FERMENT:** National Theatres & TV Inc. and Republic Corp. are discussing a possible merger, we've learned from unimpeachable sources. NT&T executives and Republic Pres. Victor M. Carter are conducting the discussions, which haven't yet reached the stage in which they can be called "negotiations," we are told. It's all been hush-hush, and was not mentioned at the NT&T news conference held last week to reply to charges made by dissident stockholders waging a proxy fight against NT&T.

* * *

The 2 minority stockholders who are waging the proxy battle in preparation for NT&T's April 11 annual meeting in Hollywood are Leonard Davis & Phillip L. Handsman. In notifying SEC of their proxy-fight intentions, they cited losses by the company, which last year reduced its holdings in NTA to 38% (Vol. 16:41 p20), and described NT&T's over-all financial situation as "shocking." Profits have dropped from $21 million to $8 million in 2 years, they charged. Cash dividends were discontinued and over $15 million in theater properties had been sold since 1958 to cover NTA losses.

Answering such charges in a letter to stockholders, NT&T cited the small number of shares owned by Davis and Handsman, charged Davis with using NTA as "a vehicle for personal ambitions." The letter also cited managerial steps taken to strengthen the company. Previously, in an SEC registration statement (File 2-17768),

### Suit Threatened Over WNTA-TV Sale

Davis also attacked current plans of NTA, threatening to sue if its broadcasting properties, WNTA-TV, AM & FM, are sold (see p8) without ⅔ approval of NTA stockholders. He planned to attend this week's (April 3) NTA annual meeting in N.Y. to state his case. Although NTA's proxy statement did not mention a vote on the disposition of the N.Y. stations, some word is expected to emerge from the proceedings. On the April 3 NTA agenda is a proposal to pay a $4-million debt to NT&T in stock rather than in cash.

Last week Davis held a news conference in Los Angeles' Statler Hilton Hotel, and NT&T conducted a similar meeting in the same hotel after the Davis session.

Davis called for a probe of "self-dealing transactions" between NT&T and its directors & officers—transactions, he added, that indicate that NT&T "is run as a private club for the benefit of certain of its officers & directors."

NT&T Pres. Eugene V. Klein, buttressed by vp-treas. Alan May, secy. Laurence A. Peters and dir. Graham L. Sterling, termed this "character assassination," and said the company said it would make an offer at the April 11 meeting, giving holders of its 5½% sinking fund subordinated debentures (due 1974) the right to exchange each $100 principal amount of the debentures for $80 of its 7% series due 1976, plus 20 stock purchase warrants.

NT&T's management scrupuously reports its transactions.

Davis again objected to sale by NTA (in which NT&T owns 38% of the stock) of its 3 N.Y. stations, saying such a sale would not be in the best interests of the stockholders. He threatened court action to stop such a sale. (He owns 10,500 shares of NTA, 1,500 shares of NT&T.) To this Klein retorted: "We don't agree with Davis who thinks the N.Y. station is worth $20 million. We think it's to the best interests of the company to sell it at the proper price."

Klein termed as "incorrect" Davis's charge that NT&T

has sold $15 million in theater properties because of the aid it's given NTA. Theaters with a net book value of $4,134,-000, which had been showing an operating loss, were sold for $5,448,000, he said.

To Davis's criticism that NT&T isn't being run by theater men, Klein replied: "Management feels that the head of our company should be a man with extensive business experience. Our theater div. is headed by a veteran theater man, Spencer Leve. We intend to have many varied interests."

Klein agreed with Davis's statement that NT&T had funneled $14 million into NTA. NTA's troubles stem from the emergence of ABC-TV as a major network in 1958, he said. "When that happened, the market for NTA's type of product [syndicated films & old movies] shrank." ABC's entry reduced the available time for product, and every TV distributor has suffered from the same problem, Klein said.

Davis said NTA might get into the pay-TV field, at its N.Y. board meeting. Home Entertainment Inc., a new pay-TV company in which NTA director Martin Leeds has a 25% interest, may be aligned with NTA, he added. A demonstration of the system is planned by NTA in Hollywood Wednesday, April 5. Klein said he knew nothing of this situation, that it was being handled by NTA.

Klein accused Davis of being motivated by a desire to be a TV producer—"he thinks it's fun, it's glamorous." Davis had denied such motivation, but Klein said he had the letters to prove it. "I must question his motives. Is he looking to do anything progressive in NT&T, or is he looking for glory & glamor? He has no previous experience in theaters, TV, radio or in any public corporation," said Klein vehemently.

Klein said within the last 6 months NTA stock was distributed to NT&T shareholders and represented a 90¢ per share dividend; in the past fiscal year dividends included a first quarter cash distribution of 12½¢ per share and two 2% stock dividends with current maket values totaling 40¢. (This was in reply to a Davis claim that NTA had stopped paying dividends.)

Klein said that although Davis criticises NT&T for having funneled so much money into NTA, he himself proposed recently that it invest another $1 million in NTA. NT&T has $11 million in cash and short term govt. securities. It had a $114,000 loss for the first 1961 fiscal quarter and a profit of $360,000 in January, the first month of the second quarter, Klein said.

NT&T's board on March 20 had voted unanimously to oppose Davis's efforts, the executive stated.

Negotiations are now on for the sale of NT&T's Cinemiracle process, but identity of the potential buyer was not disclosed.

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**20th-Fox & 7 Arts Sign Feature Deal:** By refusing to license all its post-1948 pictures to any one distributor or purchaser, 20th Century-Fox has been able to make a variety of deals. Last week, it made another—this time with 7 Arts Productions, the firm set up last year by Eliot Hyman and Louis Chesler primarily to distribute post-1948 Warner Bros. pictures. Seven Arts will now have world TV distribution rights to 88 features in the 20th-Fox backlog. Purchase price, according to 20th-Fox: $6.4 million. Pictures include: "The Man in the Gray Flannel Suit," "D-Day, the 6th of June," "Don't Bother to Knock." 20th-Fox has already assigned a group of post-1948 (circa 1950-'53) pictures to NTA, and has sold a hand-picked group of 30 features ("How to Marry a Millionaire," "Titanic," etc.) to NBC-TV for Saturday-night exposure.

## HOLLYWOOD ROUNDUP

**Seven Arts & Stark Merge:** Corporations owned by Eliot Hyman, pres. of 7 Arts Productions, and Ray Stark of World Enterprises were merged last week in what was termed a "multimillion dollar" transaction involving an exchange of stock. The merged firms will operate under the name of 7 Arts Productions. Terms of the deal call for WE assets to be absorbed by 7 Arts, and Stark to become executive in charge of movie operations. Stark said the company is now transferring its Canadian registration to the U.S., so that stock may be offered to the public. It's planned to file with SEC for permission to sell stock. Stark and Hyman were formerly partners, and split 3 years ago, each to set up his own operation.

**Television Artists & Producers Corp.** and Snowball Inc., cartoon producers, have signed a deal for Snowball to produce 156 color cartoons based on characters created by Robert Clampett. TAPC will finance the series which begins on ABC-TV in Jan. 1962, with Mattell Toys sponsoring. Production budget for the series is $2 million. Bruce Eells is TAPC president.

**Revue Studio's** anthology series for Alcoa on ABC-TV next season will be a mixture of 14 half-hour & 14 hour shows . . . **Warner Bros. TV** has signed 23 writers to multiple writing contracts. The studio is so busy with TV & movie production that it has expanded its music dept. by signing 4 new composer-conductors: Howard Jackson, Frank Perkins, Heinz Roemheld, Milton Franklin.

**NBC-TV producer David (*Bonanza*) Dortort** has finished the 60-min. color pilot of *Sam Hill*, starring Claude Akins & Edgar Buchanan. Dortort described it to us as a "dramatic, action, folklore pilot, not a Western," and said it would be showcased on *Bonanza*. He resumes production of *Bonanza* for next season May 12 at Paramount.

**Writers Guild of America West TV residuals** totaled $2,250,000 in 1960, as compared with $343,000 only 3 years previously. Several years ago the Guild handled fewer than 100 residual checks a month; today about 700 are mailed to writers every 30 days.

**Warner Bros.** has completed production on *Lawman* for this season, soon will begin work on next season's product. Coles Trapnell produces the series which stars John Russell, Peter Brown and Peggie Castle.

**CBS-TV** is considering expanding *Twilight Zone*, the Rod Serling-produced series, to 60-min. next season. Producer-writer Serling told us he might agree "if CBS makes certain concessions."

**People:** Art Wallace, having finished production of 20th Century-Fox TV's *Hong Kong*, has been assigned as a producer on *Adventures in Paradise* . . . **Don Estey** has joined Jack Denove Productions as a vp & producer in charge of the firm's industrial & training film division . . . **John Ireland, Hillard Elkins** and **Hugh French** have acquired TV rights to *The African Queen*, once a Humphrey Bogart-Katharine Hepburn movie. They plan to film a pilot for the 1962-63 season . . . **William Robson**, ex-Paramount TV, is named story editor of *The Bob Cummings Show* . . . British film executive **Paul Rotha** is named European representative for the Los Angeles County-Hollywood Motion Picture & TV Museum . . . Writers Guild of America West has named **Daniel S. Mark** as staff administrator.

## NEW YORK ROUNDUP

Screen Gems is placing rerun episodes of *The Web* into syndication, after scoring an unusual sale for its somewhat unusual film package. The series consists of only 13 episodes, but was bought by WNBC-TV N.Y. and scheduled in network-option time at mid-season to replace NBC's *Jackpot Bowling* (Mon. 10:30-11 p.m.). This is one instance when a traditionally-troublesome short package proved an asset. WNBC-TV was able to retrieve the 10:30 p.m. period from the network for the period between *Jackpot Bowling*'s demise and the fall reinstatement of *Thriller*. Produced by SG in 1957 as the summer replacement for NBC's *Loretta Young Show*, *The Web* also served as the 1958 summer replacement for *The Lineup*, under the title of *Undercurrent*.

Screen Gems has scored 8 new sales, in addition to its deal with the 5 CBS o&o's, for its post-1948 Columbia library, bringing the market total to 13. New sales include WTIC-TV Hartford, WOAI-TV San Antonio, WSYR-TV Syracuse. SG also announced the addition of "On the Waterfront" to the feature library, for release "on a delayed basis," to the 13 stations. Earliest telecast is expected in 1963.

**MGM & New Orleans film processor** Kalvar Corp. are forming an "equally owned" company to develop & market Kalvar photographic products in the TV, film and consumer fields. Kalvar is developing & processing film under a process by which heat is applied to the film to develop the image. Investment in the new company is said to be less than $1 million. Pending its own hq on the West Coast, the new firm will have its work processed at the MGM studios and at the Kalvar plant.

**General Artists'** TV arm, GAC-TV, has set up a N.Y. dept., headed by Sam Sharber, to book TV-commercial talent. Recent GAC-TV activities include the ABC-TV Pat Boone special, CBS-TV's Ringling Bros., Barnum & Bailey Circus telecast April 20, Revlon's Bobby Darin special, a WNTA-TV N.Y. daytimer featuring Buff Cobb debuting April 10.

**Ziv-UA** reported last week that its fastest-growing sponsor group is banks & banking services, which now spends "over $2 million annually on first-runs alone." This represents a 100% increase since 1957, according to Ziv-UA, which saluted "the emergence of banking from behind its conversative facade to become one of the most modern, competitive entities in the business field."

**Trans-Lux** plans a new, "unique" TV division—a resident film-buying service for out-of-town outlets—to be headed by Robert Weisberg, ex-gen. mgr. & chief buyer of TV Stations Inc. It's understood the venture will include other areas of station service, but details won't be announced for another month.

**Magnum TV International, S.A.** has acquired Latin American & South American rights to *Rocky & His Friends*, currently on ABC-TV. The General Mills-owned show, dubbed into Spanish & Portuguese, will be sponsored by 2 or 3 international firms, "soon to be announced."

**TV Personalities'** animated series, *Dick Tracy*, has an "angel." General Foods, for Post Cereals, is guaranteeing to stations that it'll buy spots in the 5-min. shows in all major markets. The 130-episode series has been sold in 15 markets to date, is due to start in June.

## The FCC

**Ground Rules for U.S.-Canadian Allocations:** To ease the problems of determining in advance mutually acceptable new TV allocations within 250 miles of the border, U.S. & Canada have issued a document titled "Work Arrangement for Allocations of Vhf Television Broadcast Stations under the Canadian-U.S.A. Television Agreement of 1952."

Up to now, representatives of the 2 govts. have had to negotiate each new assignment in a cumbersome fashion. The new arrangement clears the underbrush in advance for quick approval.

The complete document, available from FCC, includes 3 appendices spelling out special situations. Appendix I covers "agreed parameters for special cases which require treatment as exceptions to the terms of the working arrangement," affecting: Rochester, N.Y. Ch. 13; Pembina, N.D., Ch. 12; Ottawa, Ont. Ch. 13; Courtenay, B.C., Ch. 9; Nelson, B.C., Ch. 9.

Appendix II covers "specific station assignments which have been restricted to an extent greater than required by the terms of the working arrangement and which may utilize parameters consistent with the working arrangement." These are: Lake Placid, N.Y., Ch. 5; Utica, N.Y., Ch. 2; Pembina, N.D., Ch. 12; Cornwall, Ont., Ch. 8.

Appendix III reads: "Additional assignments consistent with the provisions of the working arrangement and which are therefore mutually acceptable as supplements to Tables A and B of the TV agreement of 1952." The following assignments are affected (full power allowed unless otherwise indicated): Alpena, Mich., Ch. 6; Grand Rapids, Mich., Ch. 13 & 11; Bangor, Me., Ch. 7 (100 kw, 500 ft.); Syracuse, N.Y., Ch. 9 (100 kw, 1,000 ft.), Ch. 5; delete Ch. 8; Cadillac, Mich., Ch. 7 & 9; Traverse City, Mich., Ch. 9; Rochester, N.Y., Ch. 8, delete Ch. 5; Hamilton, Ont., Ch. 11; Sudbury, Ont., Ch. 13; Carlyle, Sask., Ch. 7 (100 kw, 500 ft.); Harrison Brook, Que., Ch. 7 (63.1 kw, 500 ft.); St. John, N.B., delete Ch. 6; Bon Accord, N.B., Ch. 6; St. Anne de la Pocatiere, Que., delete Ch. 6; Chicoutimi, Que., Ch. 6; Pivot, Alta., Ch. 4 (63.1 kw, 500 ft.); North Baltheford, Sask., Ch. 4 (63.1 kw, 500 ft.), delete Ch. 3; Stranraer, Sask., Ch. 3.

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**FCC Calls for More uhf Bids:** The job of selecting 5,000 typical uhf receiver locations in N.Y. for FCC's experimental project is out for bids, with a closing date of April 27. Contractors will have to select locations and get permission from occupants for the installation of sets & taking of measurements. Some 500 locations are to be selected monthly, starting about Aug. 1. The Commission also extended from April 5 to April 17 the deadline for bids from those proposing to install the sets.

**Fast Move on Hearings:** Two important FCC hearings have been scheduled quickly, following Commission action designating the cases for hearing. The hearing on the order shifting KERO-TV Bakersfield from Ch. 10 to 23 (Vol. 17:13 p6) is to start May 1 with examiner David Kraushaar. The promise-vs.-performance hearing in Pasco, Wash. for radio KORD (Vol. 17:13 p2) is to begin June 5 with examiner Herbert Sharfman.

**FCC Allocations Actions:** (1) Finalized substitution of Ch. 52 for Ch. 44 in Vincennes; Ch. 44 for Ch. 52 in Princeton; Ch. 81 for Ch. 60 in Washington—all Ind. (2) Denied a request to allocate Ch. 2 for commercial use in Hamilton, Ala. by deleting it from ETV assignment in State College, Miss. and Nashville.

**FCC's Promise-vs.-Performance Hearing:** Since radio KORD Pasco, Wash. has been called on the carpet by the FCC in an important 4-3 vote for failing to program as it said it would in its application (Vol. 17:13 p2), it is worth noting precisely the issues the Commission intends to explore in the hearing to be held in Pasco:

"(1) To determine whether, in light of the substantial variance between applicant's programming representations in its application for a construction permit and its programming operations during the past license period, the Commission can rely upon the applicant's present programming representations.

"(2) To determine whether, during the past license period, the applicant has provided opportunities for local self-expression consistent with operation in the public interest.

"(3) To determine, in light of the concentration & number of spot & other announcements broadcast during the past license period, whether applicant's program service was interrupted in a manner & to a degree so as to cause a deterioration in said service contrary to public interest.

"(4) To determine whether the applicant's past & proposed over-all program service was & is designed to meet the needs & interests of the community it serves."

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Maverick vs. Herd: One of 70-odd Texas candidates for Vice President Johnson's Senate seat—Democrat Maury Maverick Jr.—wants to be seen as well as heard above the others when he buys TV time. His campaign mgr. J. C. Zeke Zbranek fired off a protest to FCC when sound but no pictures came through on a paid Maverick appearance on KDUB-TV Lubbock. Reviewing the case while the Senate's equal-time "watchdog" Subcommittee was exploring other political complaints (see p. 4), the Commission agreed unanimously that the KDUB-TV mishap (failure of AT&T visual signals) was "beyond its control." Replacement time offered by the station to Maverick should satisfy requirements of the Communications Act's Sec. 315, FCC said. In another equal-time complaint, N.J. state Sen. Wayne Dumont Jr., running for the GOP nomination for gov., told FCC that WNTA-TV Newark-N.Y. (which he & others in a home-state group want to buy) refused to put him on the air to match an *Open End* appearance by a rival, ex-Labor Secy. James P. Mitchell. Also protesting Mitchell's *Open End* exposure was independent candidate Weldon R. Sheets, who seeks the Democratic nomination. The show's producer David Susskind argued that Mitchell talked about "recession & unemployment," not politics.

Scrambled ETV for Medicos: Educational WJCT Jacksonville has asked FCC for permission to scramble medical programs—notably surgery—for the use of physicians, *et al.* Receivers would be equipped with inexpensive & simple decoders. The station said the purpose of the scrambling is to avoid exposing the public to gory details.

FCC Grants: CP for Ch. 21, Hanford, Cal., has been issued to Gann TV Enterprises. The Commission also authorized WITI-TV (Ch. 6) Milwaukee to move 9 miles to the south and to increase height from 980 to 1,000 ft.

Allocations Changes Requested: Add Ch. 5 to Houston, by Lester Kamin; add Ch. 13 to Worchester, Mass., by WWOR (Ch. 14).

Medford Grant Proposed: Initial decision recommending CP for Ch. 10 to KMED Medford Ore. has been issued by FCC examiner H. Gifford Irion.

## Auxiliary Services

**HOW APPEAL AFFECTS PAY-TV SCHEDULE:** Now that theater interests have appealed FCC's decision authorizing RKO General's Hartford Phonevision Co. to conduct a 3-year pay-TV experiment (Vol. 17:9 p1), the big question is: Will the pay-TV proponent go ahead or wait for the court's decision?

An RKO spokesman said only that plans haven't changed, but that the effects of the appeal must be weighed —and a decision will be made within a couple of weeks.

FCC lawyers are wondering, too. Said one: "The chances of RKO's losing in the courts are about a billion to one. But they've got stockholders to think about before they spend $10 million."

A court decision before next November is most unlikely. Only under "emergency" procedures could the court hear argument and issue a ruling before it quits hearing cases for the summer. It's most likely that the case will be heard in September and a decision produced in November. Should the pay-TV experimenters choose to wait for a decision, they would then not start tollcasting until about 6 months thereafter.

The appellants charge that: (1) FCC doesn't have legal authority to authorize pay TV. (2) Hartford Phonevision plans don't meet FCC requirements. (3) FCC's conditions on the test won't give it "meaningful" information. (4) Contractual relationships between Hartford Phonevision, Zenith & Teco would hamper Hartford Phonevision's exercise of its responsibilities as licensee of WHCT. (5) The test isn't in the public interest.

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TNT Offers Closed-Circuit Color: Using new Norelco compatible color projectors, Theatre Network TV will offer closed-circuit colorcasts in 50 major U.S. markets, Pres. Nathan L. Halpern announced last week. The new projectors, manufactured by Philips of Eindhoven, the Netherlands, are capable of projecting an image of 200 sq. ft. (about 12 x 16 ft.), according to Halpern. They'll form the "backbone" of "TNT Colorvision" network, he said, adding that a "fleet" of them is being manufactured for TNT by Philips. The number of projectors was not specified. The new Norelco unit uses 3 Schmidt optical barrels with 5-in. tubes. Its transportable, may be operated remotely.

Arson & Uhf Translators: Zane W. Robinson, secy. of Phillips County TV Assn. Inc., grantee for Ch. 75 for that Montana county, writes to us: "Our first machine, UST-10BC Adler, was put on air Feb. 25, 1961 on a test license. It operated 2 days and was destroyed by arson. Due to numerous factions hostile to county-wide TV, the local authorities have at this writing been unable to apprehend the culprits. The signals from the test were most gratifying, being received at 80 miles snow free. Here at Malta, Mont., we received 2,000 microvolts at 45 miles. We are now rebuilding with non-inflammable materials."

Hawaii Plans Telemeter Link: A syndicate of Hawaiian industrialists is negotiating with Telemeter to bring the pay-TV system to the Hawaiian Islands. It's planned to have both English & Japanese movies simultaneously on the 3-track system for maximum coverage of the area, according to Edward Dukoff, spokesman for the group. Other members of the syndicate include Francis Brown, Robert Young, Richard Smart and Carl Hansen. Dukoff said operations could start within a year after installation of lines & equipment.

## Advertising

**Code Subscribers Cautioned:** The beer season is at hand, what with spring being here & summer approaching, and it's no time for TV stations to relax & let brewery sponsors pull any fast ones, NAB's TV Code Review Board said last week.

The Board's *Bulletin* warned all Code subscribers to take a close look at new beer commercials which may not violate Code language by showing actual drinking of the beverage—but which do subvert the Code's spirit by "implied" sequences.

"No instance of the actual on-camera consumption of the product has been brought to the Board's attention recently," the *Bulletin* reported. "However, the use of special photographic techniques which show first a full glass of beer and then an empty one seems on the increase."

The Board also noted some disturbing trends in 3 other Code categories—wines, drugs and contests—and cautioned subscribers against transgressions.

On wines: Commercials shouldn't make "covert appeals to younger people."

On drugs: Commercials for weight-reducing products shouldn't (1) imply specific results for all users "over a given period of time," (2) promise "quick & easy" results and unqualified appetite-satisfaction at the same time, or (3) encourage "self-diagnosis" without benefit of medical advice.

On contests: A "minor rash" of improper self-promotion by stations developed on the West Coast last fall and has been spreading into the Midwest. The Code forbids subscribers to "'buy' the TV audience by requiring it to listen and/or view in hope of reward." But some stations have been handing out prizes to viewers who—in response to random telephone calls—are able to identify something on a show.

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New Reps: WHP-TV Harrisburg, Pa. to Blair Television Associates March 1 from Bolling • KXAB-TV Aberdeen, S.D. to Jack Masla March 1 from Weed • KDAL-TV Duluth, Minn. to Petry April 1 from Avery Knodel • WSVA-TV Harrisonburg, Va. to Venard, Rintoul & McConnell March 6 from H-R Television • WAVE-TV Louisville to Katz June 4 from NBC Spot Sales • WTOP-TV Washington, D.C., WJXT Jacksonville, Fla. and WBTV Charlotte, N.C. to Television Advertising Representatives June 25 from CBS Spot Sales.

**Rokeach Solves an Image Problem:** How do you reestablish a "kosher public image?" This was the problem facing the new management of I. Rokeach & Sons, producers of food products for the Jewish market. In trying to broaden its consumer market, Rokeach had begun to lose a lot of its old-line trade in kosher foods. Marketing dir. Robert Grayson and ad agency Smith/Greenland decided to try a concentrated TV campaign on WNTA-TV N.Y. to reacquaint the city's large Jewish market with the Rokeach name in the pre-Passover week. A special *Passover Festival*—7 hour-long programs featuring Theodore Bikel, Sam Levine, Zero Mostel, Sam Jaffe and other Jewish personalities—was aired March 26-26, 7:30-8:30 p.m. Yiddish stage actress Molly Picon was signed to do all the commercials. Describing the public response as "fantastic," Grayson said many people bought Rokeach products "just because they liked the commercials & wanted to say thanks."

**Net TV Up 9% in Jan.:** The 1961 national ad volume got off to a good start despite the business slowdown, *Printers' Ink*'s latest index shows. January advertising was 5% ahead of the year earlier month, and 1% better than the Dec. 1960 volume. (However, the January over Jan.-1960 gain more accurately reflects an increase in media costs than in ad volume, because the magazine estimates it costs an average 5% more to duplicate a '60 schedule in '61.

Major percentage-gainer in January over Jan.-1960 business was outdoor—up 12%. Increases also were posted by network TV (9%), magazine (7%), newspapers (1%). The poorest showing was recorded by network radio—down 14% from the year-ago month.

Outdoor, with a 12% gain, also paced the improvement in Jan.-1961 over Dec.-1960 business. Magazines improved 8%; network TV & radio were up 6% each. Only newspapers (down 2%) & business papers (down 3%) among the major media failed to improve or match their preceding month's volume.

| Medium | Index Jan. 1961 | Index Jan. 1960 | % Change from 1 month ago | % Change from 1 year ago | 1960 year Average |
|---|---|---|---|---|---|
| General Index | 234 | 223 | + 1 | + 5 | 235 |
| Total Magazines | 194 | 181 | + 8 | + 7 | 188 |
| Weekly | 216 | 193 | +11 | +12 | 210 |
| Women's | 151 | 142 | + 5 | + 6 | 140 |
| General Monthly | 241 | 225 | + 4 | + 7 | 231 |
| Farm | 78 | 125 | — 6 | —38 | 97 |
| Newspapers | 206 | 204 | — 2 | + 1 | 210 |
| Network Television | 479 | 441 | + 6 | + 9 | 462 |
| Network Radio | 18 | 21 | + 6 | —14 | 23 |
| Business Papers | 227 | 233 | — 3 | — 3 | 246 |
| Outdoor | 163 | 146 | +12 | +12 | 160 |

No Jackie Look-alikes: Don't plan TV commercials for fall in which actresses or models are pretty, wide-eyed brunettes with a more-than-passing resemblance to Mrs. John F. Kennedy. The "Jackie Look" which has become widespread in ad photos & artwork since the election (and which has suddenly spurted the fees of several Jackie-esque brunette models) is now under the scrutiny of the Better Business Bureau. Reason: BBB was recently reminded by Theodore C. Sorensen, special counsel to President Kennedy, that likenesses of the First Lady and the President may be used for ad purposes (special charities, etc.) only with official permission. A subsequent BBB bulletin called on admen to "co-operate in the scrupulous observance" of this White House custom.

Those "beautiful 4-color" ads inserted by defense contractors in magazines & newspapers are paid for by taxpayers, and it's time to stop the "abuse," Sen. Cannon (D-Nev.) told the National Rocket Club in Washington. Participating in a panel discussion of the market outlook for missile & space enterprises, he said an estimated $500 million spent annually by govt. contractors for advertising "could well jeopardize our entire defense program." Taxpayers "would be highly displeased" if they knew the bill was charged to them, Cannon said.

Advertising Seeks Public Confidence: The 4As will launch a 1961 campaign to bolster public confidence in "the integrity of advertising, and spread understanding of its vital role in the economy." The project was recommended by 4A public relations counsel Hill & Knowlton, after a 4-month public-opinion analysis. Details of the campaign will be presented to 4A members at their annual meeting April 20 in White Sulphur Springs.

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**Ad People:** Harry E. Sandford elected a Doherty, Clifford, Steers & Shenfield vp . . . Howard Shank resigns as vp-creative dir., Grey Advertising . . . Richard Turnbull named senior vp, 4A.

## Networks

**No Executive Axings at NBC:** Two NBC-TV vps are leaving that network—personnel dir. B. Lowell Jacobsen and talent-relations chief Burton H. Hanft—but it isn't part of NBC-TV's annual close look at departmental budgets & excess personnel, according to the network. "Top NBC management," said a network source, "is solidly entrenched." Such executives as exec. vp Walter Scott, sales vp Don Durgin, programs & talent vp David Levy *et al.* have recently had their contracts renewed, we were told. NBC vp Jacobsen is joining Pepsi-Cola as dir. of industrial relations. Vp Hanft's plans aren't known. In its lower echelons, however, NBC is conducting a nation-wide economy survey, and personnel cutbacks have already begun at its Los Angeles studios. Network sources tell use they expect the heaviest cutbacks will be in the program dept. At the West Coast studio, the seasonal exodus is well under way. Only 2 live shows—*It Could Be You* and *Truth or Consequences*—are expected to remain during the summer, and number of program & technical personnel have already been given their notices. More than 40 technicians were discharged last month. Summer sales have been slow, and NBC-TV executives don't anticipate any other live shows this summer.

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**ABC's Low CPM:** Thanks to the competitive rating levels of its nighttime program structure, and the lowest network price structure, ABC-TV is scoring some high marks this season on one of advertising's most popular yardsticks: CPM. The network's average-evening cost-per-thousand, according to the latest ABC calculations based on Nielsen data, is now $3.39. This, ABC told us recently is "8% better than CBS and 22% more efficient than NBC." (Scores for the latter: $3.67 and $4.12).

Altogether, ABC has 15 evening shows (23 half-hour periods) with CPMs of under $3.00. ABC's score represents "more programs & more half-hour time periods than the other 2 networks combined," said the network. Programs able to deliver a thousand viewing homes for $3 or less on ABC include a wide variety; among them are *Lawrence Welk, The Untouchables, 77 Sunset Strip, My 3 Sons, Lawman,* and *Flintstones.*

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**Affiliation-switching to ABC-TV** pays off in terms of boosted nighttime audience shares in major cities, ABC-TV told us recently. The network cited the affiliation changeover in Boston. There WNAC-TV (formerly CBS-TV) became an ABC-TV affiliate at the end of 1960. In Dec. 1960, its ARB average metropolitan-area audience share at night (7:30-11 p.m.) was 31.5. For Jan.-Feb. 1961 period, the share jumped to 36.0. WHDH-TV Boston (formerly ABC-TV) became a CBS-TV affiliate at the time of the WNAC-TV switch. WHDH-TV's Dec. 1960 share was 38.2. In the Jan.-Feb. period, it dropped to 32.8. WBZ-TV Boston, remaining with NBC-TV, took a slight drop in share between the 2 periods. Whether this feather in ABC's rating cap was instrumental in clinching the switch of Taft-owned WKRC-TV Cincinnati from CBS-TV to ABC-TV (Vol. 17:9-10) was something ABC didn't say.

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**Canadian Network Hearing:** The application of Canadian Network Television Pres. Spencer W. Caldwell to operate Canada's 2nd national TV network (Vol. 17:13 p12) will be heard by the BBG in Ottawa April 13.

**CBC Showcases Graphic Arts:** N.Y. admen will get a close-up view of TV artwork done by the Canadian Bcstg. Corp. April 5-26 at Gallery 303, 130 West 46 St. TV program titles, credits, illustrations, promotional slides, animations, posters, booklets, and topsheets will be displayed. "Graphic arts design in TV is a major part of the image projected to the public," said CBS graphic arts dir. David Mackay. "Because design runs through all network activities, a poor image could easily develop through slackness in any one of its graphic arts facets."

**Old Wine in New Bottle:** Are you old enough to remember an NBC radio drama series in the early 1930s called *Roses & Drums*? Well, the sponsor—Union Central Life Insurance Co.—will return to NBC this fall after a 25-year hiatus, with telebiographies of Grant & Lee.

## NETWORK SALES ACTIVITY

ABC-TV

**The Roaring Twenties**, Sat. 7:30-8:30 p.m., part. eff. April & May respectively.
*Johnson & Johnson* (Young & Rubicam)
*Miles California* (Wade)

**Hawaiian Eye**, Wed. 9-10 p.m.; **Silents Please**, Thu. 10:30-11 p.m.; **Leave It to Beaver**, Sat. 8:30-9 p.m.; **Hong Kong**, Wed. 7:30-8:30 p.m.; **Guestward Ho!** Thu. 7:30-8 p.m., part. eff. April, May 25, May 26, May 24 & June 22.
*Miles California* (Wade)

CBS-TV

**To Tell the Truth**, Mon. 7:30-8 p.m., part. eff. immediately.
*R. J. Reynolds* (William Esty)

**Daytime programming**, Mon.-Sat., part. eff. June & Sept. 11 respectively.
*Johnson & Johnson* (Young & Rubicam)
*Hollywood Brands* (Grubb)

**The Twentieth Century**, Sun. 6-6:30 p.m., sponsorship, fall.
*Prudential Insurance* (Reach, McClinton)

**Carnegie Hall Salutes Jack Benny**, Wed. Sept. 27, 10-11 p.m., co-sponsorship.
*Sara Lee* (Cunningham & Walsh)

**The Eagle Stirred** (dramatic oratorio), Sun. April 9, 10-11 p.m., commissioned by CBS News.

NBC-TV

**Thriller**, Tue. 9-10 p.m., part. eff. April 4.
*Helene Curtis* (McCann-Erickson)

**Bonanza**, Sat. 7:30-8:30 p.m., part. eff. April 8.
*Procter & Gamble* (Benton & Bowles)

**Daytime programming**, Mon.-Fri., part. eff. April.
*Sperry and Hutchinson* (SSC&B)

**All-Star baseball games**, July 11 & 31, **World Series baseball games**, co-sponsorship.
*Chrysler* (Leo Burnett)
*Gillette Safety Razor* (Maxon)

**Rosebowl Game, Blue-Gray game**, co-sponsorship.
*Chrysler* (Leo Burnett)

**Sing Along with Mitch**, Thu. 10-11 p.m., part. eff. fall.
*General Motors* (McCann-Erickson)
*P. Ballantine & Sons* (William Esty)
*R. J. Reynolds Tobacco* (William Esty)

**8 feature films**, one per month, full sponsorship eff. May.
*American Gas* (Lennen & Newell)

**Dr. Kildare**, Thu. 8:30-9:30 p.m.; **Thriller**, Mon. 10-11 p.m., participations eff. fall, 1961.
*Glenbrook Labs div. of Sterling Drugs* (Dancer-Fitzgerald-Sample)
*Liggett & Myers* (D-F-S)

## Stations

**NAB Convention Shaping Up:** Still hoping that President Kennedy will address its May 7-10 Washington convention to cap the agenda, NAB is firming up its program. We've learned that the latest big feature, which may be finalized soon, will be a panel discussion by NAB Pres. Collins and the network chiefs—Goldenson, Sarnoff, Stanton, *et al.*

The TV sessions will include presentations by TvB, TIO and Code representatives—possibly also an address by a Cabinet member.

These are in addition to the major maiden address by FCC Chmn. Minow and the traditional FCC panel session.

The engineering conference has corralled 2 top-flight luncheon speakers—Dr. Edward Teller, "father" of the hydrogen bomb, May 10, and Maj. Gen. J. B. Medaris, former chief of the Army's ballistic missiles & space program (now Lionel Corp. pres.), May 9. A 3rd major scientific figure is considering an invitation to speak.

The engineering conference will include papers on VOA facilities, communications between engineering superiors and their assistants, FCC renewal inspections, transistorized studio equipment, color TV via black-&-white film, transistorized video amplifiers, audio system of WFAA Dallas, 8-mm magnetic sound equipment for TV, Ampex TV tape, destruction by fire of WWTV Cadillac, Mich., vhf translators, AT&T satellite work, AM remote control.

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**Storer's "Standards Dept.":** "To cope more efficiently with the multitude of standards & complex regulatory considerations facing the broadcasting industry," Storer Bcstg. Co. announced last week it has established a Dept. of Broadcast Standards. Headed by vp Ewald Kockritz, former national program dir. for TV, the new dept. will serve Storer's TV & radio operations in consolidating "matters relating to program provisions of the FCC rules & the Storer Program Manual . . . operating quality control and reviewing such matters as Storer's continuing survey of community needs & program interests in each market." The new dept. will also be responsible for station procedures for clearance of program content & ad copy, and will set up new procedures for handling suggestions & complaints, according to operations exec. vp Stanton P. Kettler.

**Kansas Broadcasters May Get Tax Break:** The Kansas House last week recommended passage of Senate Bill 201 which would grant TV & radio stations certain exemptions from the state sales tax. Final House action on the bill is expected April 5. The bill would exempt (1) sales & purchases of electricity used for operating TV-radio transmitters, (2) all rentals of transcription libraries, record & tape services, syndicated movies, film and tape programs used by TV-radio stations. The House action reversed the decision of the Assessment & Taxation Committee, which had deleted the TV-radio provisions from the bill.

**New 35-kw high-band vhf transmitter** was introduced recently by RCA. The TT-35 retains the basic design of RCA's 25-kw transmitters, RCA said, and makes possible low-cost conversion to higher power by stations using the 25-kw units. The transmitter uses air-cooled triodes similar to the type 5762 tubes, with air-cooled linear broadband amplifiers used for the visual carrier and air-cooled Class-C amplifiers for the aural carrier.

**TIO Reviews Its Record:** TIO is now distributing to its supporters a pamphlet outlining many of its accomplishments from its establishment in Oct. 1959 through 1960.

**Broadcasting's Time Contributions:** Broadcasters & their advertisers gave major support to 76 Advertising Council campaigns in 1960, reported Edwin W. Ebel at a March 29 RTES meeting. The Advertising Council vp (who is also ad vp of General Foods) said the campaigns included such drives as "Register, Contribute and Vote," "Stop Accidents," the Red Cross drive and Radio Free Europe. His new message was a request for support of the Council's new "Confidence in a Growing America" campaign. Advertising must "lift the public thinking out of the doldrums and change its buying mood," Ebel said, adding that broadcasting must report the positive facts about the economy. This year's Ad Council promotion was outlined at the same meeting by Robert M. Gray, promotion mgr. of Esso Standard div. of Humble Oil and volunteer co-ordinator of the project. Gray showed samples of promotion kits sent last week to TV & radio stations, networks and advertisers which included film spots designed to inspire confidence in the U.S. economy, and plugging the Council's free booklet, *The Promise of America.*

**Canadian TV Applications:** BBG has on its agenda for the April 11 meeting Ch. 10 at Flin Flon, Man. by CBC, and Ch. 4 at Ste. Annedes Monts, Que. by T.V. Transgaspesienne Inc. In addition, the following 5 applications for satellites will be considered: Ch. 9 at Carrot Creek and Ch. 12 at Edson, Alta. by CFRN-TV Edmonton. Ch. 7 at The Pas, Man. by CBC. Ch. 3 at Stranraer, Sask. by CFQC-TV Saskatoon. Ch. 3 at Kindersley, Sask. by CJFB-TV Swift Current, Sask. Also on the agenda are requests for boosts to 100 kw by CKRN-TV Rouyn, P. Q. and to 10.66 kw by CFAFT Moncton, N.B.

**Brown Seeks Honolulu Channel:** Kenyon Brown, expres. of NAFI Corp.'s bcst. div., heads a group which will file an application with FCC for Ch. 13 in Honolulu. The station would be independent. Brown, formerly owner of an interest in KCOP Los Angeles, currently owns radios KSON San Diego, KITO San Bernardino, KANS Kansas City, KGLC Miami, Okla., and part of KFOX Long Beach.

**Cal. Stations Sold:** Imperial Bcstg. System Inc. (partly owned by Sherrill Corwin) has sold Cal. radios KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe for a total of $450,000. Buyers are Tom E. Foster, Tolbert Foster, Edgar B. Dyche, John Blake and Edgar B. Younger. Together, the Fosters own 30% of KGUN-TV Tucson, Dyche 11%. Blackburn & Co. was the broker.

**WONE Dayton Sold:** Radio WONE & WIFE (FM) Dayton, O., plus CP for WONE-TV (Ch. 22), have been bought for "in excess of $2 million" by the Brush-Moore newspapers through brokers Blackburn & Co. Selling principals Ronald B. Woodyard and Lauren M. Berry will remain on the board of directors. Woodyard will also serve as a consultant.

**Payola Ban Signed:** Alpha Distributing Co. (John Holonka & Harry Apostoleris), N.Y. record firm, has agreed to an FTC order prohibiting undercover payola to TV & radio disc jockeys. FTC's complaint against the firm was filed Jan. 6, 1960 (Vol. 16:2 p7), the Commission later affirming an agreement reached between Holonka & Apostoleris and hearing examiner Edgar A. Buttle.

**Sales Approved:** FCC has authorized the transfer of WSAZ-TV & WSAZ Huntington, W.Va. to WJR, the Goodwill Station Inc. ($5,471,862 for 89%) and KVOS-TV Bellingham, Wash. to the owners of WTVJ Miami ($3 million) (Vol. 17:6 p12 & 16:48 p6), Comr. Bartley dissented on the latter.

## Congress

**Harris To Send Complaints To NAB:** For the first time in the long & often-tortuous history of Congressional relations with broadcasters, the House Commerce Committee has established formal—& friendly—liaison with NAB in a joint effort to improve the industry's product.

Copies of all complaints about TV & radio programs which are received by the House Committee will be referred by Chmn. Harris (D-Ark.) to NAB Pres. LeRoy Collins. In the past, such complaints have been sent along in routine by Harris to FCC, but not to NAB.

The initiative in the new House-NAB setup was taken by Harris, who had publicly applauded Collins for "candor & courage" in his rousing February speech to NAB's Board (Vol. 17:9 p8) on broadcasting's failures. Collins again brought cheers from Harris with his RTES speech last month, when the NAB pres. pleaded for less violence & more "blue-ribbon" programming on the air (Vol. 17:12).

Announcing the liaison arrangement in a March 27 *Congressional Record* statement, Harris pledged "support" to Collins for his "important proposals looking to the elimination of excessive violence on TV programs and the increase of outstanding drama, fine music, public information & educational programs during prime evening hours."

To Collins, Harris wrote that he'd always held that "the licensee and not the govt. must assume the primary responsibility for improved programming." He said he agreed with Collins that NAB "can greatly assist in bringing this about—be it through the formulation of improved codes of good conduct or through other methods such as the plan which you suggested."

"Gratefully" accepting the offer from Harris of copies of complaints, Collins added a suggestion: Why not forward copies of "favorable comments" about programs to NAB, too? They'd help NAB make "the necessary assessments for carrying out our program," Collins said. Harris agreed, but observed wryly: "Constituents usually are more ready to reach for the pen to express dissatisfaction with some occurrence than they are to convey their pleasure over a job well done."

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TV Fight Licenses Proposed: Promoters of boxing bouts on closed-circuit TV—such as TelePrompTer in the Patterson-Johansson championship fight in March (Vol. 17:11 p14)—would have to get govt. licenses under terms of an anti-rackets bill (S-1474) by Sen. Kefauver (D-Tenn.). A companion bill (HR-6070) was introduced by Rep. Ryan (D-N.Y.). Carrying out his promise of last year—when he said Senate hearings proved the need for federal regulation of boxing (Vol. 16:51 p8)—Kefauver proposed setting up a "czar"-like National Boxing Commissioner in the Justice Dept. "Professional boxers, managers, promoters and matchmakers" would be subjected to licensing supervision by the "czar." And Kefauver emphasized that closed-circuit operators, who "wield immense power" in the fight business, would be covered: "Testimony before the [Judiciary Antitrust & Monopoly] Subcommittee disclosed that a new type of boxing promoter—the closed-circuit TV magnate—has arisen in recent years. The purses of Floyd Patterson & Ingemar Johansson in their heavyweight championship bouts were mainly derived from the closed-circuit TV revenue." In arguing for closed-circuit licensing, Kefauver also told the Senate—mistakenly—that TV networks are licensed & regulated now by the government.

**Agency 'Czar' Decried:** Sen. Carroll (D-Colo.) has told the White House that he & his Senate Judiciary Administrative Practice & Procedure Subcommittee want no part of any Presidentially-appointed "czar" to ride herd on FCC & other regulatory agencies.

Emerging from a 30-minute conference with President Kennedy, Carroll reported he had submitted a preview of a Subcommittee report which: (1) Opposes recommendations by the President's agency-advisor James M. Landis that the White House exercise tighter policy control of the agencies. (2) Recommends stiff penalties against influence peddling.

Meanwhile, Senate & House minority leaders—Sen. Dirksen (R-Ill.) & Rep. Halleck (R-Ind.)—issued a joint statement charging that President Kennedy's request to the agencies for monthly reports on their activities (Vol. 17:13 p15) constituted improper efforts to influence them.

They said the President's memorandum to agency chiefs was in "direct violation of the spirit & letter of the laws by which these bodies were created," since they are "answerable to the Congress only." Demanding that Mr. Kennedy withdraw his request, Dirksen & Halleck maintained that the agencies "always have been, and they should continue to be, above White House domination."

The Senate Subcommittee's objections to any White House agency "czar" echo criticism voiced by Carroll when Landis submitted his recommendations to Mr. Kennedy in January (Vol. 17:1 p1). Carroll said, however, that the 21-page report—not yet cleared by the full Judiciary Committee—does call for tighter White House policing power over the agencies. It recommends legislation giving the President authority to suspend or fire commissioners who violate proposed codes of ethics.

Subcommittee member Dirksen—probably joined by Judiciary Committee members Keating (R-N.Y.) & Hruska (R-Neb.)—is expected to submit a supplementary report. He has objected to proposed anti-influence legislation which would prevent members of Congress from making off-the-record approaches to agencies for constituents.

The Subcommittee report also recommends: (1) Uniform 10-year terms for agency members. (2) No general overhaul of the Administrative Procedure Act. (3) Establishment of a Conference on Administrative Procedure as a continuing body. (4) Creation of a White House Office of Administration & Reorganization to help Congress—but not a White House "czar"—to oversee agencies.

In another development on the White House-agency front last week, the House completed Congressional action on Senate-approved legislation to revive & extend (to June 1, 1963) the President's authority to reorganize federal commissions & boards (Vol. 17:13 p15). Unless his plans are vetoed by either Senate or House, Mr. Kennedy will now be able to revamp agency functions—but not to eliminate existing functions or create new ones.

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Kefauver Plans Probe: The "full picture" of identical bidding by such manufacturers of electrical equipment as GE & Westinghouse (Vol. 17:13 p6) is promised by Chmn. Kefauver (D-Tenn.) of the Senate Judiciary Antitrust & Monopoly Subcommittee. Announcing hearings April 13-14 on practices within the industry, he said his staff has uncovered more information than that disclosed in court.

TV Attacked Again: Most TV programming is so bad now that it's doubtful "whether we'll be able to prevent the Soviet Union from burying us as they have announced they will," Rep. McDowell (D-Del.) told the House.

**"Harvest of Embarrassment":** Congressional furor over "Harvest of Shame" and BBC's rerun of the CBS-TV documentary on migratory farm workers (Vol. 17:13 p4) died down last week after the White House acknowledged it had been concerned about possible misinterpretations of the film by foreign viewers. President Kennedy's press secy. Pierre Salinger told reporters he had telephoned CBS News Pres. Richard S. Salant to try to make sure that BBC identified "Harvest of Shame" as a commercially-produced film—not an official U.S. govt. documentary. Salant assured him that such an announcement was included in BBC's March 21 showing of the film. Salinger's intervention with the network official followed failure of the documentary's narrator—Edward R. Murrow, now USIA dir.—to persuade BBC to cancel the showing altogether. Reviewing the incident later at an assembly of USIA employes in Washington, Murrow conceded his conduct had been "foolish & futile," as the *Washington Post* said it had been. Salinger also reported that he had been given assurances by Salant that from now on in, CBS wouldn't offer "Harvest of Shame" to foreign networks, but that offers to buy it for reruns abroad would be reviewed by the network as they came in.

**ETV Action Delayed:** The fate of Senate-approved federal-aid-to-ETV legislation in the House (Vol. 17:13 p2) was kept in cliff-hanger status last week by the House Commerce Communications Subcommittee. Chmn. Moulder (D-Mo.) stood by, waiting for a call from HEW Secy. Ribicoff before ordering the Subcommittee's hearing record closed—or the proceedings reopened. But no word came. Ribicoff had been expected to file a statement opposing proposals for govt. ETV grants—or to ask for resumption of the House hearings so that he could testify in person. It was assumed Ribicoff would tell Moulder what he told Senate Commerce Committee Chmn. Magnuson (D-Wash.) —that the Kennedy administration disapproves the legislation. But Moulder postponed any Subcommittee vote pending official word. Meanwhile, AFL-CIO legislative lobbyist Andrew J. Biemiller filed a blistering statement with the Subcommittee calling for fast enactment of the $51-million ETV program as a much-needed antidote to commercial programming which he said was loaded with "gunslingers, private eyes and soap operas."

**Avery Reassigned:** Rep. Avery (R-Kan.), veteran member of the House Commerce Committee and its Communications Subcommittee (Vol. 17:11 p12), has been shifted by the Republican leadership to a choice spot on the powerful Rules Committee. He has been replaced on the Commerce Committee by freshman Rep. Dominick (R-Colo.). The Communications Subcommittee vacancy left by Avery wasn't filled immediately.

**Name Shortened:** The name of the Senate Committee on Interstate & Foreign Commerce will be just plain Committee on Commerce if Chmn. Magnuson (D-Wash.) has his way (and he will). He introduced a resolution (S. Res. 117) cutting out the extra words in the official name.

### *Obituary*

**Mike Donovan**, 48, doorman at CBS N.Y. hq (485 Madison Ave.) died March 29 in N.Y. at Knickerbocker Hospital of hepatitis. Donovan was virtually one of the tourist sights on Madison Ave., bandying Irish-style quips with top CBS executives, employes, visiting TV stars. He was occasional guest on CBS TV-radio shows and at news conferences, but preferred his fresh-air job to an inside-the-building post or a job as a performer.


# Television Digest

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WALTER H. ANNENBERG, *President*

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** **Thomas K. Fisher**, ex-vp & gen. attorney, CBS-TV, appointed vp-gen. counsel, CBS Inc., in consolidation of divisional & corporate legal staffs . . . **Wally McGough**, ex-WKRC-TV Cincinnati, named to new post of dir. of station operations, ABC International Div.

**Lewis Shollenberger**, formerly CBS Washington Associate dir. of public affairs, joins ABC News as dir. of special events & news operations, ABC News Washington bureau . . . **Richard Geismar & Robert Dreyer** appointed vps of renamed Metropolitan Bcstg., now MetroMedia Inc. . . . **William C. Gillogly**, formerly sales dir. ABC-TV Central Div., named sales vp, Chicago office, succeeding **James W. Beach**, resigned . . . **William L. Clark** has resigned as ABC Films Western div. vp to join Peter M. Robeck & Co. . . . **George H. Fuchs** promoted to personnel vp, NBC.

**Charles H. Barris** named ABC-TV daytime programming mgr. . . . **Theodore H. Walworth Jr.**, ex-WRCV-TV Philadelphia, named gen. mgr., WNBC-TV & WNBC N.Y., succeeding **William N. Davidson** who has been assigned to special projects for NBC . . . **James A. Jurist**, CNP business affairs dir., named to same post at NBC News.

**Glenn Huston**, ex-WEAU-TV Eau Clare, Wis., named program dir., KNTV San Jose, Cal. . . . **Paul E. Yoakum** named operations dir., WBNS-TV Columbus, Ohio, succeeding **Arthur D. Vittur**, now ad dir., Midwest Volkswagen.

**Jay M. Wright**, ex-KSL-TV & KSL Salt Lake City, named engineering dir., Crown stations (KING-TV & KING Seattle, KGW-TV & KGW Portland, Ore., KREM-TV & KREM Spokane), succeeding **James L. Middlebrooks**, resigned . . . **Edward Kopriver** named chief engineer, WTVN-TV Columbus, Ohio, succeeding **Raymond Owen**, who takes same position at WKRC-TV Cincinnati . . . **Philip D. Marella** named local sales mgr., WIIC Pittsburgh . . . **Avery Gibson**, H-R Television vp, elected to research advisory committee, TvB . . . **William R. McAndrew**, NBC exec. vp for news, has won Villanova U.'s St. Augustine Award for distinction in communications journalism.

**Les Lindvig** named sales mgr., KOOL-TV Phoenix . . . **Franklin Sisson**, ex-WOOD-TV Grand Rapids local sales mgr., named station mgr., radio WWJ Detroit . . . **Albert J. Lubin**, ex-USIA PR dir., joins Small Business Administration as asst. administrator . . . FCC Comr. **Frederick Ford** speaks at meeting of Kansas Assn. of Radio Bcstrs. in Topeka April 15.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**RENEWED SEARCH FOR SINGLE-GUN COLOR:** Suddenly—it's 1955. Or at least, it seems to be, judging from the frantic color activity in the labs and the color talk & plans by set makers & merchandisers—reminiscent of the color fever of 5 & 6 years ago.

There's renewed & accelerated activity in efforts to find new, simplified & cheaper approach to color. The familiar names & systems are back with us again. GE again is working on its post-acceleration tube color system (Vol. 17:13 p19). Philco is understood to be reviving work on its "Apple" single-gun tube & set. Paramount again is actively refining & reworking its single-gun Lawrence tube & set.

Every indication is that all or most major TV manufacturers will be on market with a color set—all using the RCA shadow-mask approach—by next winter. Even those which want to hold out for something different are feeling pressure from dealers & distributors for color sets. Among the next to declare their intentions may be GE, Sylvania & Philco. The latter holds its stockholders meeting Thursday, and question seems certain to be brought up.

As to new-tube research, we reported on GE last week. There are reports that Philco is working again on its Apple system, last heard from in 1956 (Vol. 12:12 p1)—but if Philco does offer color within the next year, it presumably will have to go along with the crowd and offer an RCA-type shadow-mask tube.

Paramount's Lawrence tube will be back in the news before year is out—but it's still far from production stage. Its development is now being conducted by Paramount subsidiary Autometric Corp., which is understood to be making developmental receivers at the rate of several a week. Paramount vp Paul Raibourn told us that the Lawrence tube set "could be commercialized right now," but that work is continuing to bring price down closer to black-&-white prices.

There's renewed talk about imported color sets now. Delmonico International (Thompson-Starrett Co.), the only successful U.S. importer of Japanese TV, is getting excited again about the prospects of bringing in Japanese color sets. "With the advent of the new Japanese one-piece chassis," exec. vp Herbert Kabat told us last week, "prospects & possibilities of our having color before the end of the year are extremely good." Delmonico would imort color chassis made by Victor Co. of Japan, insert U.S.-made color tubes. He said he believes Delmonico can become "a big color supplier" and that Japanese color sets can be sold here "at a good price." (For details on other aspects of Delmonico's TV import operation, see p. 20.)

Summing up some of the latest developments in color: "GE's post-acceleration tube . . . won't reach production stage this year . . . [Philco's Apple system] is very interesting, shows promise, isn't ready . . . Nothing radically new this year—that seems to be the prospect—only 3-gun shadow-mask tubes. RCA currently is only manufacturer producing color tubes in quantity . . ."

The quotes above are from our issue of March 24, 1956 (Vol. 12:12). Is it any wonder that today's tune sounds vaguely familiar? But this time, it looks as if it may be for real.

**HOFFMAN'S 'SOUL-SEARCHING EXPERIENCE':** "TV pricing today is ridiculous, allowing little profit except to the volume maker & retailer. Despite the rising costs in labor, materials, taxes and so on, our prices are lower today than they were 10 years ago . . . There's another profit factor—in 1950 the industry made 7 million sets, as against only 5.4 million last year. That's a home-grown situation—we can't blame it on foreign competition, because there never was any of any consequence in TV."

With this swan-song by Pres. H. Leslie Hoffman, outlining the dilemma of the small TV maker, Hoffman Electronics formally acknowledged that is was quitting the TV & hi-fi business—a casualty of intense competition & the cost squeeze. Since it started TV production in 1948, the West Coast manufacturer had produced about a million sets. Treas. Carroll B. Underwood revealed that its 1960 production totaled 50,000 TVs.

Discussing his company's "searing & soul-searching experience" of deciding to quit the field in which it first built its reputation for quality, Hoffman disclosed the firm's consumer-products business had returned no profit in the last 3 years—although 1960 TV sales alone accounted for 20% of the company's total volume.

Hoffman will continue in the radio field, enlarging its line and going into more extensive national distribution. Some radios will be imported, but such home-manufactured specialties as Hoffman's solar-powered portables presumably will be made in the Los Angeles plant. The company also plans to go into the tape-recorder business, probably on an import basis.

Hoffman's TV-stereo manufacturing facilities in Los Angeles are being converted to military, industrial & semiconductor production, and employment there will be increased about 10% from the 100 persons now at work (out of Hoffman's 3,600 total), the company announced. "There is a greater & more profitable future for our stockholders & our employes in military electronics work, the fast-expanding semiconductor markets and the application of electronic developments for industrial customers," said Hoffman. "The changing character of our company is shown by the fact that our indicated sales volume for 1961, with no significant amount of consumer-product sales in it, will exceed the corporate volume of any year."

There'll be no dumps of Hoffman sets, vp Ray Cox predicted. TV production stopped several months ago, and "our current TV & stereo inventories have been narrowed to a relatively insignificant amount which will be distributed through regular channels."

**STEREO RUMORS DISTURB FCC:** Gyrations of Crosby-Teletronics stock in recent weeks (based on unfounded rumors that FCC plans to select its stereo system) have been troubling FCC, and the agency is considering issuing a public notice to the effect that no system has been chosen yet.

It's understood that FCC staff informed the Commissioners that Crosby stock jumped from $3 to as high as $9 on the rumors, and that they are besieged by queries from brokers, investors, etc. The Commission has been thinking of making an announcement—perhaps this week—using language such as following:

"During the past 6 months, the FCC has received approximately 2,500 inquiries . . . Most of these letters have urged the adoption of a wide-band system of stereophonic transmission (one of 8 systems under consideration). Much of this correspondence appears to be geared to promotional campaigns & articles which have from time to time appeared in audio hobbyist magazines endorsing the same system."

Then, the Commission is considering saying, it wants "to correct apparent misinformation being circulated" by noting 3 things:

(1) No FM stations are transmitting stereo (except for a few AM-FM stereo experiments).

(2) FCC is studying 5 volumes of comments and 3,200 NSRC field measurements—and this takes time.

(3) "While the matter is under active consideration and every effort is being made to expedite a decision, the Commission wishes to state unequivocally that not even a tentative decision has as yet been reached, and further, that when a decision is reached, prompt public announcement will be made."

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 24 (12th week of 1961):

| | March 18-24 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 98,865 | 95,479 | 104,233 | 1,214,548 | 1,457,115 |
| Total radio | 290,853 | 285,464 | 343,023 | 3,328,330 | 4,164,015 |
| auto radio | 75,964 | 80,313 | 126,041 | 1,011,152 | 1,759,394 |

**Fight Imports With Productivity:** That's H. Leslie Hoffman's answer to the "principal problem" facing the electronics industry. In a talk last week in Palm Springs, Cal., the president of Hoffman Electronics—which has just left the TV-stereo business (see p. 18)—warned: "We in the electronics industry are going to have to raise our productivity very sharply if we hope to vie with the Japanese. Japan today has 25% more transistor capacity than we have in the U.S." He pointed out that tough foreign competition has practically eliminated American manufacture of stainless steel dinnerware & sewing machines, and warned that this could happen in some electronics fields.

**New RCA 19-in. Portables:** "New Vista" tuner is featured in 3 sets introduced last week, list prices beginning at $169.95—$30 below RCA's previous lowest-priced 19-in. portable. The low-end Trimette has built-in handle & telescoping antenna. Two step-up models carry no suggested list price, top-end portable having 2 speakers, front tuning.

**Tube Case Closed:** Liberty Electronics Inc., Union, N.J., and FTC have agreed to terms of a consent order prohibiting the firm from misrepresenting that rebuilt TV picture tubes containing used parts are new. The company had been accused by FTC of advertising rebuilt tubes as "fully guaranteed new" and "brand new."

**TV IMPORTS SELLING WELL:** After 6 months of importing TV sets from Japan, Delmonico International div. of Thompson-Starrett Co. is convinced there's a market for sets from abroad and is confident that its 1961 sales will average 1,000 sets a week—giving it about 1% of the TV market.

Delmonico's success so far has been on the basis of only one TV model—a 19-in. portable, which has retailed as high as $159 and as low as $128, possibly even lower. A new, lower-priced UL-approved 19-in. portable, 2 TV-radio-stereo combinations, a battery-operated TV set and a color set (see p. 18) feature in its plans for 1961.

Delmonico's first-quarter sales were 45% ahead of the year-ago period, exec. vp Herbert Kabat told us. TV makes up the difference.

Last week, Delmonico opened its Los Angeles plant & depot, now imports sets direct from Japan to L.A. for the Western market. As it does in its Corona, N.Y. plant, it installs U.S.-made tubes in the TV chassis made by Victor Co. of Japan.

First shipments of TV-AM-FM-stereo combinations left Japan March 25, Kabat told us, and "they'll be leaving every few days from now on." The 19-in. 6-speaker combination will list at $299, and a step-up 23-in. set will carry no suggested list.

Production of the new, lower-priced 19-in. chassis will start May 1 in Japan, and first deliveries are expected in late May or early June. Since it will be UL-approved (U.S.-made wire & some other components are shipped to Japan for assembly), it can be sold in any city in the U.S.—and can be listed in mail-order catalogs. Kabat's silent about the latter prospect, but it seems to be a possibility since Sears Roebuck bought 4,000 of his non-UL-approved sets for sale in some of its retail outlets last winter (Vol. 16:50 p18). He declined to speculate on the list price of the new portable, but said it would serve as a promotional item in major markets, the current 19-in. serving as a step-up.

Delmonico again is thinking of importing 8-in. battery-operated TV sets, and believes current production may be of good enough quality. "We brought in a quantity last fall," said Kabat, "but they had battery & sync problems." New samples are on the way now. "If they meet our standards we will bring in a sizable amount." He hopes to sell them for "a little less" than the $300 which has been mentioned for the competitive Sony set.

He conceded that transistor TV constitutes a specialty market. "We don't anticipate a tremendous business in them. Our growth prospects are more in vacuum-tube TV, and particularly in combinations & color."

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Australia Likes 23-in.: That's becoming the popular screen size down under, we're told by T. H. Mudie, plant mgr. of Anodeon TV picture tubes (Electronic Industries Ltd.), Melbourne. Mudie is now in the U.S. inspecting equipment & techniques here. His firm, affiliated with TV manufacturing Radio Corp. Pty. Ltd., is currently producing Corning-type laminated tubes as well as non-laminated ones, he says. He informs us that TV sets-in-use in Australia now have passed the 1-million mark. As in the U.S., however, business is not as good as it might be. This is the result of both "natural & un-natural causes," he adds. A long, hot, dry summer season has adversely affected TV set sales, he says, and new govt. credit restrictions have cut down installment purchasing. With the cool-weather selling season now approaching, he sees evidence that sales may be "beginning to move" in the Australian TV industry.

**'The Incredible Electrical Conspiracy':** April *Fortune* begins a 2-part analysis of "the biggest criminal case in the history of the Sherman Act," which resulted in antitrust convictions of 29 companies and the fining & imprisonment of top executives (Vol. 17:7 p18). To find answers to "pressing questions about the electrical cartel," the magazine notes, "*Fortune* has gone far beyond the court records: months were spent talking with big companies & small ones, with marketing men, economists, corporation presidents, Justice Dept. attorneys, Judge J. Cullen Ganey, and the defandants themselves.

"The story falls into two parts. Part 1 delves into what happened inside one conspiracy & one company—GE. Part 2, to be presented in the May issue, will recount how the govt. broke the case."

GE reported last week that its 15 executives sentenced in the antitrust case have left the company. "The resignations most recently made public," GE said, "were brought about by recognition that this was the only course serving the best interests of the persons involved & the company." A 16th GE executive, William H. Schiek, who is awaiting sentencing and says he'll resign thereafter, says he's already received his resignation notice: "Our resignations were all typed up and handed to us" to sign.

Westinghouse Pres. Mark W. Cresap Jr. & company attorneys have been touring the company in the last 2 months to address management meetings on compliance with antitrust laws. Since Feb. 1, 32 such meetings have been held throughout the country, attended by "more than 2,775 employes at high levels of management & marketing responsibility," the company said.

Westinghouse last week also announced that William R. Tincher, ex-associate dir. of the FTC's Bureau of Litigation, has been appointed to the company's new antitrust section, established in February "to assist employes in the strict observation of the antitrust laws." (For broadcasting implications of the antitrust convictions, see p. 1.)

* * *

GE Fights IUE Punishment: GE told its stockholders via proxy statement recently that it is opposing 4 IUE proposals calling for additional punishment of GE executives involved in the recent price-fixing indictments (Vol. 17:10 p19). Stockholders will vote April 26 on the proposals to fire the violaters, sue them for damages, recapture incentive compensations. GE said the proposals "could seriously injure the future welfare" of the company.

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Consumers are Confident: They believe that general business conditions & their own financial situation will improve in the next 12 months—but they're still cautious about making any major purchases. These are among the conclusions reached by the Survey Research Center of the U. of Michigan in its 16th annual Survey of Consumer Finances, based on nearly 2,000 interviews last January. The number believing that "things will be better" within a year was 51% of the total replies—a record high for this question since it was first asked in 1954. The survey also reports that optimism about family finances has grown noticeably since November, and "is more widespread now than at any stage of the 1958 recession." But buying plans are down. In the "furniture & major household appliances" category, for example, buying intentions are below levels of both a year ago and 2 years ago." The survey concludes that while consumers aren't in a mood to increase their spending, "optimistic expectations and satisfaction with prices & market conditions suggest [that] consumers may be receptive to favorable stimuli."

**Mergers & Acquisitions:** Hewlett-Packard and Sanborn Co. of Waltham, Mass. "will soon begin discussions to determine whether an agreement can be reached on the terms of a combination of the 2 companies." Sanborn manufactures industrial & medical electronic equipment. Palo Alto, Cal.-based Hewlett-Packard produces electronic test & measuring equipment. Other merger news last week:

Amphenol-Borg Electronics will acquire FXR Inc. but at a lower ratio of stock exchange in the wake of the latter's 1960 loss of $399,000. Under new terms approved by directors of both concerns last week, Amphenol-Borg will exchange .45 of a share of common for each of the 192,599 shares of FXR owned by that company's officers & directors. Other FXR stockholders will receive one-half share of A-B for each FXR held. The original terms, agreed upon prior to FXR's loss announcement, provided for an exchange of .55 of a share of A-B for each FXR (Vol. 17:9 p16). The new plan will be voted upon by stockholders of both firms at May 23 meetings.

Loral Electronics has been discussing the acquisition of Liquidometer Corp. for about 5 months, Loral Pres. Leon Alpert reported last week, adding: "We have not reached any agreement but it's conceivable that we may." Liquidometer, of N.Y.C., manufactures equipment for the measurement & control of liquids.

Electronic Specialty and D. S. Kennedy & Co. received stockholder approval last week of their proposal to merge (Vol. 17:11 p19). Electronic Specialty will be the surviving company in an exchange of 4 shares of Electronic Speciality common for each 5 shares of Kennedy.

Paramount Pictures' subsidiary Autometric Corp. is "stalled" in its negotiations to purchase Vocaline Corp. of America (Vol. 17:12 p18), according to a top Paramount official. Autometric, he said, is currently negotiating to acquire another firm, presumably in the electronics field.

Ling-Temco Electronics and Chance Vought decided last week to supplant the suits each had filed against the other (Vol. 17:6 p16) with a plan to merge. The boards of the 2 concerns have approved the amalgamation in principle, will submit the proposal to their stockholders in late-June meetings. Ling-Temco would be the surviving company, but with a new corporate name. Under present terms, Ling-Temco Chmn. Robert McCulloch would be chmn. & chief exec. officer of the new concern. Its president would be Chance Vought Pres. G. K. Johnson. Ling-Temco Pres. James J. Ling is slated to become chmn. of the exec. committee. Chance Vought Chmn. F. O. Detweiler would not remain with the merged company.

Lionel Corp. and American Bosch Arma confirmed last week that they had been talking merger, but report that discussions have been broken off without plans to resume.

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**Packard Bell Seeks Eastern Plant:** Expansion-minded Packard Bell Electronics is "looking for an East Coast production & service facility, primarily for our computer & industrial products line, as well as a research & development center," Pres. Robert S. Bell reports, adding: "We've been looking for an electronics plant from Boston to Virginia, but so far the prices have not been reasonable." Not involved in the planned Eastern facility, he says, is the consumer-products div., which currently is expanding distribution of its products throughout the East & Midwest (Vol. 17:9 p15).

**You Can't Take It With You:** The ultimate in pilferproof transistor-radio displays is now being offered to dealers by Channel Master. It has a built-in burglar alarm.

**Trade Personals:** John Ryan, ex-Philco Distributors Inc., appointed to new post of sales mgr., Magnavox Radio-TV Div. . . . George R. Simkowski promoted from Webcor ad mgr. to new post of mktg. mgr., Webcor Sales Co. Edward C. Stern named Webcor/Dormeyer ad & sales promotion mgr.; he had been Dormeyer ad mgr. when Webcor acquired the firm.

Sydney L. Capell, radio-TV-electronics div. mgr., Zenith of Canada, and Roy W. Pratt, hearing-aid div. mgr., named vps . . . Harlan B. Foulke, vp of Arvin Industries, named also secy., succeeding Gordon T. Ritter, resigned. T. Earl Robinson, Arvin treas., named also vp for legal & contractual matters . . . John T. Benjamin named asst. vp, ITT . . . Robert P. Meehan named systems & procedures mgr., General Dynamics/Electronics.

J. Penn Rutherfoord, ex-Raytheon & GE, named exec. vp, International Resistance Co. . . . Douglas D. Milne, ex-Motorola, named to head RCA microwave-product planning & promotion . . . Robert J. Reigel promoted from distributor sales mgr. to mktg. mgr., Cornell-Dubilier tantalum capacitors & semiconductors . . . M. B. McDavitt elected a Bell Labs vp . . .A. C. DeNapoli, ex-Motorola, appointed engineering & mfg. vp, Massa div., Cohu Electronics . . . John J. Brennan Jr., Electronics Corp. of America vp, elected treas. and a director . . . Roy Raymond promoted to General Dynamics/Electronics national sales mgr. for Stromberg-Carlson hi-fi components . . . A. F. Parker named mgr. of export sales, Philco data-processing systems . . . George A. Franco, mgr. of General Dynamics/Electronics Radio Communication Lab, wins the company's annual $2,000 Award for Science & Technology.

William F. Kaiser named PR & ad dir., Daystrom . . . Edward J. Gerrity Jr. promoted from news-services dir., ITT to area PR dir. for North America. Edward R. Wallace, ex-AP & NBC, named news services mgr., ITT. Thomas C. Flynn promoted from ITT div. PR representative to technical publicity mgr. Murray D. Kirkwood named employer-information & editorial-services mgr. . . . Daniel L. Bauch named GPL ad mgr.

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**Add New-line Showings:** Packard Bell TVs will be shown to dealers late in June in Los Angeles. Westinghouse will unveil TV, radio & stereo lines at the Music Show in Chicago beginning July 16. This information should be added to last week's new-line calendar (Vol. 17:13 p20).

***Obituary***

Powel Crosley Jr., 74, who once headed the world's largest manufacturer of radios, and owned the country's most powerful radio station, died of a heart attack March 28 at his Cincinnati home. A self-made man, he organized Crosley Radio Corp. to build $20 radios at a time when factory-produced sets still cost more than $100. His Harko Jr., a crystal set, was followed by the vacuum-tube Harko Sr. and the Crosley Model X. By 1922, Crosley Radio had become the world's largest radio manufacturer. He established radio WLW Cincinnati in 1921, and it eventually reached a power of 500 kw. Later FCC ordered the station to reduce its power to 50 kw. Crosley expanded his activities into refrigerators & other appliances, sold his interests to Aviation Corp. (Avco) and turned to the manufacture of the Crosley automobile—which was unsuccessful. A baseball enthusiast, he had been owner of the Cincinnati Reds since 1936. He is survived by a sister, a brother, 5 grandchildren & 6 great-grandchildren.

**PHONO SALES SLUMPED IN JAN.:** Retail phono sales were back in their listless groove in January after a record December (Vol. 17:8 p16). EIA figures released last week showed phono sales to consumers nearly 28% below those of Jan. 1960, with decreases registered in both stereo & monophonic categories. The industry was watching inventories carefully, though, and factory level sales dipped even more than those at retail —almost 37% below the year-ago figure.

Here are EIA's factory & retail phono sales figures for Jan. 1961, with comparable figures for Jan. & Dec. '60:

| | Factory Sales | | | Retail Sales | | |
|---|---|---|---|---|---|---|
| | Mono | Stereo | Total | Mono | Stereo | Total |
| Jan. 1960 ..... | 118,400 | 341,329 | 459,729 | 150,688 | 368,964 | 519,652 |
| Dec. 1960 ..... | 123,991 | 295,075 | 520,792 | 234,705 | 672,018 | 907,723 |
| Jan. 1961 ..... | 80,366 | 211,383 | 291,749 | 105,753 | 271,124 | 376,877 |

Magnavox Sues IUE: Charging breach of contract, Magnavox recently filed a $579,300 suit against IUE Local 748 for the walkout which began Feb. 7 at its Jefferson City, Tenn. cabinet plant (Vol. 17:9 p18). The action, filed in Greeneville, Tenn. federal court, also requests damages of $12,000 for each day of the walkout. The strike developed out of a dispute over the reinstatement of an absent-on-sick-leave union steward. Magnavox reported more than half of the plant's 1,400 workers were back.

Amphenol-Borg Settles Suit: Piracy-of-trade-secrets suit filed last January by Amphenol-Borg Electronics against 4 former employes & Matrix Science Corp., Burbank Cal., has been settled out of court. The suit, which sought damages & an injunction, alleged that Matrix & the former employes had copied Amphenol-Borg trade secrets.

GE Thermoelectric Appliance: GE has developed a thermoelectric, no-moving-parts water cooler for offices, will key production to "market test results." Westinghouse previously announced similar water cooler (Vol. 17:31 p21).

### *Obituary*

Knox McIlwain, 63, distinguished engineer, inventor and TV pioneer, died March 30 in an auto crash in Glen Lock, near Philadelphia. A witness said that McIlwain's car, in which he was alone, swerved suddenly off the road and hit a railroad abutment. He had been mgr. of the Burroughs Corp. Great Valley lab near Paoli, Pa. A native of Philadelphia, he obtained degrees from Princeton U. and the U. of Pennsylvania, worked for the Bell Telephone Co. 1921-24, taught at the Moore School of Electrical Engineering 1924-42, then became chief consulting engineer for Hazeltine Electronics. He joined Burroughs a few years ago. McIlwain held more than 50 patents, wrote many books & articles and participated in numerous industry activities. One of his greatest contributions was his work with the National TV System Committee in formulating color TV standards later approved by FCC. He is survived by his wife, son and 3 daughters.

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Daystrom ..... | — | (no action taken) | | |
| Dominion Electrohome | — | $0.10 | May 31 | May 15 |
| Lynch (Symphonic) ... | Stk. | 3% | Jun. 23 | Jun. 1 |
| Movielab Film Labs A . | Q | .10 | May 1 | Apr. 25 |
| A. C. Nielsen ..... | Q | .12½ | May 1 | Apr. 10 |
| Packard Bell Elec..... | Q | (no action taken) | | |
| Philips Lamp ..... | — | * | Apr. 5 | — |
| Warner Bros. ..... | Q | .30 | May 5 | Apr. 15 |

* Cash dividend equal to 10% of par value and a 5% stock dividend.

## Finance

**Admiral Met Heavy Seas In '60:** "An extremely disappointing year," was the way Pres. Ross D. Siragusa summed up Admiral's 1960 in the annual report last week. It was a record year in reverse. For the first time in its history, Admiral wound up with a net operating loss—$1,743,371, after a tax credit of $1,282,000. This contrasts sharply to 1959's net profit of $4,108,450 (see financial table). The total loss for 1960 added up to $2,493,371 with the inclusion of $750,000 in special charges. Sales also were down—to $187,865,196 from $199,605,609 in 1959.

"Sales & earnings were adversely affected by the general economy & by the competitive conditions within the appliance & electronics industry," Siragusa said. He also noted "abnormally high costs & charges stemming from extraordinary development problems on govt. contracts and from the commercial electronics divisions, together with unprofitable appliance manufacturing and marketing operations."

Siragusa commented on the instability of the 1960 TV market, but noted increasing public interest in color & in TV-radio-phono combinations. Total Admiral radio sales in 1960 "were substantially higher" than 1959's volume. However, "because of price instability & heavier imports of transistor radios from countries with low wage scales, Admiral transistor radio sales were held to approximately the same level as last year."

The Admiral president's outlook for 1961 is hopeful: "Since the appliance industry was one of the first to feel the effects of the recession we believe it will be an early beneficiary of the recovery which should begin in the 2nd quarter. Continued improvement is expected in 2nd half."

Muntz TV Inc., free since last November of court supervision in its Chapter X reorganization, proposes to offer 575,989 common stock shares in exchange for $2,303,957 in non-interest-bearing promissory notes issued under its reorganization plan. An SEC registration statement (File 2-17803) listed the exchange rate as $4 per share.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, March 30, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation. Note: Some quotations were not available last week because of Good Friday.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 24½ | 26½ |
| Aerovox | 9 | 10 |
| Allied Radio | 23¾ | 25⅝ |
| Baird Atomic | 24¼ | 26¼ |
| Control Data Corp. | 99 | 104 |
| Cook Elec. | 14¼ | 15⅜ |
| Craig Systems | 17¾ | 19⅜ |
| Dictaphone | 35½ | 38 |
| Eastern Ind. | 21 | 22½ |
| Elco Corp. | 13½ | 15⅜ |
| Electro Voice | 12¾ | 14⅛ |
| Electronic Associates | 37½ | 40⅛ |
| Erie Resistor | 17⅜ | 18¾ |
| Executone | 18¼ | 19⅞ |
| Farrington Mfg. | 17⅞ | 19¼ |
| FXR | 26½ | 29⅜ |
| General Devices | 19 | 21½ |
| G-L Electronics | 8½ | 9¾ |
| High Voltage Eng. | 221 | 233 |
| Infrared Industries | 24 | 26¼ |
| Interstate Engineering | 26 | 27¾ |
| Itek | 59½ | 63½ |
| Jerrold | 8½ | 9½ |
| Lab for Electronics | 63½ | 67 |

| Stock | Bid | Asked |
|---|---|---|
| Lel Inc. | 8¾ | 10 |
| Magnetics Inc. | 11¾ | 13⅛ |
| Maxson Electronics | 28 | 30⅛ |
| Meredith Pub. | 44 | 48¼ |
| Metropolitan Bcstg. | 21⅞ | 23¾ |
| Milgo Electronics | 28 | 30⅜ |
| Narda Microwave | 7¾ | 8⅝ |
| Nuclear of Chicago | 44 | 47¾ |
| Pacific Mercury | 7 | 8⅛ |
| Philips Lamp | 165½ | 171½ |
| Radiation Inc. | 27½ | 29⅞ |
| Sanders Associates | 56½ | 60½ |
| Silicon Transistor | 9 | 10 |
| Speer Carbon | 23½ | 25⅜ |
| Sprague Electric | 63¼ | 66½ |
| Taft Bcstg. | 17¼ | 18⅝ |
| Taylor Instrument | 44¾ | 48 |
| Telechrome | 15⅛ | 16¾ |
| Telecomputing | 7⅛ | 7¾ |
| Time Inc. | 99 | 104 |
| Tracerlab | 13 | 14⅜ |
| United Artists | 6⅛ | 7 |
| Vitro | 20⅞ | 22⅜ |
| Wometco Ent. | 16½ | 18 |

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Admiral<br>Story on p. 22 | 1960—year to Dec. 31<br>1959—year to Dec. 31 | $187,865,196<br>199,605,609 | $ (3,025,371)[1]<br>8,198,450 | $ (2,493,371)[10]<br>4,108,450 | ——<br>$1.71 | 2,407,136<br>2,405,471 |
| Columbia Pictures | 1960—27 wks. to Dec. 31<br>1959—26 wks. to Dec. 26 | ——<br>—— | ——<br>—— | 1,095,000[2]<br>1,193,000[3] | .71[4]<br>.78[4] | 1,391,602<br>1,270,350 |
| Dynamics Corp. of America | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 48,676,897<br>37,606,308 | 3,833,144<br>2,576,745 | 1,853,512<br>1,447,128 | .50[5]<br>.36[5] | 2,787,027<br>2,756,683 |
| General Tire & Rubber<br>Story on p. 24 | 1961—qtr. to Feb. 28<br>1960—qtr. to Feb. 28 | 171,902,958<br>167,518,280 | ——<br>—— | 5,304,453<br>6,448,523 | .94[5]<br>1.16[5] | 5,336,791<br>5,311,562 |
| Magnavox | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 124,879,052[8]<br>107,758,670 | ——<br>—— | 6,533,052[8]<br>4,679,458 | 2.76<br>1.99 | 2,360,000<br>2,360,000 |
| Muntz TV | 1961—6 mo. to Feb. 28<br>1960—6 mo. to Feb. 28 | 5,198,401<br>5,939,772 | ——<br>—— | 404,936<br>638,899 | .34<br>.55 | ——<br>—— |
| Muter Co. | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 11,853,827<br>13,796,022 | 246,683<br>869,022 | 131,633<br>410,960 | .15<br>.47[6] | 880,461<br>839,523 |
| National Union Electric | 1960—year to Dec. 31<br>1959[7] | 36,089,922<br>—— | ——<br>—— | 817,490<br>—— | .14<br>—— | 5,747,479<br>—— |
| Newark Electronics | 1961—6 mo. to Feb. 28<br>1960—6 mo. to Feb. 28 | 6,691,521<br>5,664,538 | ——<br>—— | 133,211<br>87,776 | .21<br>.22 | 650,000<br>400,000 |
| A. C. Nielsen | 1961—6 mo. to Feb. 28<br>1960—6 mo. to Feb. 28 | 17,321,758<br>15,007,038 | ——<br>—— | 1,211,588<br>1,090,029 | .70<br>.64 | ——<br>—— |
| Oak Mfg. | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 17,642,295<br>18,442,747 | 1,513,612<br>2,051,685 | 351,310<br>991,685 | .54<br>1.51 | 647,794<br>655,894 |
| Reeves Bcstg. & Development | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 2,393,865<br>1,929,321 | ——<br>—— | 328,284<br>208,702 | .23<br>.15 | 1,408,893<br>1,408,893 |
| Screen Gems | 1960—27 wks. to Dec. 31<br>1959—26 wks. to Dec. 31 | ——<br>—— | ——<br>—— | 970,000<br>647,000 | .43<br>.29 | ——<br>—— |
| Time Inc. | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 287,121,000[8]<br>271,373,000 | 16,903,000<br>15,838,000 | 9,303,000<br>9,004,000 | 4.75<br>4.60 | 1,957,029<br>1,955,779 |
| Times-Mirror | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 112,560,118<br>97,672,928 | 10,297,322<br>10,642,957 | 4,617,628<br>4,800,196 | 1.15<br>1.33[9] | 4,019,209<br>3,593,940[9] |
| Webcor | 1960—6 mo. to Dec. 31<br>1959—6 mo. to Dec. 31 | 16,697,000<br>17,879,000 | ——<br>—— | 91,000<br>302,000 | .10<br>.46 | 940,737<br>650,737 |

Notes: [1]Before $1,282,000 tax credit. [2]Includes profit of $1,617,000 (71¢ a share) on sale of land. [3]Includes profit of $202,000 (15¢) on sale of land. [4]After preferred dividends & based on shares outstanding Dec. 31, 1960. [5]After preferred dividends. [6]Adjusted for Jan.-1960 5% stock dividend. [7]Comparison unavailable because of a merger & acquisitions. [8]Record. [9]Adjusted to reflect Jan.-1960 4% stock dividend & April-1960 3-for-1 split. [10]Loss includes $750,000 in special charges.

**Microwave Holdings Offered:** AB-PT & Western Union, which together own about half of Microwave Associates, plan to reduce their interests to one-quarter each through public sale of 240,000 of 483,744 common stock shares they hold. In its SEC registration statement on the secondary offering (File 2-17801), Microwave said it would be handled by Lehman Bros., Kuhn, Loeb & Co. at the market price at sale time. The market value, at recent American Stock Exchange quotations: about $12.5 million. AB-PT, which holds 241,872 shares now (24.2%), said its "minority investment in the company has grown disproportionately large." Holding a like number of shares now, Western Union said it wants to use proceeds from the sale to help finance its construction program. In another SEC filing (File 2-17757), Microwave said it is setting aside 130,000 shares for its stock option plan for officers & key employes.

**Arrow Electronics Inc.**, Mineola, N.Y. distributor of TV, radio and hi-fi components, is offering 165,000 common stock shares for public sale at $5 per share through Arnold Malkan & Co., which will buy additional shares at $2 each. Part of the proceeds will be used to acquire new sales outlets, Arrow said in an SEC registration (File 2-17861).

**Wrather Corp.**, Jack Wrather's Beverly Hills organization whose diversified interests run from Stephens Power & Sail Boats to 22.15% of Transcontinent TV Corp., plans some Disneyland Hotel additions. It has registered 350,000 common stock shares with SEC (File 2-17838) in a public offering by Lee Higginson Corp. to raise money for the hotel projects. They include $500,000 for construction of convention facilities and installing a cocktail lounge at the Disneyland monorail station. Wrather also said $1.4 million of the stock-sale proceeds would be used to pay off Wrather Hotel Inc. debts to stockholders.

**Packard Bell Electronics** expects that fiscal-1961's 2nd quarter (ended March 31) will produce a net loss about equal to the $365,969 deficit recorded in the initial quarter (Vol. 17:5 p20). Pres. Robert S. Bell also said that sales in the 2nd quarter will trail slightly the $8.7-million voume of the preceding quarter and result in a total of about $16 million for the half. He attributed the first-half loss to a slack market for Packard Bell's TVs & radios, high write-offs on a new computer, a gap in the deliveries of military goods. Bell said that sales of all divisions are now trending upward, but it's still too early to forecast full 1961 results.

Reports & Comments Available: Arvin Industries, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • **Lab for Electronics**, report, Boenning & Co., 1529 Walnut St., Philadelphia 2 • **Stanley Warner**, report, A. M. Kidder & Co., One Wall St., N.Y. 5 • **Siegler**, discussion, Van Ralstyne, Noel & Co., 52 Wall St., N.Y. 5 • **Beckman Instruments**, prospectus, Lehman Brothers, One William St., N.Y. 4 • **Renwell Electronics**, prospectus, William, David & Motti, 50 Broadway, N.Y. 4 • **General Instrument**, analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • **Transitron**, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4.

**RKO General**, TV-radio subsidiary of General Tire & Rubber, reported a profit decline in fiscal 1961's first quarter (ended Feb. 28) to $1,881,002 from $2,416,917 in the year-earlier period (see financial table). The decrease resulted from a provision for income taxes. None was required in the 1960 quarter because of a loss carry-forward. The company anticipates that "net income of RKO General will probably not continue at the same high first-quarter rate for the entire fiscal year, due to seasonal variations and because only a portion of the first quarter's income of 1961 required a tax provision."

**Metropolitan Bcstg. Changes Name:** MetroMedia Inc. was approved as the new name for Metropolitan Bcstg. Corp. by stockholders at the March 28 annual meeting. Chmn.-Pres. John W. Kluge explained that the former name no longer describes the nature of the company because broadcasting now represents only about half of the company's over-all business. Metropolitan expanded into the outdoor ad field a year ago through the acquisition of Foster & Kleiser (Vol. 16:32 p16). Stockholders also voted to increase the authorized shares to 3.6 million from 2.5.

**General Precision Equipment Corp.**, now embroiled in a court action against any takeover by 19.27% owner Martin Co. (Vol. 17:9 p19), plans a new stock issue of 150,000 common shares on an all-or-none public sale basis through First Boston Corp. and Tucker, Anthony & R. L. Day. An SEC registration statement (File 2-17816) said the price would be based on market quotations at sale time. Proceeds would be used to repay $5-million short-term borrowings. Of General Precision's 1,131,539 outstanding shares, 8.94% are held by management officials as a group.

**Motorola** plans public sale of $30 million of debentures due 1986 through Halsey, Stuart & Co. and Goldman, Sachs & Co., $20 million of the proceeds to be advanced to Motorola Finance Co. to retire part of current bank loans, the balance to be used by Motorola itself for retirement of 4¾% bank loans. Motorola advised SEC (File 2-17807) that the interest rate, offering price & underwriting terms of the debenture offering would be suppled in an amended registration statement.

**A. C. Nielsen Acquisition:** Automated Preference Testing, Chicago developer & producer of opinion-gathering mechanisms, will be acquired July 31 by A. C. Nielsen for a sum still subject to an audit of APT's assets. The Chicago concern has developed a system for obtaining customer reactions to new products, packaging and marketing techniques via self-contained, consumer-operated recording machines installed in supermarkets, other outlets.

**Telectro Suspension Extended:** SEC has ordered an additional 10-day suspension—to April 5—in trading of Telectro Industries Corp. common stock, pending clarification of the company's financial status (Vol. 17:12 p20).

## Technology

**Space Combine Proposed:** AT&T & other U.S. industrial giants seeking to be first in space with a satellite-communication system (Vol. 17:13 p7) should get together on plans for a single operation, FCC suggested in starting a new inquiry into its administrative & regulatory problems.

Asking for comments from all interested parties by May 1 (with 49 copies of each filing), the Commission said it needed answers to such questions as these in the assumption that "authorization of a single or limited number of satellite systems will best serve the public interest":

What's the best participation plan? Should makers of satellite & launching equipment participate? What would be the financial & operational arrangements for ownership & use of the system? Does FCC need more legal authority to implement any plan? Would a space combine run afoul of existing antitrust laws?

FCC added: "In instituting this proceeding, the Commission wishes to make it perfectly clear that it is mindful of the scope & complexity of the international problems inherent in the field of space communications. It is recognized that international cooperation & agreement on frequency allocations & other essential matters are required if a truly useful & efficient satellite communication system is to be realized."

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**ABC Adds Fi to AM:** ABC Radio last week unveiled the "Dynamic Equalizer," a studio device that gives the effect of improving the frequency response & tone of small AM radios in the home. As explained & demonstrated by John Preston, dir. of engineering facilities, and Emil Vincent, chief audio-facilities engineer, the Equalizer automatically samples the program material, determines the frequency content and applies correction, emphasizing high and/or low frequencies to transmit a balanced signal. The Equalizer has 3 separate amplifiers—for high, middle & low frequencies—resulting in an essentially flat response from 50 to 5,000 cycles, regardless of the nature of the input material. As demonstrated, using phono records & radio programs, output of a small plastic table radio appeared to be significantly improved in tone on musical material, and speech became more intelligible. Radio WABC N.Y. will use the Equalizer for a test period.

**Electronic court reporting** is "feasible & practical," dir. Warren Olney III of the Administrative Office of U.S. Courts decided after a trip to Alaska to see how the system is working there. Soundscriber equipment was installed in Alaska's federal courts last year when they had trouble finding enough stenographers & stenotypists to keep transcripts of proceedings. "When the service provided by conventional shorthand reporters is inadequate, overly expensive or otherwise unsatisfactory, electronic sound recording is a practical alternative, Olney reported.

**Satellite Site Chosen:** Andover, Me. will be the location of AT&T's $7-million ground station for its upcoming satellite communications tests. Construction begins May 3.

## Foreign

**French Networks Struck:** Employees of the state-run French TV & radio networks were called out on an Easter weekend strike by the executive committee of the Broadcast Workers' Union following govt. refusal to grant wage demands. Network program scheduling was limited to recorded music plus 3 daily news bulletins for the 3 days.

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** First-Quarter 1961 Index to Television Digest Newsletters
The Television Network & American Society—an address by Robert W. Sarnoff.

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**NAB BACKS FCC's CATV BILL,** seeking Commission regulation "in minority of cases" where CATV-station conflicts arise (p. 4).
**ADMAN ROASTS PAY TV** in Pittsburgh address. F&S&R senior vp Arthur Duram charges flatly that pay TV is a "myth," that it can serve up little that's new . . . and only at high cost (p. 3).

### *Programming*

**LATE NIGHT SHOWS** mapped by ABC and WBC. ABC to try news, possibly movies. WBC to try Paar-like variety formats (p. 6).
**ABC SAYS ITS NEW SHOWS** this season have sometimes gotten of to slow starts because of time squeeze in 2-channel markets, but have gained faster than those of CBS, NBC (p. 7).

### *Film & Tape*

**NTA REPORTS LOSS** of over $7 million for the fiscal year, but hopes for brighter future in "specialized programming" and pay TV. There's still no sale of WNTA-TV N.Y. (p. 9).

### *Stations*

**NAB's GOV. COLLINS** 'encouraged . . . hopeful,' as he reviews first 3 months. Aims for "concerted" action by networks, stations, sponsors (p. 2).

### *Networks*

**ABC's LATEST LATIN DEAL** is with Difusion Contemporanea, due to start telecasting on Ch. 11 in Buenos Aires in June (p. 8).

### *Consumer Electronics*

**ELDRIDGE JOHNSON'S** estate totaled $34 million, accounting last week discloses. Founder of Victor Talking Machine Co. sold his firm to RCA for $40 million in 1926 (p. 17).
**WESTINGHOUSE STOCKHOLDERS** defeat proposal to oust top management for its role in recent antitrust conspiracy (p. 18).
**RETAIL TV SALES** picked up in February from January but still ran behind a year ago, EIA reports. Radio pushed ahead of Feb.-1960 sales by some 55,000 sets (p. 17).
**PHILCO DROPS INTO RED** in 1961's first quarter as it feels effects of recession & severe winter weather (p. 18).
**BEST HOPE FOR UHF** receivers is coaxial transistor mixer, FCC-sponsored report finds, but in near future the crystal mixer will continue to find acceptance (p. 16).

### *Advertising*

**LANDIS UNWRAPS NEW WEAPON** against "exorbitant" TV commercials, proposes law empowering FTC to ban advertising as soon as monitors regard it as suspect (p. 1).

### *FCC*

**FCC PROGRAM FORM ATTACKED** by Philco which doubts broadcasters' "candor," asserts NBC's WRCV-TV Philadelphia is an example (p. 5).

### *Other Departments*

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**LANDIS UNWRAPS NEW WEAPON:** President Kennedy's regulatory-agency advisor James M. Landis, who had kept himself under wraps after mounting a 30,000-word assault on govt. commissions & boards in January (Vol. 17:1 p1 et seq.), wheeled out a big anti-TV gun last week.

Suspect TV commercials should be banned from the air by FTC ukase as soon as that police agency's monitors think advertised claims may be false or misleading, Landis told antitrust section of D.C. Bar Assn. He said Congress should pass new legislation giving FTC power to issue orders prohibiting commercials even before FTC completes formal investigations of truth or falsity of claims.

Fast & peremptory bans are "needed to deal with exorbitant & untrue claims that flash across our TV screens & dot our newspapers," Landis said at session with lawyers in FTC meeting room. As things stand, he went on, it sometimes takes years for FTC to decide whether or not it should do something to tone down commercials. Landis said FTC sanctions are "extremely weak" and need broadening.

FTC spends too much time on fact-finding in advertising cases now, Landis maintained. He said procedures should be streamlined so that when cases get into hearings, FTC can cut down on number of pro-&-con witnesses testifying on meanings of particular ads.

Legal precedents for interim stop-orders against commercials can be found at ICC & CAB, which are

empowered to suspend proposed increases in rail, bus and air fares, Landis argued. And he urged that FTC draw up specific before-the-fact rules to tell advertisers just how far they can go before running into trouble.

Landis didn't say he had President Kennedy's endorsement for his new proposals, and indications were that he was speaking—as usual—only for himself. White House has not yet followed through on his initial agency recommendations with message to Congress calling for any new laws. And so far President has been non-committal on his own views about what should be done to improve efficiency of agencies, including FCC.

**NAB'S GOV. COLLINS 'HOPEFUL':** "I'm very encouraged," said NAB Pres. LeRoy Collins last week, as he reviewed for us his first quarter in office. "The great majority of broadcasters," he added, "have reacted highly favorably to what I've said & done."

Gov. Collins has 2 more major speeches on tap for near future, to round out basic premises he outlined in 2 previous speeches to NAB board and RTES (Vol. 17:3 p3 & 17:12 p2). First will come at 4A meeting April 22 at White Sulphur Springs, V. Va.; 2nd during NAB convention May 7-10.

"We want the cooperation of all entities directly associated with broadcasting," Gov. Collins said. "We must bring the advertisers in. They need quality programming. They're deeply dependent on quality.

"My NAB convention speech will be my first opportunity to talk to the whole membership. It will leave no question where I stand & what I believe are broadcasting's proper mission & responsibilities. I hope I can convey the feeling in my heart & spirit that I'm a broadcaster—not here to make a personal impression.

"We need a unified industry. We need the networks, affiliates and sponsors to work in concert on the objectives with which they agree—what I have called 'blue ribbon programming,' elimination of violence-for-the-sake-of-violence, and so on. I'm hopeful about it. I believe it's an indication of strength & responsibility to recognize our weaknesses and make an open dedication of effort to correct them."

As for relations with govt., Gov. Collins said: "I start with the premise that broadcasters are deeply concerned with the public interest and that there is adequate ground for accommodation with FCC & Congress. At times, FCC & we may clash—but we have no predisposition to oppose FCC. When necessary, we'll fight, and they'll know they've been in a fight."

Asked about his activity in the Peace Corps, for which he's a national advisor (see p. 15), and other national affairs, Gov. Collins said: "I have a tremendous interest in govt. & a tremendous interest in this administration. If called upon, I will do anything to be helpful that isn't inconsistent with my work here. Such activities are natural for me. I've been in public life too long to be otherwise. I wouldn't have taken this job for 3 times the salary if I didn't think I could make a contribution to the industry & to the country."

He spoke at length & with great warmth of the growth of educational facilities in Florida during his tenure as governor—e.g., establishment of 16 two-year junior colleges, close to students' homes and inexpensive to attend—and he noted with pleasure that the state's ETV system is one of the nation's most extensive.

**THE CASE FOR THE NETWORK:** You are receiving with this issue a special supplement setting forth the talk by NBC Chmn. Robert W. Sarnoff last week to the Annenberg School of Communications at the U. of Pennsylvania in Philadelphia.

This supplement should be useful addition to your files not only for the historical information on the evolution of the networks, both in TV & radio, but for its delineation of the network's place & function in American society.

In an era of industry defensiveness about programming, another section of the address comes as a neat & too infrequently-mentioned reversal of the tired charge of "mediocrity" in programming. Pointing to the volume of cultural & informational material supplied to the mass audience, Sarnoff concludes:

"Some observers would have us believe that the general effect of TV on our society is to lower our taste, blunt our sensibilities, sap our intellect. But all the evidence is quite the contrary. In the decade since the U.S. began to feel the impact of television as a national medium, our population has gone up 20%. But the publication of books has gone up more than 100%; publication of juvenile books is up about 200%; library circulation is up 50%; the number of museums has grown by nearly 80%; the number of symphony orchestras has doubled; the sale of classical phonograph records is up 50%; college enrollment is up 46%. Now, I do not suggest that TV is necessarily to be credited for all of this upsurge in cultural vitality. At the very least, however, it is hard to see how it is dealing us a cultural blow."

## Auxiliary Services

**NTA'S PAY-TV SYSTEM UNVEILED:** NTA, after introducing its pay-TV system (Vol. 17:14 p19) in Hollywood last week, immediately began negotiations with a number of prospective franchise-holders. The system is available under a license agreement signed by NTA with developer Home Entertainment Co. Inc.

NTA Pres.-Chmn. Oliver A. Unger and NTA director Martin Leeds, who is president of HE, were in discussions with potential franchisers representing New Orleans, Mississippi, CATV groups, Midwest Video and Edward Dukoff, who heads a Hawaiian syndicate which has been discussing pay TV with Telemeter (Vol. 17:14 p12).

In charge of the demonstration were Leeds, Unger and H. W. Sargent, electronics engineer who developed the system. Unger hailed the system as the "beginning of a new era in our industry," and predicted pay TV would be a national institution before long—with several pay-TV systems "sharing the burden & the costs."

HE, like Paramount's Telemeter, uses closed-circuit wire transmission, but Leeds contended that it is simpler & more economical than any toll-TV setup yet seen, costing less to manufacture, install and maintain.

The system operates with a low-cost ($600) master control center, a coaxial cable which can be carried by existing telephone poles, and a home installation by which users are charged for programs. Unlike Telemeter, which has a coin-in-the-slot installation on the TV set, the HE unit has a meter outside the house which records charges on a card which is to be collected monthly.

Program costs are registered when a customer punches a button on a channel selector, which sends an impulse to the master-control box to indicate what programs are wanted. There are 2 programming channels, a "preview" channel, and a fourth channel for control purposes.

A simple control unit is plugged into a wall jack in the subscriber's home, and there are no connections or alterations made on his TV set. The channel selector is wired into the home like a telephone installation. A punch card in the meter box records the amount of entertainment used.

### Subscriber Pays Only for Programs Viewed

The system does not deprive the viewer of seeing free TV if he wishes. The cost to franchise holders licensed by NTA will be approximately $40 for each of their subscribers, but the cost to subscribers will be only for the entertainment viewed. However, Leeds said there would probably be a minimal charge of about $1 a month to the subscriber, to insure the franchise-holder that use is being made of the system. There is to be no charge for repeats.

Program costs will vary from 10¢ for cartoons to $1.50 for promised first-run movies or Broadway plays. Baseball games were also promised.

Leeds estimated that when the system had one million subscribers it would be in financial position to bid for Broadway shows & championship fights. First-run movies are available now, as are most other events, said the ex-Desilu productions vp.

Unger said NTA plans to begin operations modestly, probably in smaller communities, and utilizing CATV systems. All programming is to be in color. NTA will be exclusive distributor and will furnish some of the programming, Unger added.

Leeds said the system could go into operation, "in 3 months," that negotiations are now being concluded with several manufacturers, and that no one company will be given the entire contract to produce necessary equipment.

NTA does not plan to float a public stock issue in connection with the system; financing will be undertaken by each franchise holder. The franchise holder or telephone company will install the cable system, depending on the local situation. Leeds contended phone cable costs would not be exorbitant, saying this had been borne out in Telemeter's Canadian test.

CATV systems are ready-made for the HE system because the coaxial cable used on CATV is compatible with the NTA system cable requirements, according to NTA. Both systems use the same bandwidth; other systems are not compatible because they require cable of greater bandwidth acceptance, the company said.

A family with 2 sets, could be tuned into the same pay-TV program, but only a single charge would be made.

The demonstration at the Glen Glenn Sound Studios in Hollywood on Wednesday was followed by others during the week. There'll be more this week (April 10 & 11).

Among those at the first demonstration were a representative from Telemeter, Matthew J. ("Matty") Fox of Tolvision Inc., KTTV Los Angeles Pres. Richard Moore, KCOP Los Angeles vp & gen. mgr. Alvin Flanagan, producers Don Sharpe and Warren Lewis, and NT&T Pres. Eugene Klein.

Other NTA activity last week included election of officers. Unger was re-named pres.; Ted Cott, vp for o&o stations; Berne Tabakin, sales vp; E. Jonny Graff, East Coast sales vp; Peter Rodgers, West Coast sales vp; Leonard S. Gruenberg, sales development vp; Justin M. Golenbock, secy. At the April 3 meeting, Messrs. Unger, Tabakin, Golenbock and Graff were named to the NTA board. Also elected: M. N. Leeds, S. P. Norton and D. J. Melamed.

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**'WHO NEEDS PAY TV?' ASKS ADMAN:** Pay TV got a clobbering last week from a well-known N.Y. agencyman, senior vp Arthur E. Duram of Fuller & Smith & Ross. Addressing a luncheon meeting of the Pittsburgh Radio-TV Club, adman Duram lined up his pay-as-you-look target and let fly with some choice Madison Ave. buckshot:

On big-name stars: "My relatively honest count is some 14 men & 12 women who would be worth a buck in the home slot machine just to have them show up. But these people, tax-wise and energy-wise, would never make more than 2 shows a year, even for pay TV. The result—one hour per week of new & valid attractions."

On pay-TV sports, special events: "Under pay TV you will get to see the 2 annual heavyweight championship fights which are now blacked out, and you will see the professional football games . . . then stop counting."

On top-grade TV writers for pay-TV shows: "Does he write any better at a quarter of a million fee than he does at $12,500? Of course he doesn't. There are few fine writers in all of America, and the businessmen from Zenith do not automatically create more simply by raising the fee. Do you think that any fee would force a Tennessee Williams or a Lillian Hellman to write material fit for the whole family?"

On the "grand illusion" of pay TV: "The great hoax that the pay-TV boys would work on us is the illusion of untouched entertainment worlds. [But] it still has to appear on the same old 24-in. TV screen. Regardless of who provides our programs, the idea is still to see the offerings in your home, where the taboos of moral issues & censorship must remain strict."

On pay-TV's history & development: "Then & now the intention was to make a financial success and not to solve any particular programming problem. With so many people willing & so many uninformed enthusiasts talking about [pay TV] as though it were a good thing—why is it still fighting for its life in experimental markets?"

On "mature" programming in pay TV: "Intellectuals project their own tastes, values and yearnings on the masses who unfortunately do not share them. They can't bring themselves to accept the fact that when audiences pick their favorite entertainment, they again and again pick the frivolous over the serious, the trivial over the important. When you couple this fact with the cost of producing . . . you realize that our 'intellectual' segments just never are going to get catered to. Minority groups are served best by . . . interesting shows outside of prime evening time. There is not a vast reservoir of talent & material ready to silence the critics & entertain the public."

On pay TV's meaning to advertisers: "There is no legitimate basis on which print media compares in any way to TV. If [free TV] is taken away from us, in whole or in part, on the flimsy excuse of making a handful of people rich, I'd hate to be the one who explains [it] to my clients."

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**Etobicoke Gets Broadway (for $1.50):** Playing to an invitation-only theater audience in N.Y., and to a Telemeter pay-TV audience in suburban Toronto, Carol Channing stepped downstage to the footlights of the Eugene O'Neill Theatre April 2 to make a little curtain speech. The occasion, she said, was "history-making." She'd just completed the first on-stage telecast of a current Broadway success, "Show Girl," to a paying home TV audience. The production was handled for Telemeter by Theatre Network TV Inc. The show was the regular performance, there were no cameras onstage, lighting was a bit brighter than theatrical levels, and concessions for TV were limited to such things as a blue tux shirt for supporting star Jules Munshin (although a couple of mildly-blue numbers remained in the show, TV or no TV). Results so far in Etobicoke, according to Telemeter: "We're waiting until our experience with several different types of entertainment enable us to make estimates on a comparative basis."

**Govt. Network Planned:** All federal civilian agencies in 50 states, Puerto Rico and the Virgin Islands will be serviced by a unified Federal Tele-communications System under 3-year plans developed by the General Services Administration and Office of Civil & Defense Mobilization. Inter-connected with existing commercial & military systems, FTS will include voice, teletypewriter, data and facsimile communications. GSA administrator John L. Moore & OCDM Dir. Frank B. Ellis said FTS "will incorporate engineering features of great value in a national emergency."

**Pentagon TV Readied:** Installation by Foto-Video Electronics Inc. of a closed-circuit color-TV system at Air Force hq in the Pentagon, where 5 weapons-board panel rooms & 7 conference rooms will be linked, is nearing completion. Foto-Video will maintain equipment in initial operation of the system.

**Station-CATV Conflict Ends:** The protest of KXLJ-TV Helena, Mont. against the grant of a microwave to Capital City TV Inc. to serve a CATV system in Helena has been dismissed by FCC after the settlement of their differences by the contestants.

**Vhf Booster CPs Granted:** Ch. 10 & 12, Baker, Mont., to Baker TV Booster Inc.

**NAB BACKS FCC'S CATV BILL:** "To clarify the NAB position," NAB Pres. LeRoy Collins has announced support of FCC's proposed CATV regulation bill S-1044 (Vol. 17:8 p10).

In letters to FCC Chmn. Minow and Commerce Committee Chairmen Sen. Magnuson (D-Wash.) & Rep. Harris (D-Ark.), Collins stated:

"NAB does not advocate government regulation merely for the sake of regulation. But, as broadcasters committed not only by law but by conviction to serve the public interest, we recognize there are instances when that public interest—which must be the overriding consideration of us all—requires the protection of governmental regulation soundly predicated . . .

"The majority of CATV systems provides a valuable service to the public, bringing TV signals to certain areas where, because of geographic or economic realities, free-TV reception is not available. In these cases no serious incompatibility exists between the free-TV broadcasters, the CATV operator and the public interest.

"In a minority of cases, however, the interests of CATV operators and of free-TV broadcasters seriously collide. And we are convinced that this collision actually operates without warrant to deprive certain areas of local free-TV service. It is in these instances where we regard it essential that the FCC be given statutory authority to determine the extent of necessary CATV regulation . . . It is the position of the NAB that the legislation proposed by the FCC will not create an undue burden on the development & operation of CATV systems."

## Foreign

**Sweden's American Radio 'Pirate':** Anchored 4 miles outside Sweden's territorial waters, an American owned & equipped floating radio station is beaming music & commercials into Stockholm, in defiance of the country's edict against both TV & radio advertising. In retaliation for the bootleg broadcasts, which began March 8, Sweden has barred the ship, the *Bonjour*, from its ports except in dire emergency.

The *Bonjour* is registered to Nord Establishments, a Liechtenstein company which Robert F. Thompson of Dallas says he owns. The ship is equipped with $300,000 of radio broadcast & studio equipment installed by Visual Electronics Corp. of New York City. Visual export mgr. Bert Kupperman said last week that the vessel carries two 10-kw transmitters and a combiner, to permit 20-kw operation during daytime broadcasts and 10-kw at night. He reports that the radio "pirate" has been deluged with more advertising than it can handle, the majority of it from West German auto & radio manufacturers.

The floating station broadcasts on 606 kilocycles in the 495-meter medium-wave band. Its programs & commercials are taped in weekly batches on 14-in. reels in a Stockholm studio. The reels are delivered to the ship & transmitted from a machine that can operate for 9 hours unattended.

Such has been the success of the Stockholm pirate station that Nord Establishments reportedly is planning similar radio ships for operation off Goteborg and Nice.

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**British TV Writers' School:** Britain's commercial TV, running into a shortage of TV-trained writers, has formed its own training school, backed by 3 ITV companies (ABC, A-R, and ATV).

## The FCC

**FCC PROGRAM FORM ATTACKED:** Philco found little to commend in FCC's proposed changes in its program forms (Vol. 17:9 p2), and it used its comments last week as another forum to attack NBC, whose Ch. 3 Philadelphia (WRCV-TV) it seeks. (See below.)

Basically, Philco believes that the Commission's proposal to allow stations to give a "narrative" statement of their program proposals is an invitation to obfuscation.

Philco said it very much doubts that "broadcasters have a compulsion to candor which heretofore has been detected by neither the public nor the Commission." It proceeded to analyze some of WRCV-TV's public-service programs, as described in the station's 1960 renewal application, and noted that some of them were presented between midnight & 8 a.m. but that the time of telecast wasn't mentioned in the application.

Philco offered several suggestions which it said would give FCC a better basis on which to judge a station's performance—including more definite description of programs.

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**FCC vs. Justice Dept. on Philco Protest:** FCC is sticking by its guns in the much-litigated case in which Philco seeks a hearing to air monopoly charges against RCA-NBC. Philco, which is seeking to wrest away NBC's Ch. 3 (WRCV-TV) Philadelphia, had protested the station's renewal. FCC threw out the protest without giving Philco a hearing, saying the protest didn't fill the requirements of former Sec. 309(c) of the Communications Act. Philco is appealing the Commission action.

The Justice Dept. recently agreed with Philco, filing an *amicus curiae* brief in the Court of Appeals (Vol. 17:14 p2). Last week, FCC responded to the brief, asserting again that Philco's allegations against RCA-NBC weren't sufficient to warrant a hearing. Justice had argued that the then-pending antitrust litigation against RCA-NBC—which ended with a *nolo contendere* plea requiring NBC to dispose of WRCV-TV—was enough to warrant an FCC hearing. Said FCC last week:

"A consent decree would add nothing to allegations otherwise insufficient. It does not in any sense resolve the issues in the antitrust case and, in the absence of adequate allegations by a protestant of conduct warranting a hearing, does not itself call the qualifications of a licensee into question. As the Department's own memorandum indicates, a consent decree is merely the end result of a bargaining among the parties, government & private . . .

"The Dept. of Justice, we believe, has primarily directed itself to broader questions than those before this Court, questions which need not be resolved here."

The Commission made it clear that it wasn't indifferent to antitrust matters, saying: "In deciding that the Philco protest was inadequate, the Commission, of course, did not rule or decide that it would in no context consider 'antitrust' questions concerning NBC."

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**Vhf Translator CPs:** Ch. 4, Lovell, Wyo., to Lovell Byron Cowley TV • Ch. 11, Clay Center, Kan., to City of Clay Center (temporary authority) • Ch. 12, Worland, Wyo., to Farmers TV Assn. (temporary authority).

**FCC Allocations Actions:** (1) Denied petition to substitute Ch. 4 for Ch. 13 in Flagstaff, Ariz.; (2) proposed addition of Ch. 34 to Blythe, Cal.; (3) added Ch. 15 to Madison, Wis., substituting Ch. 76 for Ch. 15 in Richland Center.

## Congress

**Contest For Consumers:** Sens. Neuberger (D-Ore.) & Javits (R-N.Y.) are competing for the title of No. 1 Congressional champion of the consuming public. Mrs. Neuberger has a head start with 14 co-sponsors of a resolution (S. Res. 115) setting up a select committee on consumer interests. She told the Senate it would explore such "major problems" of buyers as that posed by FTC's case against TV commercials for analgesic preparations (Vol. 17:12 p8). Javits, with only 4 other Senators lined up on his side, submitted a rival measure (S. Res. 119) establishing a select committee on consumers. Meanwhile, there was talk—but so far no action—at the White House about setting up a cabinet-level consumers dept. in the govt. Outlining administration plans in an April 7 message to the Council on Consumer Information, President Kennedy said only that such agencies as FTC are taking "appropriate action" to protect consumers.

**ETV Report Postponed:** HEW Secy. Abraham Ribicoff asked House Commerce Communications Subcommittee Chmn. Moulder (D-Mo.) for more time last week to draft an administration statement which is expected to criticize a half-dozen pending, aid-to-ETV proposals (Vol. 17:14 p17). Ribicoff said in a letter to Moulder—who kept his hearing record open—that he hadn't had time yet to complete his study of the House measures. They are similar to a Senate-passed bill (S-205) by Sen. Magnuson (D-Wash.) which Ribicoff opposed. Moulder also was awaiting word from Commerce Committee Chmn. Harris (D-Ark.) & ranking minority member Rep. Bennett (R-Mich.) on their choice of a Communications Subcommittee replacement for Rep. Avery (R-Kan.), who was reassigned to the Rules Committee.

**Alford Heads Ad Unit:** Rep. Alford (D-Ark.) is the new chmn. of the Advertising Subcommittee of the House Small Business Committee headed by Rep. Patman (D-Tex.). Replacing Rep. Brown (D-Mo.), who was defeated for re-election, Alford will have jurisdiction in any inquiries into broadcast time-selling practices affecting smaller advertisers. Back in 1959 Brown promised a "painstaking & factual" investigation into TV & radio advertising (Vol. 15:12 p4), but the proposed hearings never got started, and Alford has no plans yet to pick up where Brown left off. Other members of his Subcommittee (full name: Subcommittee No. 6 on Advertising & Growth Opportunities for Small Business) are Reps. Evins (D-Tenn.), Roosevelt (D-Cal.), Avery (R-Kan.), Robison (R-N.Y.).

**Moss Gets Into Act:** Chmn. Moss (D-Cal.) of the House Govt. Operations Information Subcommittee which investigates govt. censorship practices, has injected himself into the *Untouchables* controversy (Vol. 17:14 p6). In a letter to Federal Prisons Dir. James V. Bennett, he asked for an official justification of Bennett's threats to oppose renewals of FCC licenses of stations which carried Al Capone episodes on ABC-TV's bang-bang show (Vol. 17:3 p 14 *et seq.*). Moss (who also is a member of the Commerce Communications and Regulatory Agencies Subcommittees) announced no plans for any hearings on the *Untouchables* case, but said he wanted to look over the record.

**Lee Speech Reprinted:** The text of FCC Comr. Lee's March 7 speech to the N.Y. State Bcstrs. Assn., calling on Albany legislators to activate uhf ETV CPs (Vol. 17:11 p7), was inserted in the April 3 *Congressional Record* by Sen. Schoeppel (R-Kan.).

## Programming

**ABC & WBC MAP LATE-NIGHTERS:** With prime-time availabilities in short supply, TV programmers are tuning their attention to what used to be dismissed as "marginal" time. Due to be widely discussed in the near future among station operators and TV admen are after-hours show plans of ABC-TV at the network level and Westinghouse Bcstg. Co. in the syndication field. Actually, they are closely related.

Plans at ABC-TV to invade late-night networking moved ahead last week with the announcement of *ABC Final Report*, an 11-11:12 p.m. Monday-through-Friday news series with "a new format & approach to TV news-reporting." A 3-minute local weather report will round out the quarter-hour segment.

The show, developed by John Madigan (ABC News dir.) & William McSherry (National TV News editor), will debut in N.Y. & Washington under Sun Oil sponsorship next week (April 17), but will be expanded to the full network in the fall. The show's premiere will follow the completion of the Oscar Awards telecast.

The series will borrow more from NBC-TV's relaxed, Huntley-Brinkley newscast techniques than from the more formal style once practiced by CBS-TV. There'll be "use of living-room language conversational approach" for news delivery, commentary, seminar discussions, and visual techniques (split-screen, rear-screen projection, newsfilm, animated charts, etc.).

ABC has had late-night programming in the blueprint stage for some time. Among plans considered: (1) Reruns of 60-min. film shows from Warner Bros. and other suppliers. (2) A low-budget, live variety show something like Jack Paar's. Of the 2 plans, the former is closer to reality.

### WBC Syndication Plans

On the syndication front, Westinghouse Bcstg. Co. is tackling the late-night program problem from another angle. Most non-NBC stations combat that network's *Jack Paar Show* with feature films in late-night slots. Last week, WBC Productions—the station firm's recently-formed production offshoot—was busily pitching another formula: A syndicated video-taped pair of programs called *PM-East* and *PM-West*. Running time for the pair is 90 min. nightly, as long as the average feature movie.

The East show will be taped in N.Y. and will feature Mike Wallace as host with Canadian telepersonality Joyce Davidson as a regular. The West portion, featuring *San Francisco Chronicle* columnist Terrence O'Flaherty as host and "hungry i" proprietor Enrico Banducci as talent coordinator, will be taped at WBC-owned KPIX San Francisco. Both shows will have special feature segments, guest stars, and will act as "a stage for performers of professional but unexposed talent," according to WBC exec. producer Ben Park.

The shows will replace current late-night shows on the 5 WBC stations (2 of which, incidentally, are affiliated with NBC and carry the Paar show). Tapes, or film transfers, will be offered for syndication in non-Westinghouse markets following a 2-week show tryout in Boston starting May 22. In N.Y. the most-likely outlet is Metro-Media's WNEW-TV. Elsewhere, ABC affiliates are a likely customer group; most are lightly-stocked on feature films (at the urging of ABC-TV) and ABC will soon be providing its late-night newscast that would provide a good lead-in to the WBC series.

**Networks Set Sports Specials:** There was a sudden flurry of activity on the TV sports front last week as ABC-TV announced a new sports feature & NBC concluded negotiations for an old one.

An "exclusive" 20-part series of amateur & professional world sports events will be a Saturday-afternoon fixture on ABC-TV, April 29-Sept. 9. Titled *ABC's World of Sports*, the network hopes it will be at least a partial solution to the summer-season programming problem of heavy schedules of film reruns. Events will include: France's Le Mans car race, Moscow's U.S.-Russian track & field championships, the British open golf championship, the Japanese All-Star baseball game, and Jack Kramer's tennis tournament from Mexico City.

"Virtually all events will be produced live or on tape and presented the day of the event or as soon after as possible," said ABC programming vp Thomas W. Moore. Slated to follow ABC's major league baseball games (5-7 p.m. in the East), the events run from 90-min. to 2½ hours each. ABC has already sold nearly half of the series to R. J. Reynolds and General Mills, and anticipates no problem in disposing of the rest of the time. Lauding the series as "a step toward global TV" (see p. 12), Moore said a 140-station line-up would reach 92% of U.S. TV homes. Jim McKay will host the series and each week a sports expert will appear, "including such people as Stirling Moss, Arnold Palmer, Bill Veeck and Jack Kramer."

With an eye toward the fall of both 1961 & 1962, NBC again copped one of the sports world's most coveted events —the National Football League championship game. The network outbid CBS, Sports Network Inc. and TelePrompTer, for TV-radio rights. An NBC event since 1955, the new 2-year contract price of $615,002 per game is triple what the network had been paying the League. TelePrompTer's bid is thought to be the first pay-TV effort at optioning the championship game.

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**TV Plea Fails:** Convicted kidnaper-slayer Melvin Davis Rees Jr. has lost his argument in federal court that reenactment of jury deliberations by WBAL-TV Baltimore was grounds for a new trial (Vol. 17:14 p8). Judge Roszel C. Thomsen sentenced the jazz musician to life imprisonment April 6 after denying defense pleas that the guilty verdict be upset because the one-hour TV show indicated that the jury had debated issues not introduced at the trial. Rees was accused of killing at least 5 persons, but was tried only for the deaths of a woman & her daughter.

**Texas Debate Proposed:** Free time for a 30- or 60-min. run-off election debate has been offered to Texas Senatorial candidates William A. Blakley (D) & John Tower (R) by the 4-station West Tex. TV Network. Pres. W. D. (Dub) Rogers, whose KDUB-TV Lubbock was involved in a paid-time hassle with losing Democratic candidate Maury Maverick Jr. (Vol. 17:14 p12), said Blakley & Tower could set their ground rules, so long as they appear in person.

**77 Upset:** *Way Out*, CBS-TV's new dramatic series replacing *The Jackie Gleason Show* (Fri. 9:30 p.m.), outstripped the last half of ABC-TV's formidable *77 Sunset Strip* in Arbitron competition at its March 31 premiere. Scores were 19.7 for the new show over *Sunset Strip's* 18.1. The series deals with tales of the macabre, unusual and supernatural, and is hosted by Roald Dahl.

**U.S. Steel is 8th-Season Sponsor:** TV's oldest continuing 60-min. dramatic series, *The U.S. Steel Hour*, will be back again this fall (Vol. 17:14 p7) for its 6th year on CBS. It debuted on ABC-TV in October 1953.

**HOW NEW SHOWS RATED (Cont.):** Top honors in the Nielsen sweepstakes may go to CBS-TV when average-audience levels of the 43 shows new to network TV this season are calculated for October 1960 through February 1961—but they only tell part of the story, according to ABC-TV. The situation, ABC-TV officials told us last week in N.Y., is something like a horse race that's being judged by the average speed of the horses around the whole track rather than the entries' positions as they whip across the finish line. ABC's view of what's going on behind "average audience levels for the season" (Vol. 17:14 p5) includes these points:

(1) Taking only the October-December 1960 period (roughly, the start of the season), CBS's new shows were ahead of ABC's by 9% (18.3 AA vs. 16.7 AA). ABC's new shows, in turn, were 13% ahead of NBC's entries (16.7 AA vs. 14.8).

(2) Jumping ahead to the January-March 1961 period, Nielsen figures show that CBS was still in the lead and even gained somewhat (to 19.1 AA), but ABC moved up (to an 18.4 AA) and whittled CBS's advantage to 4% NBC's new shows fell behind, improving ABC to a 28% rating advantage (18.4 AA vs. 14.4 AA).

(3) The slow-start, strong-finish situation is caused, said ABC, by several factors, chiefly: (a) ABC-TV has "pioneered" with network use of some unusual program types, such as animated-cartoon situation comedy, and thus the network "requires more time for its new programs to catch on." (b) Station managers in 2-station markets "initially balk at off-beat new ABC series." Hence it's "difficult for ABC's new shows to jump off to as quick a start as CBS's on a full national basis."

(4) A good example of this last problem, said ABC, was *The Flintstones*. Last October, it had a line-up of 128 stations (92.1% coverage), a Nielsen AA of 18.2 and an audience share of 31.8. As its popularity grew, so did its line-up—and ratings. In March 1961, the station line-up had grown to 170, coverage had increased to 96.0%, rating had hopped to 27.3 and share to 43.3

(5) In the 50 Nielsen-measured cities where there's equal-facility competition among the networks, and no slugfests for prime time availabilities on split-affiliation outlets, ABC has been strong since last fall. "Over the full season to date—October through March—ABC's new shows led CBS by 12% and NBC by 38%," said ABC.

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**Day Attacks TV-radio News:** Pressure from Washington, Madison Ave. and broadcasters themselves is "sabotaging" TV-radio news, charged John F. Day, ex-CBS news vp who resigned Feb. 4 after a news-dept. shakeup (Vol. 17:6 p11). In a WBAI-FM N.Y. broadcast, Day accused the govt. last week of "making demands upon or criticisms of broadcasting that it would never think of directing at newspapers or magazines." Sponsors & agencies have "a more subtle influence," he said. "They can & do complain that a news program is too heavy, dealing too much with ideas and not enough with human interest." And, he added, "there is a never-relenting pressure to have newsmen endorse the product, deliver the commercials or use lead-ins or introductions." The most serious offenders are TV-radio industry leaders, Day said. "The drive of so many station & network owners to squeeze out the very last penny of profit, the concept of TV-radio as show business and the desire to avoid controversy are the foremost reasons why broadcasting has not realized its potential.

**Latest Fall-Schedule Information:** Although about 9 out of 10 regularly-scheduled fall shows are now locked in with network time periods and/or sponsors, some changes have been made in the 1961-'62 schedules since our last report (Vol. 17:14 p6). Admen who have pinned up their "Tentative Network Program Lineups for Fall" chart should therefore make the following changes on it:

ABC-TV: The 20th-Fox 60-min. show scheduled for Sun. 7:30-8:30 p.m., *The Hunters*, has been ditched, reportedly because of network worries about possible African controversy (see p. 10). No show is firmly scheduled, although another 20th-Fox show, *Follow the Sun* (not yet piloted), is being discussed. Also scratched (because of opposition from Nevada hotelmen & civic officials—see p. 10), is Warner Bros.' *Las Vegas File*, Sun. 10.11 p.m. In its place will go *Adventures in Paradise*, shifting from the Mon. 10-11 p.m. slot. What fills the Monday opening thus created isn't certain. Possibility: Warner Bros.' *Solitaire*. Warner Bros. *Room for One More* has been abandoned, with *Ozzie & Harriet taking* over the *Thursday* 7.30-8 p.m. time. *The Racers*, an ABC Films package complete with sponsor (Auto-Lite), moves into the Friday 7.30-8 p.m. period.

CBS-TV: *Checkmate*, the Jack Benny-CBS-Revue 60-min. show which has been holding down the Sat. 8:30-9:30 p.m. slot, was included in our chart. Early last week, the word from CBS-TV was that the spot would be filled by Plautus Productions' *The Defenders* and that *Checkmate* was definitely scratched—a real oddity, considering that it was 5th-highest-rated among 43 new shows which debuted last season (Vol. 17:14 p6). Never underestimate MCA-Revue salesmanship, however. By mid-week, *Checkmate* was suddenly given a new lease on fall life, shifting to a Wed. 8:30-9:30 p.m. period, replacing CBS-TV's own package, *Beachfront*. CBS present plan is to fill the Friday 10-11 p.m. slot vacated by the rescheduled *The Defenders* with a back-to-back pair of hair-raisers—Rod Serling's *Twilight Zone* (which apparently will stay in its 30-min. form) and the network's own recent rating success, *Way Out*. The blank spot in the Thursday-night CBS schedule, 9-10 p.m., has been filled with *The Investigators*, a Revue package.

NBC-TV: Of the 3 networks' fall schedules, NBC's seems to be firmest. Only one change is on the horizon at the moment—and even that may not go through. Just as ABC and Warner Bros. have been pressured by Las Vegas innkeepers, so has been NBC and the Goodson-Todman *Las Vegas Beat*, currently blueprinted for Fri. 8:30-9:30 p.m. NBC's official answer last week was "we are still considering" the G-T show. However, also being "considered" by NBC-TV are *Villa Portofino*, an NBC package, and *House on Rue Riviera*—possibly since Mediterranean hotel proprietors are far less likely to gripe.

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**Hope's High-Budget NBC Specials:** A series of 60-min. Bob Hope specials for next season was under discussion last week between NBC-TV and James Saphier, Hope's agent. "There is a great deal of sponsor interest," said an NBC spokesman, pointing to the "record-breaking ratings" won by this season's Hope Buick specials. Rumored price for the Hope shows, of which there'll probably be 6 to 8: about $350,000 each. In another area, Hope is in negotiation with MCA which has offered him $1 million for 38 acres he owns next to its Revue studios. He bought the land 18 years ago he told us, for $16,500 "as a favor to my brother," who was entering the real estate business.

## Networks

**Ole! Another ABC Latin Deal:** The latest TV agreement south of the border, announced last week by Don Coyle, pres. of ABC International TV Inc., is a "business relationship" with Difusion Contemporanea, Buenos Aires.

The Argentine firm, of which Norman Pentreath is pres., hopes to start commercial telecasting on Ch. 11 in Buenos Aires (800,000 TV homes) in June. Under the ABC-Difusion Contemporanea agreement: (1) ABC will provide "financial, programming & administrative assistance" to the station. (2) ABC International will act as sales rep for the station in N.Y. (3) ABC won't hold a minority interest in the station; that's forbidden by Argentine law.

As things now stand, ABC International has business liaison with 12 Latin-American TV outlets in 8 countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua (the 5-station Central American TV network); Venezuela (the 5-station VeneVision network); Ecuador (Primera TV Ecuratoria, S.A.); Argentina.

ABC is not the only network with an eye for Argentine TV deals. NBC Enterprises has "assisted financially" (*i.e.*, loaned money at modest interest) to Compania Argentina de Television—known as CADETE. CBS Stations Div. has an Argentine TV holding, not in a station, but in Proartel, a production concern which provides sales & program services to the Ch. 13 TV outlet in Buenos Aires. With the ABC deal, all 3 U.S. networks are now TV-represented in some manner in Buenos Aires, 8th-largest city in the world.

### Network Television Billings

January 1961

(For Dec. report, see TELEVISION DIGEST, Vol. 17:10 p6)

**January up 7.1%:** Network TV's Jan. 1961 gross time billings totaled $61.8 million, compared with $57.7 million in Jan. 1960. TvB's latest compilation shows ABC-TV to be the biggest percentage gainer, with January billings of $15.9 million—up 19.9% over the same month last year. NBC-TV led in monthly dollar volume with a 9.6% rise to $23 million. Traditional leader CBS-TV slipped behind NBC as its billings declined 2.3% to $22.9 million from $23.5 million a year earlier.

NETWORK TELEVISION

| | Jan. 1961 | Jan. 1960 | % change |
|---|---|---|---|
| ABC ..... | $15,898,310 | $13,260,010 | +19.9 |
| CBS ..... | 22,930,402 | 23,477,358 | — 2.3 |
| NBC ..... | 23,003,680 | 20,980,897 | + 9.6 |
| Total ..... | $61,832,392 | $57,718,265 | + 7.1 |

Note: These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates or before frequency or cash discounts.

**NBC Absorbs Participation Unit:** The latest re-alignment of NBC-TV's organizational structure concerns the network's Participating-Programs Unit, which has been responsible for sales & programming of the *Dave Garroway-Today Show* and the *Jack Paar Show*. Mostly, it's a bookkeeping shuffle. The unit's special sales squad will now report to the network's sales dept.; the program staffers will report to the NBC program dept. One result of the move: Participating-programs vp Jerry A. Danzig announced his resignation.

### NETWORK SALES ACTIVITY

ABC-TV

The Roaring Twenties, Sat. 7:30-8:30 p.m., participations eff. April and May respectively.
*Johnson & Johnson* (Young & Rubicam)
*Watchmakers of Switzerland* (C&W)

Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. April.
*Colgate Palmolive* (Ted Bates)

Walt Disney Presents, Sun. 6:30-7:30 p.m., part eff. April.
*General Mills* (Dancer-Fitzgerald-Sample)

CBS-TV

Summer Sports Spectacular, Thu. 7:30-8:30 p.m., co-sponsorship eff. April 27.
*Joseph Schlitz Brewing* (JWT)
*Bristol-Meyers* (DCS&S)

Malibu Run, Wed. 7:30-8:30 p.m., part. eff. June 14.
*Warner-Lambert Pharmaceutical* (L&F)

Daytime programming, Mon.-Fri., 10-12 p.m., part. eff. May 15.
*S. C. Johnson & Son* (FC&B)

Father of the Bride, Fri. 9:30-10 p.m., co-sponsorship eff. Sept. 29.
*General Mills* (BBDO)
*Campbell Soup* (BBDO)

1961 Miss America Pageant, Sat. Sept. 9, 9:30-12 p.m.
*Philco* (BBDO)
*Pepsi-Cola* (BBDO)
*Toni* (North)
*General Motors* (D. P. Brother)

NBC-TV

Tales of Wells Fargo, Sat. 7:30-8:30 p.m.; Thriller, Mon. 10-11 p.m., part. eff. fall.
*American Tobacco* (SSC&B).

Reynolds Aluminum Hour-Dick Powell Mystery Theatre, Tue. 9-10 p.m., co-sponsorship eff. fall.
*Reynolds Metal* (Lennen & Newell).

Dr. Kildare, Thu. 8:30-9:30 p.m., part. eff. fall.
*Singer Sewing Machine* (Young & Rubicam)
*Warner-Lambert Pharmaceutical* (L&F)
*Colgate-Palmolive* (Ted Bates)

Dinah Shore Show, Fri. 9:30-10:30 p.m., co-spon. eff. fall.
*American Dairy Association* (no agency)

Circus Show, Fri. 7:30-8:30 p.m.; Your Saturday Night Movie, Sat. 9-11 p.m., part. eff. fall.
*Seven-up* (J. Walter Thompson)
*Noxzema Chemical* (SSC&B)

The Americans, Mon. 7:30-8:30 p.m.; Michael Shayne, Fri. 10-11 p.m.; The Shirley Temple Story Book, Sun. 7-8 p.m., part. eff. May 1.
*Walt Disney Productions* (no agency)

Thriller, Tue. 9-10 p.m.; part. eff. May 8 & July 4 resp.
*Colgate-Palmolive* (Ted Bates)
*Pepperidge Farms* (OB&M)

**One-Day Walkout at CBS:** 300 CBS-TV stagehands staged a N.Y. live show of their own when they walked off the job Sunday April 2. The stagehands—members of Local 1, International Alliance of Theatrical Stage Employes—were protesting the CBS dismissal of 3 TV lighting directors—a "necessary personnel cutback," according to the network. CBS supervisory personnel replaced the strikers on Sunday. By Monday, lighting directors & stagehands were back at their posts, "pending the outcome of CBS-IATSE negotiations." By Tuesday the dispute had been resolved "amicably & to the satisfaction of both parties," according to CBS. "The men are all working and everything's in the best of harmony," IATSE told us Wednesday.

## Film & Tape

**STATE-OF-THE-UNION AT NTA:** It's been tough sledding recently for NTA because of current trends in the network & syndication film markets, but things should get better before long. So reported NTA Chmn. Oliver A. Unger April 3 at the firm's annual shareholders' meeting in N.Y., a meeting held on the eve of a Hollywood demonstration of a new pay-TV system proposed by NTA (see p. 3).

Financially, NTA was in the uncomfortable position of having what might have been a profitable income nullified by heavy write-downs of film inventories and annual interest rates of some $2.5 million on owed money. Result: A loss of more than $7 million during fiscal 1959-'60 (Vol. 17:8 p20; see financial table for fiscal 1961's first quarter).

Debt-reduction, however, could well be as much as $6 million on an $8 million sale of WNTA-TV N.Y., Unger told stockholders. Contrary to expectations, he did not reveal whether any of the several bidders for the Ch. 13 independent (Vol. 17:14 p9) had been successful—although David Susskind & Paramount Pictures, regarded as having an inside track in the bidding, proceeded last week with plans of their own (see next column).

Two NTA shareholders, Leonard Davis & Phillip L. Handsman, who are having a proxy fight with former NTA parent NT&T (Vol. 17:14 p9), extended their battle to the NTA meeting. Davis's attorney, Edward R. Aronow, stated that Davis (who holds 5,000 NTA shares) would demand that NTA secure the approval of two-thirds of its stockholders before selling WNTA-TV, which Davis considers a major asset of the firm. NTA management stated that no such permission would be sought.

### Feature 'Glut' Drops Prices

As for the state of the feature markets, Unger reported that NTA had faced a "glut" of bulk-sold feature packages from competitors which had "disrupted the market" and forced prices down. In the telefilm area, things were no better; "expansion of network schedules & the continual flow of reruns have not only depressed the market but utilized the greater part of available time," said Unger. The trend to 60-min. shows on networks also hasn't helped syndication. NTA's best bet for the future in TV program distribution, according to Unger, was in "development of specialized programming aimed at a . . . limited segment," such as the firm's financially successful *The Play of the Week*.

Unger disclosed that NTA has renegotiated its 20th-Fox deal for distributing movies to TV. The new deal provides for a reduction in NTA's $9,260,000 debt to 20th-Fox and for a return of distribution rights to 20th of 100 movies. Unger told us in Hollywood that this did not portend any cooling off of relations with 20th. "At the moment," he said, "we're taking a deep breath and they are, too. Our relations with 20th are excellent."

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Sinatra & Arnaz Feud Over "Untouchables": Frank Sinatra, proud of his Italian ancestry, is the latest to criticize Desilu's *The Untouchables* for its use of Italians as heavies (Vol. 17:12 *et seq.*). The singer took the issue up personally with Desilu Pres. Desi Arnaz in Palm Springs, and the argument became so heated they nearly came to blows, according to associates. As a result, Sinatra is moving his Essex Productions from the Desilu Gower studios. Essex will film its movie "X-15" at the lot, but only because it must contractually, a Sinatra associate said.

**Paramount, Susskind in Alliance:** There's now an official partnership between Paramount Pictures and the David Susskind-Alfred Levy TV production firm, Talent Associates, confirming negotiations we reported in Vol. 17:14 p9.

Under the deal: (1) Paramount will acquire a 50% interest in TA. (2) The services of Susskind & Levy, exec. vp & pres. respectively of TA, will be devoted "exclusively" to TA. (3) Paramount TV production (film, tape, cartoons) will be integrated with TA production to avoid overlap. (4) TA will be featured in future plans for Telemeter pay-TV productions, and possibly in the area of Paramount features. (5) TA will also feature in the operation of WNTA-TV N.Y.—if Paramount & TA acquire it.

The financial position of TA is "sound," Paramount reported last week, with TA having "cash in excess of $1 million and with no bank or funded debts outstanding." TA assets include all TV programs & films produced by the company since its inception in 1949. Gross TA income in 1960: "Approximately $5.5 million." Details of the Paramount buy-in weren't disclosed; Paramount stated only that Susskind & Levy had "received cash & an unspecified number of shares of Paramount Pictures Corp. common stock." It's believed, however, that Paramount paid about $300,000 in cash and in the area of 12,000 Paramount shares—valued at $943,500 at the April 6 closing price of $78.62½ a share on the NYSE. Announcement of the Paramount-TA liaison came jointly April 7 from Paramount Pres. Barney Balaban, and from the TA executives.

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**612 New Hollywood Post-1948s:** There are (or soon will be) exactly 612 post-1948 Hollywood-produced movies in station syndication (new since last fall) from 5 major disetributors. This figure does not include: (1) Over 1,000 post-1948s now in TV circulation produced by Hollywood independents (such as "African Queen," "Moulin Rouge," "High Noon," and nearly 300 B-grade Westerns and action films) not affected by the talent-union TV freeze prior to 1960. (2) Nearly 900 post-1948s as recent as 1959-60 produced by British major studios & independents ("Pursuit of the Graf Spee," "Breaking the Sound Barrier," "Great Expectations," etc.). (3) Over 200 various independently-produced films from foreign sources or U.S. distributors handling foreign films (such as "Rififi," "Rodan," "La Strada," etc.). These figures, added to the 612, produce a grand total in excess of 3,000 movies available to stations.

Here's the made-in-Hollywood TV-feature roster at a glance:

7 Arts: Has 122 post-1948 Warner Bros. pictures, has released 40, plans to spring 40 more at the forthcoming NAB meeting. Seven Arts has also acquired 88 post-1948s from 20th Century-Fox.

Screen Gems: Is tapping an available-to-TV backlog of 275 post-1948 films made by (or with) Columbia Pictures.

NTA: Has a group of 61 post-1948 films from 20th Century-Fox now in distribution.

MGM-TV: Has played it close to the vest so far, but is planning to spring a post-1948 MGM package of 40 films at the NAB convention. Unlike Paramount, Warner Bros. and 20th Century-Fox, MGM has preferred to syndicate its backlog without the aid of an outside distributor.

United Artists Associated: A pioneer in the field, UA is also planning to unwrap a package of 26 post-1948 UA films at the NAB meeting.

**Odds Now Against Las Vegas Series:** Last week Warner Bros.' *Las Vegas File* was quietly dropped as a potential fall series by ABC-TV, and NBC-TV was not at all certain it would proceed with Goodson-Todman's *Las Vegas Beat*, for which it financed the pilot. Las Vegas businessmen had complained vociferously (Vol. 17:14 p9) that the projects contained too much violence, and would be bad for their city's reputation.

The Chamber of Commerce wired a protest to NBC-TV terming the *Beat* pilot "brutal" and said if the series became libelous, businessmen would take "appropriate legal action" to stop showings. G-T production vp Harris Katleman denied that the series would picture Las Vegas as a "sin city," as charged by Riviera Hotel Pres. Ben Goffstein. Emphasis was not on crime in the city of Las Vegas, he said. Then attorney Royal E. Blakeman warned the C. of C. against "interference" with G-T's property rights in business and contractual rights & relations.

At NBC-TV, Felix Jackson (West Coast program vp), unperturbed by the conflict, told us that *Las Vegas Beat* was one of 3 series being considered for the 8:30 p.m. Fri. slot next season, and added: "I don't think pressure will be the deciding factor. There is always the possibility we can call the show something else." On the WB-ABC-TV project, an ABC-TV executive commented, "How can you make a Las Vegas series without showing their hotels & casinos?" (Las Vegas hotel owners had said they would deny access to their facilities for any series.)

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**Ziv-UA Steps Up Syndication:** Ziv-UA, which lost all 4 of its network series this season, has sold one for next season, but plans to emphasize syndication, with 7 series planned. Maurice (Babe) Unger, exec. vp in charge of production, told us that Ziv-UA-Mirisch Co.'s *Some Like It Hot* has been sold to NBC-TV for next season. Ziv-UA's stepped-up syndication production will comprise *King of Diamonds*, *Ripcord*, *The Case of the Dangerous Robin*, *Lockup*, *Sea Hunt*, *Crime at Sea* and an untitled documentary. The company has also, with CBS-TV, made a pilot, *Everglades*, for that network, but it is not yet decided whether that show will go network or into syndication. The Ziv network series which were axed were *Klondike*, *Acapulco*, and *The Aquanauts* (later retitled *Malibu Run*). And *Bat Masterson* is not on NBC-TV's fall schedule.

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**Selmur Into TV Film:** ABC-TV has assigned its interests in 2 Quinn Martin-produced series, *The New Breed* and *Sky Fighters*, to its film-&-tape subsidiary, Selmur Productions. As a result QM Productions will turn out the 60-min. *Breed* for next season in association with Selmur. Selmur vp Leon Mirrell will service QM for business affairs. Production on *Breed* begins in early June, and Martin and Mirrell are now shopping for a studio. *Fighters*, a half-hour pilot, hasn't yet been set for '61-'62.

**Potentials of video-tape production** will be demonestrated before the Society of Technical Writers & Publishers at its annual convention in San Francisco this week (April 13-14). Robert Fierman, sales mgr. of KTTV Los Angeles commercial tape productions, will head a panel discussion. A 20-min. presentation showing uses of tape for TV-commercial production will be shown.

**Add Syndication Sales:** MCA-TV has sold its off-network, mystery-adventure series, *M-Squad*, to 12 more stations (upping markets to over 40), including: KGW-TV Portland, WOAI-TV San Antonio, WBNS-TV Columbus.

## HOLLYWOOD ROUNDUP

**ABC-TV Ejects "Hunters":** Just recovering from the criticism of its Italian heavies in *The Untouchables* (Vol. 17:12 *et seq.*), ABC-TV has removed 20th Century-Fox-TV's *The Hunters* from its fall schedule for fear that it might offend Negroes. Studio sources told us the Africa-localed series might be "too controversial" because of the current political strife on that continent, although it has nothing to do with politics and is a straight action-adventure project. Said a studio spokesman sadly: "Actually, this series would have given work to a lot of Negro actors."

**MCA Gets "Hot" Cut:** MCA will receive $500 per episode on the TV series, *Some Like It Hot*, being produced by the Mirisch Co. and Ziv-UA (Vol. 17:14 p8). MCA owns the rights to the title of the original Paramount movie made years ago, and acquired by MCA when it assumed the TV sale of the Paramount pre-1948 backlog. In fact, the Mirisch Co. had to pay MCA for the use of the title for its own movie of the same name, produced in 1959 with Marilyn Monroe, Jack Lemmon and Tony Curtis.

**Revue Studios'** *Nanette Fabray Show* will continue in production although it is being axed by Westinghouse. Studio sources tell us the sponsor had bought 26 films, but 13 more will be shot so that 39 can be offered for syndication . . . **Television Enterprises Corp.** plans 2 series, *Mahalia Jackson Sings*, and a 60-min. adventure show, *Sebastian*. Irving Townsend will produce the Jackson series and Ted Post will produce-direct *Sebastian*.

**Screen Extras Guild's** annual membership meeting will be held June 9. Ballots in the annual election have been mailed to members, and must be returned by April 30. Fourteen of the candidates for terms on the board were chosen by SEG's nominating committee, and 3 filed independent nominating petitions.

**Warner Bros.'** production vp William T. Orr will be host-narrator for the initial episode of the studio's *Solitaire* series . . . *Peter Gunn* in a 60-min. version is being negotiated for next season with the networks by Don Sharpe, partnered with Blake Edwards.

**20th Century-Fox TV** is preparing production on a new 60-min. adventure series, *Follow the Sun*, tentatively scheduled for ABC-TV next season at 7:30 p.m. Sun. Guy Stockwell has been tested for one of 2 leads, a pair of adventure-bent newspapermen.

**Revue Studios** is considering construction of a new office building, which would include a commissary.

**People:** Charles Russell, ex-20th Century-Fox TV producer, is named producer of MGM-TV's *Cain's Hundred* series which stars **Mark Richman** . . . **David Bloom** is appointed gen.-sales mgr. of Hollywood Television Service, Republic Corp. subsidiary . . . **MGM-TV** production vp **Robert Weitman** has returned from a 10-day trip to N.Y. to finalize the sale of *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride* . . . **Samuel A. Peeples** has been named producer-story editor of Revue Studios' *Frontier Circus* . . . **William F. Wallace** elected president of International Video Tape; **Richard M. Rosenbloom**, named vp, and Don Patton added as co-ordinator of production sales . . . **Howard Browne** has joined 20th Century-Fox TV as exec. story consultant . . . **Perry Lafferty**, producer-director, has signed a new 3-year deal with CBS-TV.

## NEW YORK ROUNDUP

**Trans-Lux** has no plans to create a N.Y. film-buying service for small stations, contrary to our earlier report (Vol. 17:14 p11). Just what the planned new T-L operation will be, neither Pres. Richard Brandt nor sales vp Richard Carlton would say last week, other than that it would be "completely apart from [our] other activities." The new Trans-Lux div. will be headed by Robert Weisberg, until recently the mgr. of the buying dept. of TV Stations Inc., a N.Y. firm headed by Herb Jacobs which acts as a centralized film screening-&-purchasing office for 105 member-owner stations. Weisberg's background includes film production, consultation and TV syndication.

**Sturm Studios Inc.**, until now a N.Y. firm specializing in higher-budget, animated & live-action commercials, is undergoing a reorganization-expansion program aimed at making it a strong contender in program production & syndication as well. Harold Hackett, for 19 years TV-radio vp of MCA and more recently chmn. of Official Films, has been named pres. of Sturm Studios. Raymond Junkin, another ex-Official Films executive and recently pres. of Program Sales Inc. was named exec. vice president. William Sturm, who founded the Sturm Studios some 12 years ago, will continue as its commercial creative head in a vp post. Among planned projects: (1) Development of cartoon series for network & syndication sale. (2) Purchase of outside film properties. (3) Establishment of "full syndication sales & service operations." (4) Development of live & film dramas.

**Seven Arts** has sold its post-1950 Warner Bros. feature-film library in 70 markets to date, with new sales including WDAF-TV Kansas City, WJBK-TV Detroit. It will announce its sales strategy for the 88 newly acquired post-'48 20th Century-Fox features (Vol. 17:14 p10) "after the May 7-10 NAB meeting." Seven Arts has also disclosed that its distribution fee on the 88 films is 40% of gross revenues. It will pay Twentieth 50% of the remaining profits, in addition to the original $6.4 million paid for 10-year TV rights.

**ITC** proved again last week there was plenty of residual income in old film shows. *Fury*, on NBC-TV since October 1955 and in syndication as *Brave Stallion* since 1959, has netted $6.8 million for ITC, vp William P. Andrews disclosed. *Susie*, reruns of Ann Sothern's original TV series, currently in 183 U.S. markets & 37 foreign countries, has racked up almost $4 million since 1956 when, as *Private Secretary*, it left the CBS-TV lineup.

**Screen Gems-Hanna-Barbera** cartoon character Fred Flintstone began a "public appearance" tour last week. Fred, a life-size, moving-talking statue made by the Silvestri Art Mfg. Co., appeared on 3 WBKB Chicago shows, then moved on to WITI-TV Milwaukee. More than 50 other ABC-TV affiliates have requested the Fred promotion for their stations, SG said.

**Bill Ward**, ITC production chief, will produce the 13 episode, 60-min. *Jo Stafford Show* at the recently-completed Elstree Studios in England. ITC hopes to sell the show as a series of specials to a U.S. network.

**People: Kirk Torney**, ex-managing dir. of CBS Ltd., has been named 7 Arts dir. of station representative sales . . . **Norman B. Katz**, TV industries dir. & vp of international operations, left last week for a month's tour of South & Central America, to market RKO feature films.

## Educational Television

**IERT Convenes This Month:** The 31st Institute for Education by Radio-Television will be held April 26-29 at the Deshler-Hilton Hotel, Columbus, Ohio. Program highlights: April 26—Luncheon of the American Council of Better Broadcasts, addressed by TIO Dir. Louis Hausman; keynote dinner, addressed by 20th Century Fund Dir. August Heckscher. April 28—NAEB-IERT luncheon, addressed by RCA Pres. John L. Burns; reports on Hagerstown & airborne-ETV projects; Institute Awards dinner, announcement of TV & radio winners. Registration & program information are available from I. Keith Tyler, IERT, 154 N. Oval Drive, Columbus 10.

**U. of Texas Produces Science Films:** A series of 6 half-hour color films on U.S. archeological research, produced by the U. of Texas TV-radio dept. and supported by a $90,700 grant from the National Science Foundation, will go into production this summer. It is scheduled to be completed in 1963 and will be available without charge to educational & commercial U.S. TV stations as NET has gained TV distribution rights in exchange for a $5,653 grant to underwrite production costs. Secondary schools & colleges may rent or buy the films.

**TV Internship Program:** Northwestern U. has teamed with Chicago's WNBQ, WGN-TV and educational WTTW on a summer TV course that will feature internship of 30-40 hours weekly at the stations. Students will rotate through programming & production operations, meet regularly for discussions with stations' administrative personnel. For additional information on the internship program and other TV, radio and film courses & workshops in the summer session, write the Dept. of Radio, TV and Film, School of Speech, Northwestern U., Evanston, Ill.

**TV Driver Training:** N.Y. driver-education courses will be televised on WPIX N.Y. (the Regents Educational TV Project) beginning next September. The 30-hour course, presented twice daily at 12:30 & 2:30 p.m., will take the place of classroom instruction in 700 high schools in the state, and will be supplemented by 14 hours of actual driving instruction to be provided by the schools. The State Education Dept. and Dept. of Motor Vehicles are developing the program.

**Wilmington ETV Backed:** Del. Gov. Elbert N. Carvel has joined forces with educational WHYY-TV (Ch. 35) Philadelphia in its efforts to win FCC assignment of Wilmington Ch. 12 for ETV use in Del., Pa., and N.J. He's asking the state legislature to petition President Kennedy & Congress to intervene in the case, in which MetroMedia Inc. (formerly Metropolitan Bcstg. Corp.) & Rollins are commercial applicants for Ch. 12 (Vol. 17:13 p6).

**ETV Convention Televised:** Fla. Education Assn.'s recent convention in Jacksonville was telecast live to a 5-county audience. The telecast was handled by educational WJCT Jacksonville, one of the state's 5 ETV stations. Some of the cameras and other gear required for the remote pickup of major convention sessions were furnished by Jacksonville's commercial TV stations.

**NAEB Directory Out:** A new roster of the National Assn. of Educational Bcstrs., listing 168 active TV & radio member stations, 116 associate members and 650 individual members, has been published. Copies at $2 each are available from NAEB hq, 119 Gregory Hall, Urbana, Ill.

## Stations

**Engineering Conference Lineup:** NAB's speaker list for broadcast engineering conference sessions (Vol. 17:14 p15) at the 39th annual convention May 7-10 in Washington: May 8, a.m.—Opening remarks, NAB Pres. LeRoy Collins & conference Chmn. Virgil Duncan (WRAL-TV Raleigh-Durham).

May 8, luncheon—Henry Loomis (VOA). May 8, p.m. —"The Technical System of the Voice of America," George Jacobs (VOA). "Semi-Conductor High Voltage Power Supplies for Transmitters," Robert Morris (ABC). "Problems Involved in Communicating Operational & Maintenance Information to & from the Technical Staff," George Hixenbaugh (WMT-TV Cedar Rapids-Waterloo). "FCC Broadcast Station Renewal Inspections," George S. Turner (FCC). "The Effect of Transistorization on Broadcast Studio Equipment Design," John Wentworth (RCA).

May 9, a.m. (TV)—"Use of Color Field Redundancy for the Simplification of Color TV Transmission Systems," William L. Hughes (Ia. State U.). "Progress Report on Automation at NBC," Richard H. Edmondson (RCA). "An Economical 20-Milli-Microsecond Pulser, and a Transistorized Distribution Amplifier," Ben Wolfe (WJZ-TV Baltimore). "Design & Installation of a Large Station Audio System," A. C. Angus (GE) & D. E. Easterwood (WFAA-TV Dallas). "The Application of 8-mm Magnetic Sound Equipment in TV," Kenneth LiDonnici (Fairchild). "Time Base Stability in Video Tape Recorders," L. W. Weiland (Ampex). May 9, a.m. (radio)—"The Effect of SWR on Cross-Modulation of FM Multiplexed Signals," A. H. Bott (RCA). "Power Dividers for Directional Systems," P. S. Bush (Gates). "FM Antenna Problems," John Caraway (Collins). "Interesting Aspects of Acoustical Design & Practical Improvements in Studio Characteristics," Warren L. Braun (WSVA Harrisonburg, Va.). "Practical FM Broadcast Engineering Service," Bernard Wise (Industrial Transmitters & Antennas).

May 9, luncheon—Maj. Gen. J. B. Medaris (Lionel). May 9, p.m.—Equipment exhibit inspections.

May 10, a.m.—Joint meeting with management & ownership delegates.

May 10, luncheon—Dr. Edward Teller (U. of Cal.). May 10, p.m.—"A Computer Control System for Program Switching," Adrian B. Ettlinger (CBS). "How to Burn a Fireproof TV Station Bldg.," Gene Ellerman (WWTV Cadillac, Mich.). "Vhf Translators," Bernard Nadler (Adler). "Global Satellite Communications," Jean Felker (AT&T). "Experience in Remote Control Operation of AM Plants," Ogden L. Prestholdt (CBS).

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**Sarnoff Asks "Satellite TV":** The United Nations should start considering plans for programming a satellite TV channel to reach viewers globally with telecasts of Security Council & Assembly deliberations. So urged RCA Chmn. Brig. Gen. David Sarnoff before a U. of Detroit convocation April 5. Said the RCA chmn.: "Global TV as a channel for freedom will be shackled (as jammed radio broadcasts are) unless we begin to plan now some radically new approaches for its use." Satellite-beamed telecasts of UN sessions, summit meetings and international conferences of world figures offer "a bright new promise for moving the world closer to civilized harmony," he added. "In the tradition of dictatorships, the Soviet government's primary fear is the effect on its own people if the truth were permitted to reach them."

**Payola Drive Ending:** FTC's anti-payola campaign, which got off with a bang in Dec. 1959, then subsided after 100-odd record manufacturers & distributors had been cited for illegal promotion payments to TV & radio disc jockeys (Vol. 15:49 p12 *et seq.*), is just about over. FTC hearing examiner Abner Lipscomb is expected to endorse recommendations by FTC attorneys that the Commission abandon further proceedings in the cases, in which more than 90 record firms have signed consent orders. The staff lawyers argued that FTC litigation is no longer needed to stop payola practices, since they are banned under criminal penalties by the FCC-administered Harris-Pastore Act enacted last September. If the full Commission approves—and FTC sources told us that it probably would—the agency's payola books will be regarded as closed and any further legal action will be up to FCC and the Justice Dept. No FCC payola cases have been started since the Communications Acts amendments went into effect.

**Radio Board Winners:** These broadcasters have been elected to NAB's Radio Board by mail balloting from a field of 27 nominees to fill 13 vacancies in 2-year terms starting May 10: District 1—Carleton D. Brown (WTVL Waterville, Me.). District 3—John S. Booth (WCHA Chambersburg, Pa.). District 5—James L. Howe (WIRA Fort Pierce, Fla.). District 7—Hugh O. Potter (WOMI Owensboro, Ky.). District 9—George T. Frechette (WFHR Wisconsin Rapids, Wis.). District 11—Odin S. Ramsland (KDAL Duluth). District 13—Boyd Kelley (KRRV Sherman, Tex.). District 15—B. Floyd Farr (KEEN San Jose). District 17—Ray Johnson (KMED Medford, Ore.). Large stations—John S. Hayes (WTOP Washington). Medium stations—Willard Schroeder (WOOD Grand Rapids). Small stations—Dan B. Sanders (KICD Spencer, Ia.). FM stations—Ben Strouse (WWDC Washington).

**International Communications Workshop:** The 16th annual International Communications Workshop for TV, radio, news and film media, sponsored by the National Council of the Churches of Christ in the U.S.A. and other religious organizations, will be held June 5-16 at the U. of Southern California. Registration applications & workshop information are available from John Groller, Registrar, International Communications Workshop, 1521 Wilshire Boulevard, Los Angeles 17.

**FM Survey Planned:** For the first time, NAB is polling 250 independently-operated FM stations to obtain data on revenue, expenses and profits as a part of its annual financial surveys. NAB gathers such information from AM stations which have FM operations, but they rarely calculate FM figures separately.

**FM Day programming May 7,** opening day of NAB's Washington convention, is being arranged by Everett L. Dillard (WASH Washington) & Fred Rabell (KITT San Diego). Dillard heads NAB's FM committee; Rabell is National Assn. of FM Bcstrs. president.

**National Radio Month** in May will be promoted by the National Council of Catholic Youth in co-operation with NAB, which has supplied 5,500 bulletins for distribution to branches of the organization. NAB has distributed radio-month kits to 2,300 member stations, with singing jingles.

**French-language Quebec City TV application** will be filed by CBC. At present that city is getting service from (French) CFCM-TV (Ch. 4) and (English) CKMI-TV (Ch. 5) which have Famous Players Canadian Corp. as the principal stockholders.

**NEW & UPCOMING STATIONS:** CKCD-TV (Ch. 7) Harrison Brook, P.Q. began operation late in March after the license was received on March 17 from the Canadian Dept. of Transport. It's a piggy-back satellite, operating as an unattended automatic repeater of CKAM-TV (Ch. 12) Campbellton, N.B., which in turn is a satellite of CKCW-TV (Ch. 2) Moncton, N.B. It has RCA equipment and a 75-ft. Micro tower. It's included as a bonus, along with CKAM-TV, to CKCW-TV, which has a $400 hourly rate. New starter raises the Canadian operating total to 88 outlets.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

KCXO (Ch. 2) Portland, Ore. has a fall target, according to grantee Fisher Bcstg. Co., which also controls KOMO-TV Seattle, Wash. The station hasn't ordered equipment or begun construction, however.

WPTT (Ch. 10) Augusta, Me. hopes to begin tests by August and programming next fall as an educational noncommercial outlet, says Frank O. Stred, secy. of the Alumni Assn. of Bates College. The college acquired the CP last summer from Richard S. Robie. The CP will be transferred later this year to a corporation owned equally by Bates, Colby and Bowdoin colleges, and the station will operate as a satellite of WENH (Ch. 11, educational) Durham, N.H. which repeats programs of educational WGBH-TV (Ch. 2) Boston. It has ordered an RCA equipment package which includes a tower & a 25-kw transmitter.

CHAT-TV-1 (Ch. 4) Pivot, Alta. hasn't set a specific target day for a start as a satellite of parent CHAT-TV (Ch. 6) Medicine Hat, reports Sid Gaffney, CHAT-TV chief engineer. It had a building ready for the 2-kw Canadian GE transmitter, which was scheduled to arrive April 7. Work on a 500-ft. Wind-Turbine tower started March 24 and the antenna is scheduled for installation shortly. The station will be sold as a bonus to CHAT-TV which has a $120 base hour.

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Sale of WNCT (Ch. 9) Greenville, N.C.: A new company which has J. B. Fuqua as 80% owner and A. Hartwell Campbell, WNCT gen. mgr., as 20% stockholder, is acquiring WNCT and its 30% interest in WECT (Ch. 6) Wilmington, N.C. for $2,445,000. The sale has been approved by the directors of Carolina Bcstg. System Inc., licensee of WNCT, but requires confirmation by approximately 300 Carolina stockholders, as well as approval by FCC. Fuqua is 100% owner of WJBF (Ch. 6) Augusta, Ga.

Collins Is AWRT Keynoter: NAB Pres. LeRoy Collins will address the opening session of the 10th anniversary convention of American Women in Radio & TV May 4-7 in the Statler-Hilton Hotel, Washington. Another feature of the meeting will be a dramatization by George Washington U. students of work by past AWRT presidents.

AMST Meets: Annual full-membership meeting of AMST will be conducted May 7 at the Shoreham Hotel, Washington, in conjunction with the NAB convention. Its technical committee meets in Washington April 13.

WALA-TV (Ch. 10) Mobile, Ala. has set an Aug. 1 target for its move to a new site near Nalbia, Ala. where it will have a 1,197-ft. tower.

WTVY (Ch. 4) Dothan, Ala. has become a primary CBS-TV affiliate after operating since 1955 as a CBS Extended Market Plan station.

TvB Sets 18 Sales Clinics: TvB's 4th annual series of clinics devoted to local selling by stations begins May 2 in Pittsburgh. "The growing interest in the use of TV by retailers is evidenced by the dramatic expansion of TV fashion shows and the use of the medium in many other new ways by stores," said TvB local sales vp Howard P. Abrahams. "This requires an evaluation of techniques and further development & improvement of retail TV advertising," he added. The clinics, to be held in 18 cities, will run through June 22, as follows: May 2, Pittsburgh, Penn Sheraton. May 4, Washington, Marriot Key Bridge. May 9, Buffalo, Statler-Hilton. May 11, Boston, Sheraton Plaza. May 16, Salt Lake City, Hotel Utah & Motor Lodge. May 18, Portland, Ore., Multnomah. May 23, San Francisco, Mark Hopkins. Cincinnati, Sheraton Gibson. May 25, Los Angeles, Sheraton West. St. Louis, Bel Air Motor Hotel. May 30, Jacksonville, Robert Meyer. June 1, Charlotte, Barringer. June 6, Minneapolis-St. Paul, Leamington. June 8, Chicago, Ambassador. June 13, Omaha, Sheraton Fontenelle. June 15, Oklahoma City, Skirvin. June 20, San Antonio, Granada. June 22, New Orleans, Royal Orleans.

Broadcasters Briefed: About 500 TV & radio newsmen from stations across the country massed in Washington April 3-4 for invitational off-the-record foreign-affairs briefings by President Kennedy, Secy. of State Dean Rusk and other top govt. officials. Meeting in the State Dept. Auditorium, they heard reports & analyses which, under the rules of the background sessions, couldn't be quoted directly or attributed by name to the officials. The State Dept. had first planned to put the briefings on the record for later broadcasts, but Rusk adopted the off-the-record format in the belief that the broadcasters would get more candid reports from the participating officials. Newspapermen will be given similar briefings April 24-25.

## Technology

EIA Sets Up Microwave Service: A weekly information service to furnish makers & users of microwave equipment with technical data essential to system design, installation and operation has been evolved by EIA in consultation with FCC. The service will be rendered on a subscription basis by Seabrooke Printing, 514 Tenth St., NW, Washington 4. EIA Microwave Section Chmn. Richard G. Jones, explaining the need for the service, noted that "a great amount of technical data is required to produce & install microwave systems which will operate efficiently without interference in a given geographical area." At the present time, "such information is not available from FCC in usable form and manufacturers must either contact users for it or rely upon their salesmen's knowledge of area operations." Seabrooke, a subsidiary of the radio engineering consulting firm of Silliman, Moffet and Rohrer, will use a standard form for compilation of all necessary technical data.

ABC's New Signal Synchronizer: ABC has developed a synchronizing system for TV signals which its expects will have "worldwide importance" with the growth of international TV. Engineering vp Frank Marx said the system uses ultra-precise measurement of time—one part in 10 billion—to produce quick transcontinental (and eventually international) switches without roll-over or picture instability. He explained that the synchronizing system will use the govt.'s universal time signal, which is transmitted around the world on very low frequencies and already is used by labs & space scientists throughout the world.

## Advertising

**SUCCESS STORY—CHAPTER 4:** At the retail level, TV is a working partner in the $10.85-billion-annually home-appliance & house-furnishings industry. Examples of sales productiveness for this industry's retailers through use of their local stations are reported below in a continuation of our series on local TV successes (Vol. 16:48; 17:8 & 10).

WCAX-TV Burlington, Vt. A 500% home-appliance sales increase in only 3 years, using TV as "our major ad medium," was reported by the Vt. Electric Co-operative to this station. "We believe that the station . . . has been in large part responsible for our steady growth," said Roger Jones, mgr. of VEC's appliance div. He cited a 3-day TV schedule for a special sale which sold "60 major appliances, ranging from $99 to $429 . . . for a total of $18,000."

WTVN-TV Columbus, O. A furniture store 35 miles from Columbus scored a 100% sales volume increase over a 2-year period. "TV advertising on our station was the exclusive ad medium," program dir. Joseph A. Jenkins told us. In addition to the sales jump, the store also widened "its actual trading area from one county to the entire coverage area of our station."

KTTV Los Angeles, Cal. Using this station almost exclusively from 1952-'56, the Al Terrence Carpet Co., a single-store advertiser, ran its "annual sales in that period from $200,000 to almost $2.5 million," reported station-promotion vp Jack O'Mara.

KDAL-TV Duluth-Superior, Minn. A local household-furnishings store, long a heavy newspaper advertiser, decided to try TV, reported promotion mgr. Don Le Masurier. "They began with spots. They have since added *Late Movies, Shock Theater* and a Class-AA 30-min. program. Sales results have been direct & outstanding, and the store has dropped all newspaper advertising. The entire budget is now on KDAL-TV."

KTUL-TV Tulsa, Okla. "Three years ago the Longs Carpet Co. began advertising on our station with a 10-sec. ID," said vp William D. Swanson. "Using us exclusively ever since, the store has greatly expanded and is now one of our largest local advertisers."

KOB-TV Albuquerque, N.M. American Furniture Co. recently entered its 3rd year with this station, using the successful format of 20 announcements per week to feature 2 items of merchandise. "The store automatically stocks up on the week's featured merchandise—and consistently sells out," KOB-TV promotion & PR dir. Paul Bain told us.

### U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| WFAA-TV Dallas | $1300 to $1400 | $325 to $350 | April 1 |
| WGR-TV Buffalo | 1400 (no change) | 300 to 320 | [1] |
| WSIX-TV Nashville | 825 to 1000 | 185 to 220 | April 1 |
| WNEM Bay City, Mich. | 800 to 900 | 160 to 176[2] | April 1 |
| KONO-TV San Antonio | 700 (no change) | 190 to 200 | [1] |
| WKBT LaCrosse, Wis. | 400 to 450 | 80 to 100 | April 1 |
| WLBZ-TV Bangor, Me. | 375 to 425 | 75 to 85 | April 1 |
| WAPA-TV San Juan, P.R. | 325 to 405 | 90 to 112 | [1] |
| KROC-TV Rochester, Minn. | 300 to 400 | 60 to 90 | [1] |
| KKTV Colorado Springs | 250 to 300 | 65 (no change) | [1] |
| WJPB-TV Weston, W.Va. | 225 to 250 | 40 to 45 | March 31 |

[1]Not reported. [2]20 Sec.

### Canadian Rate Increases

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|---|---|---|---|---|
| CFCN-TV Calgary, Alta. | 300 to 375 | 80 to 95 | April 1 |
| CHEK-TV Victoria, B.C. | 230 to 300 | 50 to 75 | Jan. 1 |

**Dr. Kildare's Lucrative Practice:** If a movie could grow into a theatrical "series" for MGM 2 decades ago because of strong box office reaction, the same property updated might well turn the same trick in TV. This is, essentially, the theory on which several major TV advertisers are placing fall bets. Last week, 3 more signed aboard as-yet-untested *Dr. Kildare*, a 60-min. package co-produced by MGM-TV and NBC-TV. The deals jumped the show into the network's list of sold-out shows for the 1961-'62 season. The sponsors: Singer Sewing Machine Co. (via Y&R), Warner-Lambert Pharmaceutical Co. (via Lambert & Feasley), and Colgate-Palmolive (via Ted Bates). Previously, Glenbrook Labs. div. of Sterling Drug Co. and Liggett & Myers Tobacco Co. had purchased what totaled about 50% of the show's availabilities.

**SEC Plans Ad Curbs:** "Testimonials of any kind" in advertising promotion by investment advisors would be prohibited under a new rule proposed by SEC, which set a May 15 deadline for comments. Acting under a 1960 amendment to the Investment Advisers Act, SEC said the proposed regulation is designed to prevent advertising which is "fraudulent, deceptive or manipulative." In addition to banning testimonials, it would forbid misuse of market graphs and offers of "free" analyses which aren't free. An SEC spokesman said the rule would be aimed particularly at investment ads in newspapers, magazines and circulars put out by market advisors.

**FTC's Dixon in Debut:** New FTC Chmn. Paul Rand Dixon will make his first public appearance before an industry group next week. He is listed as the April 17 luncheon speaker at the April 16-19 spring meeting of the Assn. of National Advertisers in the Sheraton Park Hotel, Washington. Other govt. officials participating in the sessions will include Treasury Secy. Douglas Dillon, who will be a closing-day panelist on U.S. economic problems, and Asst. Commerce Secy. Hickman Price Jr., who will address an April 18 session on administration policies.

**Newspapers Woo Admen:** Newspapers are aggressively pitching for ad dollars, reported *Printers' Ink* April 7, pointing to a trio of 1960 developments: (1) A series of "successful presentations" to agencies & admen by newspapers in conjunction with the Bureau of Advertising and the American Newspaper Publishers Assn. (2) A growing system of newspaper ad discounts. (3) An increase in services such as improved color facilities & new research studies. "But many agencies remain wary," said *PI*.

**Timebuyers Due SRA Honors:** "Timebuyers of the Year" luncheons will be held simultaneously in N.Y. and Chicago May 3, to honor "the men responsible for placing millions of dollars of TV-radio time." Ballots have been mailed to 1,500 SRA members, who will select the 2 Silver Nail award recipients. A Gold Key award will also be presented to a former timebuyer currently active on another level of the industry.

**Ad People:** Hal Rover named Sullivan, Stauffer, Colwell & Bayles vp . . . William E. Conner elected a BBDO vp . . . Sherman J. (Jack) McQueen, TV-radio program & talent negotiation dir., Foote, Cone & Belding's Los Angeles and San Francisco offices, named a vp . . . Carl Spielvogel, former *N. Y. Times* ad columnist, named personnel dir., N.Y. offices of Interpublic Inc., including McCann-Erickson, McCann-Marschalk and Communications Affiliates. He continues as Interpublic PR dir. and a McC-E vp . . . Norman H. McMillan and Jerry N. Jordan elected N. W. Ayer vice presidents.

# Television Digest

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JAMES T. QUIRK, *Business Manager*
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MERRILL PANITT, *Editorial Director*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

MARTIN CODEL
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**Personals:** Alex Tovar promoted from controller to business mgr. & exec. controller, KTLA Los Angeles.

**John M. Otter** named special-program sales dir., NBC-TV, succeeding **Edwin S. Friendly Jr.**, recently named program-administration vp . . . **H. Needham Smith**, ex-WTRF-TV Wheeling, W. Va., named local sales mgr., WKRC-TV Cincinnati. **George Diab** promoted from news & sports dir. to operations mgr., WTRF-TV. **Cyril J. Ackermann** promoted from regional sales mgr. to national sales mgr., succeeded by **C. Kirk Jackson.**

**Robert A. Davis** named acting station mgr., KPLR-TV St. Louis . . . **Ted W. Cooke** promoted from program mgr. to TV operations dir., KOIN-TV Portland, Ore., succeeded as program mgr. by **Luke L. Roberts**, formerly production & public-affairs dir. . . . **Duff Browne**, ex-WYES-TV New Orleans, joins NET. For the next 6 months he'll be a NET consultant on national ETV in Washington.

**Grant Price** promoted to news dir. of WMT-TV & WMT Cedar Rapids-Waterloo, Ia., succeeding the late Charles Worcester, who was killed March 21 in an automobile accident . . . **William M. Alexander** promoted to commercial mgr. of WFMY-TV Greensboro, N.C. . . . **Norman F. Cissna** promoted from local sales mgr., WNBQ Chicago, to asst. gen. sales mgr., succeeded by Jack Hauser.

**Harold C. Lang**, ex-CBS, named finance dir., Midland Capital Corp. . . . Dr. **David S. Ruhe**, U. of Kan. Medical Center audio-visual dir., will represent Council on Medical TV at May 15-27 International Festival of TV Arts & Sciences in Montreux, Switzerland . . . **LeRoy Collins** receives Amvets award for achievements accomplished when NAB pres. was Fla. gov.

**Joseph W. Fitzpatrick** promoted from internal audit & systems dept. dir., AB-PT, to asst. to the comptroller, succeeded by **John J. Brennan** . . . **Les Lindvig** appointed sales mgr., KOOL-TV Phoenix, Ariz. . . . **Nick Zapple**, communications counsel of Senate Commerce Committee, is father of 3rd son, 6th child, born April 7.

**Thomas F. O'Neil** named chmn., General Tire & Rubber Co., succeeding his late father, **William F. O'Neil. L. A. McQueen**, exec. vp, named also honorary chmn. & exec. committee chmn. **Frank W. Knowlton**, secy. & gen. counsel elected a vp . . . **Harold Cowgill**, retiring chief of FCC's Broadcast Bureau, given sendoff at April 7 luncheon attended by Chmn. Minow and several other commissioners.

**Cowan Heads Brandeis Project:** A Communications Research Center for study & analysis of communication's function in modern society has been established by Brandeis U., Waltham, Mass. Louis G. Cowan, formerly president of CBS-TV, will head the long-range project as director. Henry Morgenthau III, educational WGBH-TV Boston TV-projects mgr., has been named associate director. Cowan said the Center will work with academic centers, agencies and foundations here & abroad to analyze specific areas of communication affecting contemporary life—from politics & international relations to education & group attitudes.

**Peace Corps Advisors:** A 32-member Peace Corps advisory council appointed by President Kennedy includes NAB Pres. LeRoy Collins, Mrs. Robert E. Kintner (wife of NBC's pres.), Pres. Oveta Culp Hobby of the *Houston Post* (KPRC-TV), Pres. Murray D. Lincoln of Nationwide Insurance Co. (whose People's Bcstg. Co. operates KVTV Sioux City & 5 radios), IBM Pres. Thomas J. Watson Jr. Supreme Court Justice William O. Douglas & Vice President Johnson are council chairmen.

**NAB Promotes Bartlett:** Acting mgr. of NAB's engineering dept. after mgr. A. Prose Walker leaves May 16 to join Collins Radio (Vol. 17:8 p15) will be George W. Bartlett, who has been Walker's asst. since Sept. 1955. The promotion was announced by NAB industry affairs vp Howard H. Bell. Before joining the NAB staff, Bartlett was chief engineer of radio WDNC Durham for 9 years and served as consultant to several TV stations & applicants.

**Cottone & Scheiner**, Washington TV-radio law firm, is dissolving. Benedict Cottone continues with the same offices, Arthur Scheiner becomes a member of the firm of Lyon, Wilner & Bergson. Cottone is former FCC general counsel; Scheiner former chief of the Commission's Rules & Standards Div.

**Russell P. May and John H. Battison**, Washington consulting engineers, join to form May & Battison, located at May's expanded offices, 711 14th St. NW (Republic 7-3984).

## *Obituary*

**Marian Jordan**, 62, distaff member of radio's *Fibber McGee & Molly* team for more than 20 years, died of cancer April 7 in Encino, California. She is survived by her husband Jim, who played Fibber. A TV adaptation of the radio series had a short run on NBC-TV in 1959, but the principal characters were not portrayed by the Jordans. The team began in radio on WIBO Chicago in 1927, starred in a soaper, *Smackout*, 1931-'35, and in 1935 began the highly successful McGee show on NBC. They quit in 1958. Also surviving are a son, TV director Jim Jordan Jr., and a daughter, Kathryn, wife of Dr. Victor Newcomer. Internment is to be in Holy Cross Cemetery, Inglewood, Cal.

**Clarence Worden**, 64, public-affairs dir. & asst. to the gen. mgr., WCBS-TV N.Y., died April 4 of a heart attack in Le Roy Hospital, N.Y. Worden entered broadcasting in 1938 as publicity dir. for Major Bowes, joined radio WCBS in 1947 as public-affairs dir., moved to WCBS-TV in 1950. He was known as a pioneer in public-affairs programming, was responsible for WCBS-TV's documentary *Camera 3*. Surviving are his wife and a son.

**Troy R. McDaniel**, 57, gen. mgr. of KGBT-TV & KGBT Harlingen, Tex. and 10% owner & secy.-treas. of operator Harbenito Bcstg. Co., died April 1 in Nix Hospital, San Antonio, following a heart attack. Surviving are his wife, a son and a daughter.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BEST HOPE FOR UHF—TRANSISTOR TUNERS:** If uhf is here to stay, the best possibility for improving uhf sets lies in the use of new transistor types in tuners—but this development is still several years away, and no major changes are due in uhf tuners for the next few years.

These are the general conclusions of a special study of "receiving techniques suitable for uhf-TV reception" conducted by Airborne Instruments Lab div. of Cutler-Hammer Inc. on a $9,000 grant from FCC to evaluate tuner-design prospects in connection with the Commission's upcoming N.Y. uhf experiments. The study covered present & futuristic uhf tuning devices, including crystal mixer, tunnel diode, parametric amplifier, parametric beam tube, vacuum tube amplifier and transistor.

One of biggest stumbling-blocks to uhf set improvements is lack of incentive. Fewer than 8% of TV sets now being produced contain all-channel tuners (Vol. 17:8 p16), and because of this low demand, most manufacturers are conducting very little research on uhf improvements.

Biggest challenge in improving uhf tuners lies in reducing noise level. Crystal mixer systems, used in most commercial uhf tuners today, have noise level varying across the tuning band from 10.5 db to 12 db, AIL's study notes. The best military crystal mixer units with associated IF components have a noise level of about 8 db. With better quality components, therefore, AIL concludes that "significant improvement" can be obtained in crystal mixer technique. AIL makes these evaluations of other proposed uhf reception devices:

Tunnel diode mixer: Dynamic range & noise-figure properties of present tunnel diode mixers "are inferior to those of an optimum conventional crystal mixer." Developmental problems make it unlikely "that such devices will become useful within the near future."

Junction-diode parametric amplifier: Although it can provide "excellent noise performance," present commercially available unit can cover only 10% of the uhf band, and because of extremely high costs, the "economic factor is likely to prohibit the use of such devices long after the necessary technical requirements have been met."

Parametric beam tube: Uhf bandwidths are impractical at present time. "Not considered suitable for uhf-TV use, and it is not believed likely that limitations will be overcome in the near future."

Tunnel diode amplifier: Power gain decreases & noise level increases with increasing frequency; stability & reliability for TV are in doubt. Holds little hope for the near future.

Vacuum-tube amplifier: Grounded-grid triode, such as the 6280, is best suited as RF uhf amplifier, and could result in an over-all noise figure as low as 7.5-to-10 db across the uhf band—but "the use of the 6280 does not appear justified in view of its present (and possible future) high cost and forced-air cooling requirement, especially since its performance is similar to that of an improved crystal mixer."

Transistor amplifier: New coaxially encapsulated common-emitter transistor (M2107) developed at Bell Labs shows promise of providing nearly constant gain with somewhat more than 5.5 db of noise across the uhf band. Similar Philco transistor (L-5431) is believed to have only about 4 db noise over most of the uhf-TV band. "It appears that transistors will provide good noise performance in the uhf-TV band consistent with adequate bandwidth & stable operation. When such devices become commercially available, they will probably be used in uhf-TV receivers. Since the fabrication of these transistors is suitable for production-line techniques, this seems a reasonable assumption."

Survey of 6 manufacturers—3 makers of uhf-TV sets & 3 tuner makers (all unidentified)—by AIL seems at least partially to back up the report's assumption. Asked to list the "most promising device" for 1962 and for 1965 & after, the 3 set makers and 2 of the 3 tuner makers saw only the present crystal mixer in 1962

(the other tuner maker selected electron tube). For 1965 & later, one set maker selected transistor, the 2nd chose transistor or tunnel diode and the 3rd picked parametric amplifier. The 3 tuner makers replied that what is used in 1965 depends strongly on what is available at competitive prices.

For the forthcoming N.Y. uhf tests, the AIL report recommended use of an improved, or optimum, crystal mixer (presumably of military standards), as offering performance which eventually can be achieved in commercial TV sets. However, if "lowest practical receiver noise figure is desired," AIL suggested use of the sum-frequency parametric amplifier, but cautioned that because of its complexity and the need for high quality components, it may "never find a place in commercial TV sets."

AIL's govt.-sponsored research reinforces the conclusion, reported in these pages since 1953, that there is no inherent technical reason why uhf receivers must continue to be less sensitive than vhf sets.

**TV-RADIO PRODUCTION:** EIA statistics for week ended March 31 (13th week of 1961):

| | March 25-31 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 98,225 | 98,865 | 121,039 | 1,312,773 | 1,579,447 |
| Total radio | 267,770 | 290,853 | 300,559 | 3,596,100 | 4,465,706 |
| auto radio | 70,581 | 75,964 | 103,680 | 1,081,733 | 1,863,094 |

**TV-RADIO OUTPUT & SALES:** Retail sales & production of TV sets picked up briskly in February after a woeful January (Vol. 17:12 p16). But they still lagged markedly behind the last year's totals. EIA reported last week that the TV industry produced 59,000 fewer TVs in February compared with Feb. 1960. And sales dropped off the year-ago pace by approximately 55,400 sets. Total TV sales for 1961's first 2 months added up to 852,073 units, trailing the 1,098,540 TVs retailed in Jan.-Feb. 1960.

Radio played a happier tune. Sales & production were up in February from January. February sales were also ahead of Feb.-1960's pace—by nearly 55,000 sets, but production was cut back by more than 327,000 units from a year ago. Year-to-date sales: 1,246,908 vs. 1,414,867 in Jan.-Feb. 1960.

Here are EIA's official TV-radio production & retail sales statistics for 1961's first 2 months, with 1960 comparisons:

TELEVISION

| Month | Total Production 1961 | Total Production 1960 | Uhf Production 1961 | Uhf Production 1960 | Retail Sales 1961 | Retail Sales 1960 |
|---|---|---|---|---|---|---|
| January | 367,935 | 526,494 | 25,270 | 50,119 | 399,791 | 590,867 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 452,282 | 507,673 |
| TOTAL | 812,353 | 1,029,947 | 49,784 | 93,656 | 852,073 | 1,098,540 |

RADIO

| Month | Total Production 1961 | Total Production 1960 | Auto Radio Production 1961 | Auto Radio Production 1960 | Retail Sales (excl. auto) 1961 | Retail Sales (excl. auto) 1960 |
|---|---|---|---|---|---|---|
| January | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 580,680 | 803,388 |
| February | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 666,228 | 611,479 |
| TOTAL | 2,205,102 | 2,798,156 | 695,109 | 1,229,333 | 1,246,908 | 1,414,867 |

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816). Feb. 41,357 (56,515). Two-month total: 91,778 (90,331).

Ampex Wins Class II Oscar Award: Ampex Professional Products Co. has been voted a Class II award by the Academy of Motion Picture Arts & Sciences board of governors. It will receive a plaque at the annual Oscar awards April 17. Ampex won "for the production of a well-engineered multi-purpose sound system, combining high standards of quality with convenience of control, dependable operation and simplified emergency provisions," said the Academy. This system provides facilities for reproducing optical & stereophonic magnetic sound tracks from either 35-mm or 70-mm film.

**Eldridge Johnson Left $34 Million:** There are still some oldtimers in Camden, N.J. who ruefully recall being offered stock by the late Eldridge R. Johnson for a smidgin of cash to meet the weekly payroll of his Victor Talking Machine Company. Johnson died in 1945, at 78—19 years after he sold his company to RCA for $40 million. Last week, the first & final accounting of his estate was approved. It revealed these points of interest:

His estate was valued at $34,147,172. A 1945 inventory listed $1,112,862 in cash, stocks with a cash value of $25,132,714, bonds worth $6,639,481. Included in the inventory: A volume of *Alice in Wonderland* valued at $14,988 & a Rembrandt painting worth $7,500.

Johnson's will, probated Nov. 27, 1945, established 5 trusts for his heirs, including his widow, Mrs. Elsie Reeves Fenimore Johnson, who died 3 months ago (Vol. 17:2 p18). Mrs. Johnson, their son Eldridge R. Johnson and 3 grandchildren were named in one trust of $3,686,668. Inheritance taxes totaled $15 million.

Motorola's New Radio Line: Eight transistor radios ranging in list price from $19.95 to $49.95 have been added by Motorola. Included: "The smallest, lightest American-made transistor radio ever assembled"—a 6-transistor, 2-in. speaker, 7 oz. model ticketed at $19.95. The new line embraces 3 miniature receivers, 3 larger pocket sets, and 2 personal portables. Consumer-products vp S. R. Herkes noted that Motorola's sales of transistor radios last year jumped 10% over 1959's record voume.

Merger & Acquisitions: Loral Electronics and Liquidometer have discontinued their merger exploration (Vol. 17:15 p21) after 5 months of discussion • Telex, Minneapolis maker of electronic components & equipment, has purchased for undisclosed cash & stock Elco Electronics, a Michigan manufacturer of portable & console phonographs. Elco sales in its last fiscal year approximated $2.5 million, are expected to rise to $4 million this year.

Fairchild Expands Overseas Marketing: Fairchild Camera & Instrument's Du Mont International Div. has been renamed Fairchild International Div. and assigned responsibility for the world marketing of numerous product lines of the parent company & subsidiaries. Division hq will continue at 515 Madison Ave., N.Y., under gen. mgr. Ernest A. Marx.

**Stockholders Back Westinghouse Leaders:** A proposal to oust Westinghouse's top management for its role in the recent antitrust conspiracy (Vol. 17:7 p18) was soundly defeated by stockholders at the annual meeting last week. The resolution to fire Chmn. Gwilym A. Price, Pres. Mark W. Cresap and exec. vp John K. Hodnette was introduced by stockholder C. A. Olsen, onetime president of a Westinghouse subsidiary. Olsen charged that if the 3 executives really didn't know about the conspiracy, "they have demonstrated their incompetence."

Cresap later indicated that Westinghouse expects to avert some potential civil damage suits growing out of the antitrust convictions by offering "voluntary restitution" to customers presenting valid claims for damages. "If the facts in any case convince us that a customer actually is entitled to some adjustment, we will voluntarily offer restitution," he said, adding later: "I expect that there will be quite a few such settlements because of the desire among customers to avoid costly litigation."

On a financial note, Cresap told stockholders that Westinghouse "hopes" 1961 sales "will be at the same level" as 1960's $1.956 billion, and "possibly slightly higher." He anticipates that "the tighter squeeze on earnings . . . will continue and may intensify in the early quarters of 1961" because of the "low state of the market & little let-up in the cost-price squeeze." The outlook, however, is for an upturn in the 2nd half of 1961.

* * *

Court Extends Antitrust Deadline: Five electrical-equipment manufacturers were given an extension to June 15 last week to answer a $12-million civil damage suit filed jointly by the govt. & the Tennessee Valley Authority (Vol. 17:12 p18). The 5 companies are charged with overcharging on prices of circuit breakers, in connection with the antitrust electrical conspiracy. The extension was granted in Philadelphia by U.S. District Judge J. Cullen Ganey to Westinghouse, GE, Allis-Chalmers, I-T-E Circuit Breaker and Federal Pacific Electric.

* * *

Westinghouse Praised, GE Hit: Attorney General Robert F. Kennedy said last week that he was "impressed with the general attitude" of Westinghouse Pres. Mark W. Cresap in declaring that the company must take responsibility for the price-fixing scandals. This "responsible" attitude, Kennedy pointed out, is "far different" from GE Pres. Ralph J. Cordiner's that "the company didn't know anything about it" and that lower-echelon officials were entirely responsible. Kennedy said that price-fixing would get "priority" attention from the Justice Dept.'s antitrust div., with investigations reaching into "every section of the country."

* * *

GE Retains Clark Clifford: Onetime White House aide Clark Clifford, who heads the Washington law firm of Clifford & Miller, has been retained by GE to deal with legal problems arising from its involvement in the electrical antitrust scandal. Clifford said his job is to "counsel & advise top company officials regarding the legal problems that will confront the company for some time to come." Attorney General Robert F. Kennedy, queried on the Clifford appointment, said he saw no reason why the Eisenhower-administration adviser shouldn't work for GE. "There's no question in my mind," he said, "that if Mr. Clifford felt he was being hired to peddle influence he would not have accepted the job. I will welcome him here as a friend, but will treat him like any other lawyer."

**PHILCO DROPS INTO RED:** Things have gone from bad to worse for Philco since its "disappointing & difficult" 1960 (Vol. 17:10 p22). Stockholders at the annual meeting last week received another less-than-cheery message from Pres. James M. Skinner Jr.: Philco was in the red for 1961's first quarter. He declined to estimate results for the period, attributed the decline from 1960's first-quarter profit of $1.6 million to the recession & the severe winter weather.

Skinner said it was too early to forecast 1961 performance, but noted: "We believe the economy is near the bottom of its decline and the 2nd quarter should see gradual increases in our consumer business. We are endeavoring to improve our profit margins to a point where earnings will be at a more acceptable level by the end of 1961."

One stockholder, with particular reference to TV & radio, asked why Philco had "lost its ability to merchandise in competition with some of its more prominent adversaries." Skinner conceded that Philco had sagged in TV sales last year but "not as badly as the question indicates." He told the stockholders: "Perhaps we have not done as good a job as we should have, but we're trying hard and won't concede that we have taken a nosedive." He said that Philco increased its position in radio steadily for the past 4-5 years. Asked about computer business, he estimated that it would be 1963 or 1964 before the computer div. "breaks into the black."

■

**Saga of Philco's Predicta:** Philco's Predicta TV sets, which debuted in 1958 (Vol. 14:23 p10) and were buried the following year, were cited April 5 by a *Wall Street Journal* article on fanfared products that have fizzled.

"If distinctive appearance guaranteed brisk sales, the Predictas seemed destined for success," noted the publication. "They were unusually slim, utilizing a picture tube considerably shallower than any previous type. Some models featured a screen unit—little more than a picture tube with a metal base—that was separate from the rest of the set." [One of our 1958 comments: "It defies description, must be seen."] "Editors were inclined to agree that Philco's innovations were indeed bold & striking and they said so in a rash of copy acclaiming the Predicta line.

"But the public apparently was unimpressed. Though an initial burst of dealer enthusiasm led Philco to double production at the start of 1959," the account continued, "orders began to dwindle by the middle of that year. They kept falling, and last year—long before such a basically revamped product line could normally be expected to expire—Philco stopped shipping Predicta models to dealers. The Predicta line, for which Philco had exceeded development & retooling budgets by 25% and on which profits had been negligible, was clearly a flop."

Why did Predicta fail? Philco product development vp Armin E. Allen recalls that "for the first time, we had designed TV sets as instruments, distinct from furniture." The *Journal* also quoted the merchandising manager of a retail chain that went heavy on Predictas: "The price was too high and the design was too extreme. People said the sets were nice to look at, but they wouldn't want to have them in their own homes."

Why didn't Philco pre-test Predicta styling, get a sampling of consumer interest & buying plans? Explained Allen: "The one true test of a product is to price it, put it on the market place and then—and only then—will you get an idea of what the public is buying."

**Trade Personals:** Ely Francis named planning dir., RCA's international div. . . . Jack O'Brien, RCA Distributing Corp.'s merchandising vp, named also to head the company's Chicago branch on an interim basis succeeding J. A. Curl, who has been reassigned to the Distributing Corp. hq.

William H. Moore, from Defense Dept., joins EIA staff as military products div. vp . . . Arthur J. Seiler named vp, Reeves Soundcraft. He is pres. of Alloy Surfaces Co., which was recently acquired by Soundcraft . . . Alfred J. Pote named an Itek vp . . . David D. Mason, formerly pres., Link Aviation div. of GPE, elected exec. vp of subsidiary National Rejectors.

Frederick R. Lack named to new post of senior vp for research, Sprague Electric, in a division of the company's research & engineering operations. Dr. Wilbur A. Lazier named senior vp for engineering . . . George Konkol named gen. mgr., Sylvania microwave-device operations. Eugene E. Broker appointed gen. mfg. mgr., Sylvania parts div. and Dr. Donald B. Brick is named mgr., Sylvania's new information-processing group at the applied research lab.

Gordon S. Jones, ex-Du Mont Labs, named mfg. engineering supervisor, Adler Electronics operations div. . . . George T. Scharffenberger named exec. vp, Litton Systems, continuing as Westrex div. president.

Martin W. Lyon, ex-National Semiconductor Corp., named Midwest region semiconductors sales engineer, CBS Electronics . . . Thomas P. Leddy, ex-vp, ITT's Kellogg div., named exec. vp, Elgin National Watch Co.

***Obituary***

Walter E. Ogilvie Jr., 68, treas. of ITT subsidiary Federal Radio, died April 6 in Hackensack Hospital. He is survived by his wife, 2 sons and a daughter.

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**Japanese Products Identified:** Dialand Electric Sales Corp., Rochester, N.Y. firm which also operates Diamond Electric Co. & Elkee Corp., has agreed to an FTC order forbidding it to misrepresent Japanese origin & manufacture of products the firms sell. In a complaint issued in Nov. 1960, FTC charged that Diamond Electric advertising falsely implied that Japanese imports were U.S.-manufactured. In another FCC case involving Japanese imports, hearing examiner Edward Creel recommended that Oxwall Tool Co., N.Y., be ordered to stop selling foreign-made wrenches, pliers, etc., without clearly identifying their source.

**Patent Misuse Charged:** Defense contractors are getting "unearned bonuses" from the Pentagon through private use of marketable inventions developed through research financed by govt. money, the Senate Judiciary Patents Subcommittee charged in a report. Headed by Sen. McClellan (D-Ark.), the Subcommittee said the military services are spending billions "irresponsibly" by failure to provide for public use of patents resulting from contracts. The report cited 3,700 patents obtained by 75 big research contractors in 1949-59. Release of the report was criticized by Sens. Wiley (R-Wis.) & Hruska (R-Neb.), who said the Pentagon & companies should have been called first to offer any rebuttal to the charges.

**Reports & Comments Available:** P. R. Mallory, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • AT&T, analysis, David J. Greene & Co., 72 Wall St., N.Y. 5 • Siegler and Decca Records, discussions, Oppenheimer, Neu & Co., 120 Broadway, N.Y. 5 • Erie Resistor, review, Freehling, Meyerhoff & Co., 120 S. La Salle St., Chicago 3 • Columbia Pictures, memo, Hayden, Stone & Co., 25 Broad St., N.Y. 4.

## Finance

**MALLORY IS OPTIMISTIC:** Although its business may be off somewhat in this year's first & 2nd quarters, big components-materials-&-battery manufacturer P. R. Mallory & Co. expects a good year and sees this year's 2nd half as "promising from every corner." Mallory's 1960 net profit of $4,367,403 ($2.84 a share) set a record for the company, although its sales of $83,586,283 were below 1959's mark (Vol. 17:6 p20).

Mktg. vp Harold C. Buell told us that Mallory's electrolytic capacitor, resistor and volume-control business for this year's first 2 months have been very little lower than last year, and battery business is about the same as last year. Mallory is in an unusual position for a parts maker—it has felt Japanese competition very little, according to Buell. The parts in which it specializes aren't in the areas where the Japanese have made the greatest inroads. Even in the battery business, there's been little impact from foreign-made items, since Mallory now specializes in mercury & manganese batteries, while imports have mainly been concentrated in the carbon-battery category. "The answer to imports," he said, "is ingenuity, not tariff barriers."

Probably the biggest difference in the parts business this year is that customers are playing their cards much closer to the chest. Cycles are shorter—manufacturers are ordering for 2-to-4-week delivery, where they ordered formerly in 4-to-6-week cycles. Thus customers are now, in effect, requiring the parts supplier to keep the industry's inventory, Buell said.

What are the near- & far-term trends in the component business? As are many of his colleagues in the business, Buell is most excited about micro-miniaturization. How long before these techniques are applied to consumer products? He estimates the modular type of micro-miniature circuit will begin to show up sometime between 2 & 5 years from now, the more sophisticated molecular concept in 5 to 10 years. As was the case with transistors, the first consumer-product application of micro-miniaturization will probably be in hearing aids.

Micro-miniaturization "will put the component manufacturers a little more into the subassembly business and the end-product people into the component business," Buell predicted. But he sees plenty of room for this realignment. "Electronics hasn't nearly reached its full stature yet."

Mallory's newest product aimed at the TV business is a self-holding resonant-reed relay designed for remote-control circuits, which Buell thinks will reduce costs & improve quality. Its application is in RF-type, rather than sonic type, remote circuits.

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ITT shareholders will vote May 10 on the creation of 300,000 shares of a new cumulative preferred stock to facilitate acquisitions of other companies. The new stock would be issued in specific classes as required. The first proposed issue is a 5.25% series for acquiring Jennings Radio Mfg., "world leader in the development & manufacture of high-power vacuum capacitors & switches" (Vol. 17:7 p19). ITT's acquisition of the San Jose, Cal. concern will require initial issuance of either 40,000 shares of the new preferred or 85,107 shares of ITT capital stock, plus a balance of 170,213 shares of capital stock. Additional payments of capital stock will be required over a 5-year period if Jennings earnings reach specified levels.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Cohu Electronics | 1960—year to Dec. 31 | $ 7,135,022 | —— | $ 459,029 | $0.32 | 1,415,821 |
| | 1959—year to Dec. 31 | 8,112,655 | —— | 853,791 | .60 | 1,414,141 |
| GPE | 1960—year to Dec. 31 | 244,427,566 | 11,512,692 | 5,312,692 | 3.46[1] | 1,129,494 |
| | 1959—year to Dec. 31 | 215,588,430 | 8,968,200 | 4,198,200 | 2.63[1] | 1,126,625 |
| Gross Telecasting | 1960—year to Dec. 31 | 2,454,103[2] | 1,284,715 | 639,715 | 1.60 | 400,000 |
| | 1959—year to Dec. 31 | 2,562,605[3] | 1,307,392 | 672,418[4] | 1.68 | 400,000 |
| Hoffman Electronics | 1960—year to Dec. 31 | 54,271,837[5] | (1,963,400) | (968,400)[6] | — | 1,529,254 |
| | 1959—year to Dec. 31 | 46,359,832 | 4,130,165 | 1,990,165 | 1.31 | 1,513,955 |
| Magnavox | 1960—year to Dec. 31 | 124,879,052 | 13,117,052 | 6,533,052 | 2.76 | 2,365,168 |
| | 1959—year to Dec. 31 | 107,758,670 | 9,419,458 | 4,679,458 | 1.99 | 2,351,602 |
| NTA<br>Story on p. 9 | 1960—qtr. to Dec. 31 | 5,166,943 | —— | (104,700) | — | 1,627,572 |
| | 1959—qtr. to Dec. 31 | 5,205,590 | —— | (854,000) | — | 1,627,572 |
| A. C. Nielsen | 1961—6 mo. to Feb. 28 | 17,321,758 | 2,540,935 | 1,211,588 | .71 | 1,710,000[13] |
| | 1960—6 mo. to Feb. 29 | 15,007,038 | 2,448,335 | 1,090,029 | 1.91 | 570,000 |
| Reeves Soundcraft | 1960—year to Dec. 31 | 5,896,485 | 113,208 | 58,208[7] | .02[7] | 3,054,815 |
| | 1959—year to Dec. 31 | 5,369,408 | (336,110) | (201,110)[8] | — | 3,018,690 |
| Republic Corp.<br>Story below | 1961—qtr. to Jan. 28 | 7,094,067 | —— | 559,677 | .23 | 2,004,190 |
| | 1960—qtr. to Jan. 28 | 7,205,719 | —— | 488,084 | .19 | 2,004,190 |
| Screen Gems | 1960—27 wks. to Dec. 31 | —— | 2,067,000 | 970,000 | .43 | 2,250,000[9] |
| | 1959—26 wks. to Dec. 26 | —— | 1,147,000 | 647,000 | .29 | 2,250,000[9] |
| Stanley Warner | 1961—26 wks. to Feb. 28 | 64,867,714 | 4,451,828 | 2,346,828 | 1.16 | 2,026,374 |
| | 1960—26 wks. to Feb. 28 | 63,521,518 | 3,950,913 | 2,075,913 | 1.02 | 2,026,974 |
| | 1961—13 wks. to Feb. 28 | 31,516,560 | 1,631,213 | 876,213 | .43 | 2,026,374 |
| | 1960—13 wks. to Feb. 28 | 31,155,122 | 1,410,465 | 865,465 | .43 | 2,026,974 |
| Terminal-Hudson Electronics | 1960—year to Dec. 31[10] | 6,992,477 | —— | 209,700[11] | .22 | 963,304 |
| | 1959[12] | —— | —— | —— | — | —— |
| Wells-Gardner Electronics | 1960—year to Dec. 31 | 25,342,358 | 1,877,141 | 877,141 | 2.08 | 422,400 |
| | 1959—year to Dec. 31 | 24,259,901 | 1,557,728 | 747,728 | 1.77 | 421,800 |

Notes: [1]After preferred dividends. [2]Broadcast revenue, before $126,009 other income. [3]Broadcast revenue, before $89,272 other income. [4]After $41,026 tax credit. [5]After $995,000 tax credit. [6]Record. [7]From operations, before $922,645 (30¢ a share) from sale of stock. [8]From operations, after $135,000 tax credit and before $64,485 settlement on fire claim. [9]Outstanding Dec. 31, 1960. [10]Represents operations of Terminal Electronics and Terminal Radio International for 9 months to Sept. 30 and combined operations in Oct.-Dec. 1960 of all companies now comprising Terminal-Hudson. [11]Before special credit of $91,800. [12]Unavailable. [13]Reflects 3-for-1 split.

Republic Corp. stockholders last week approved the entry of the onetime moviemaker into home appliances by okaying the acquisition of Utility Appliance Corp., Los Angeles maker of ranges, air conditioners and water heaters (Vol. 17:9 p16). Their approval covers acquisition of 80% or more of Utility's outstanding common for not more than 450,987 unissued shares of Republic common. The proposed stock exchange is in the ratio of one share of Republic common for each 1.45 shares of Utility. Republic Chmn.-Pres. Victor M. Carter told the annual meeting that the company hopes that earnings from home appliances will be running at a rate of $1 million annually within 12 months. Stockholders also approved an increase in authorized common to 6 million shares from 2,750,000. The company reported a profit increase for fiscal 1961's first quarter ended January 28 (see financial table) and Carter said that earnings for the 2nd quarter (ending April 30) are running ahead of a year ago.

Audio Devices has registered 117,405 common stock shares with SEC (File 2-17895), 100,000 for use in its employes' stock option incentive plan, 17,405 to be offered on the market by holders of warrants.

**Common Stock Dividends**

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| E.M.I. | — | $0.04 | Apr. 17 | Apr. 10 |
| Republic Corp. | Q | .15 | May 15 | May 1 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

**Thursday, April 6, 1961**

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 24½ | 26¾ |
| Aerovox | 9¾ | 10⅝ |
| Allied Radio | 23 | 24⅞ |
| Astron Corp. | 1⅝ | 2⅛ |
| Baird Atomic | 25 | 27 |
| Control Data Corp. | 107 | 113 |
| Cook Elec. | 13⅞ | 15 |
| Craig Systems | 17 | 18⅝ |
| Dictaphone | 35¾ | 38¼ |
| Digitronics | 32½ | 35⅛ |
| Eastern Ind. | 22¼ | 23⅞ |
| Eitel-McCullough | 18⅜ | 19¾ |
| Elco Corp. | 14¼ | 16 |
| Elecrto Instruments | 31 | 34 |
| Electro Voice | 12¾ | 14⅛ |
| Electronic Associates | 37 | 39⅞ |
| Erie Resistor | 17 | 18⅜ |
| Executone | 24 | 25⅞ |
| Farrington Mfg. | 17⅞ | 19¼ |
| Four Star TV | 19½ | 21½ |
| Foto Video | 4⅞ | 5⅝ |
| FXR | 23½ | 26¼ |
| General Devices | 19¼ | 21 |
| G-L Electronics | 8 | 9⅛ |
| Gross Telecasting | 22 | 24⅛ |
| Hallicrafters | 44 | 47 |
| High Voltage Eng. | 218 | 231 |
| Infrared Industries | 23½ | 25⅝ |
| Interstate Eng. | 25½ | 27¼ |
| Itek | 59 | 63 |
| Jerrold | 8⅞ | 9¾ |
| Lab for Electronics | 67 | 70½ |
| Lel Inc. | 9¼ | 10¾ |
| Magna Theater | 3⅛ | 3-11/16 |
| Magnetics Inc. | 12 | 13⅜ |
| Maxson | 28 | 29⅞ |
| Meredith Pub. | 45½ | 49⅞ |
| MetroMedia | 23½ | 25⅛ |
| Milgo Electronics | 26½ | 29⅜ |
| Narda Microwave | 8¼ | 9½ |
| Nuclear of Chicago | 43½ | 47¼ |
| Official Films | 3⅝ | 4⅛ |
| Pacific Automation | 5⅜ | 6¼ |
| Pacific Mercury | 7¼ | 8⅜ |
| Philips Lamp | 162½ | 168½ |
| Pyramid Electric | 2⅝ | 3-1/16 |
| Radiation Inc. | 27 | 29¾ |
| Howard W. Sams | 45½ | 48½ |
| Sanders Associates | 57½ | 61½ |
| Silicon Transistor | 9⅛ | 10⅛ |
| Soroban Engineering | 64 | 69½ |
| Soundscriber | 13½ | 15 |
| Speer Carbon | 22¾ | 24⅝ |
| Sprague Electric | 64¼ | 67¾ |
| Sterling TV | 3 | 3-11/16 |
| Taft Bcstg. | 19 | 20¾ |
| Taylor Instrument | 44½ | 48¼ |
| Technology Inst. | 7 | 8¼ |
| Tele-Broadcasters | 1¼ | 1¾ |
| Telechrome | 15½ | 16¾ |
| Telecomputing | 7⅛ | 7¾ |
| Time Inc. | 100 | 105 |
| Tracerlab | 13¾ | 15⅛ |
| United Artists | 6¼ | 7⅛ |
| United Control | 22¾ | 24⅞ |
| Universal Trans. | 1¼ | 1¾ |
| Vitro | 23⅝ | 25¼ |
| Vocaline | 2⅞ | 3-7/16 |
| Wells-Gardner | 29 | 32 |
| Wometco Ent. | 18¾ | 20⅜ |

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# The Television Network and American Society

## An Address by Robert W. Sarnoff

*Chairman of the Board, NBC*

To the Annenberg School of Communications at the University of Pennsylvania

*Philadelphia, Pa., April 6, 1961*

When I was at college—and that doesn't go back any farther than the campus days of the President of the United States—communications barely figured in the curriculum. Today it is the subject not merely of courses but of full departments and whole schools. This is a development that delights me as a working member of the profession. Apart from its importance in training the professionals of the future, it represents a deeply needed channel of communication between the intellectual community and the world of communications itself. It was intellectually fashionable too long to treat the popular media with scorn, cynicism and righteous superiority. In varying degrees, perhaps they may invite such attitudes; but first they deserve to be understood in their full character and purpose. Toward such understanding, I welcome this opportunity to discuss "The Television Network and American Society."

The title of my talk was well chosen by those who assigned it, for the television network is peculiarly an institution of our American society; and its nature and function, its values and shortcomings reflect the character of that society. We live in a society built on freedom—free expression, free choice, free competitive enterprise. It is a pluralistic society, with a wide and complex diversity of groups and interests, and a tradition of accommodation and compromise. It is an acquisitive, commercial society, with a premium on abundance and growth. It is a society of the rule of the majority—and the rights of the minority. It is a society at once dedicated to fulfilling the individual and to the sometimes conflicting goal of serving the common good. All these characteristics, with the blessings and dilemmas they imply, find expression in our system of broadcasting and its daily outpouring of entertainment and information from the cathode tube in nearly 50,000,000 homes.

### Network is the Balance Wheel

That system of broadcasting consists, of course, of a variety of elements other than the network. But the network is the balance wheel around which all the intricate machinery of the system turns. It is the network operation, a communication and business phenomenon quite without comparison in any other field, which made radio broadcasting a feasible enterprise in the United States, and which stimulated its vast growth. It is the network operation which established the television industry as well, which made it flourish so spectacularly and which maintains the medium today as a comprehensive national program service unmatched in scope and variety anywhere else in the world.

In part, the network idea is simply the result of geography: it is the only physical means of effecting simultaneous national transmission of radio and television in a country as large as the U.S. But the idea also sprang from practical necessities of programming and economics.

There was no such thing as a network for six years after the first radio station went on the air in 1920. In those years, radio squawked through a turbulent infancy. Stations sprang up on all sides; there were 600 by the end of 1922 and 1400 by the end of 1924. Then the novelty of hearing from a distant location seemed to wear off. Listeners defected for lack of programs worth hearing; and stations had no regular source of income. They began folding as swiftly as they had sprung up. By 1926, more than half of them had gone dead, and the whole new enterprise of broadcasting seemed headed for collapse.

In 1926, the National Broadcasting Company was created to meet the needs of the situation through the innovation of national networking. NBC's opening program, on November 15, 1926, was carried by 25 stations as far west as Kansas City. It started a regular daily program service for the first time in history. Two months later, the network reached from coast to coast. Within a year, a second network was launched by CBS, and soon afterward Mutual formed a third.

The network idea caught on and thrived because it provided the twin functions required for the survival and growth of free-enterprise broadcasting: a regular national program service and a means of supporting it through advertising. To perform these functions meant organizing a complex of business relationships. The network companies had to set up arrangements with independently owned stations across the nation; with the advertisers who bought the combined circulation of the stations; with producers, writers and performers who created the programs; with the telephone company for the interconnection of the stations. They also had to assume the costs of studios, equipment, staff before a single program went on.

Through this initiative, the network service created a vast national audience which provided a foundation for building hundreds of new stations. The whole broadcasting enterprise that had faltered and slipped was able to take hold and move forward. The growth of the radio audience enabled unaffiliated as well as network-affiliated stations to operate, and it also furnished a base for local and national spot advertising.

Throughout the '30s and '40s, radio continued its development, while experimentation proceeded on the new medium of television. Again, it was networking that ushered in the television era. NBC launched the first television network in 1947 when there were only six stations in operation and only 14,000 television sets in the whole country. Year after year, NBC and later other networks poured millions of dollars into programming and facilities for a new service and a new industry.

The first season of network programming included the *Kraft Television Theater*, the World Series, the Theater Guild dramatic series, *Howdy Doody* and the Louis-Walcott fight. The next year brought Milton Berle and coverage of the national political conventions. It was the availability of network programming of this kind that put stations into operation, sets into homes and television in the most spectacular growth curve in industrial history. Set circulation grew to 1,000,000 by the end of 1948; in suc-

cessive years, it leaped to 4,000,000, then 10,000,000, then 16,000,000. Expanding at the same time were the hours and scope of programming. The same cycle of growth has been taking place in color television, though at a slower pace since color represents an addition to an existing medium rather than a basically different one.

In the meantime, radio has gone through a tortured readjustment. With the shift of the mass audience to television, network radio lost the economic support to maintain a full-fledged national service of varied programming. Today, although there are specialized radio services in the major population centers, the bulk of radio programming consists of standardized local programs, principally music and news. Within this pattern, network radio has found its place—a limited but useful one—in covering national special events and providing national features, news and information services. But radio as a whole—for most Americans—has become a supplementary medium to television, reduced in scope and public attraction.

Over years of mushrooming change and shifting fortunes, television has become an industry of many organizations and services—independent packagers, film distributors, spot representatives, syndicators, talent agencies. But the basic functions of the network have remained unique. It offers the only national program service organized for balance and diversity; encompassing all program categories; transmitted on a daily, continuing basis; and drawn from all available sources including its own creative resources. In addition, it alone performs the specialized advertising function of selling in a single transaction the national television circulation of a specific program. Moreover, it provides the audience base that supports virtually all of the country's $1.5 billion a year in television advertising, national and local. And television's commercial function is not merely a service to advertisers. As a highly effective instrument of mass marketing in a nation that consumes its way to prosperity, it is a catalyst of economic growth that benefits the whole country.

### A Few Hours Determine Profit or Loss

Fulfilling the unique functions of a television network entails burdens of singular magnitude. Networking is an enterprise of huge financial commitments, imposing risks and ferocious competition. The swing between profit and loss can be determined by only a few hours of program failure out of some 90 hours in a full week's schedule.

It is the network which is committed to provide its independently owned affiliates with continuing daily programming, and which therefore assumes the risk of failing to obtain sponsorship to cover program costs totaling some $140 million for a year's schedule. If a program is unsponsored, the network bears the full cost. If a program has to be sold for less than its cost, the network bears the loss. In addition to direct program costs, the network must spend many millions of dollars a year for program development and administration and the services that support its huge program output.

As a result of these heavy risks and the obligation to maintain a well-rounded schedule, a major network's program costs exceed its program sales by tens of millions of dollars a year. This huge deficit must be made up out of the revenue that the network receives from the sale of time, its only other source of income.

In the face of such hazards, it might be convenient if there were substance to the fashionable idea that the networks are seats of monolithic power and control. The facts are quite opposed to this fancy. A network is rather the focal point of a complex interplay of forces, exerting its own influence but also conditioned by the influence of others—its affiliates, its competitors, its advertisers, its program sources, its critics, the government and, far from least, its viewers.

For example, a network's program requirements are so enormous that no single organization can fill them. As a rule, the networks produce most of their non-fiction programs themselves; two of the networks make it a policy to produce all of their own programs involving reporting and interpretation of public issues. But the networks obtain most of their entertainment shows directly or indirectly from independent production organizations, which have become a major new element in television.

Regardless of the interplay of forces within the industry and the pressures from outside, it is the network's function to decide what programs will be scheduled and when they will be shown, for only the network can be responsible for the total schedule. And in fashioning its schedule, the network must accommodate a welter of varying and sometimes conflicting considerations to the overriding standard of the public interest.

The "public interest" is, of course, the legal standard for broadcasting, but the meaning of this broad standard can be construed with as many variations as there are differences of taste and interest in the public itself. In defining it, many are given to special pleading; they project their own desires and interests as the standard for a medium serving the total public.

NBC's concept of a television service in the public interest recognizes that the total public is made up of many different publics. It calls for a service that gives reasonable satisfaction to the varying interests of the main audience elements; which does so by proportioning its program structure in general to the relative weights of these varying elements; which does not allow majority tastes to suppress a fair reflection of minority interests and does not frustrate majority interests by converting a mass medium into a specialized one.

We also believe there is an obligation not only to satisfy the public but to lead it, by providing information that stimulates new interests and offering opportunities to broaden and cultivate tastes. In leading the audience, however, the broadcaster cannot be so far ahead that his service is rejected by the majority. That would defeat both the purpose of such leadership and the nature of a mass medium.

Essentially, this is a doctrine of reasonable treatment of all segments of the public, so that each viewer in varying degrees can find in the schedule something he favors—and something that favors him. The doctrine recognizes that viewing preferences are not rigid, for the patterns of audience taste, like our society, are fluid and changing.

Popular entertainment, in a variety of forms, will represent the bulk of any program service based on these premises, because it is what most people want most to see. In addition, a responsible service should include entertainment in the more cultivated arts that have not yet established appeal on the same scale; and should give significant recognition to programs in the field of news, information, public affairs and education, even though these appeal to smaller audiences. It is not any one of these program types that uniquely serves the public interest. Rather it is the proportioned blend of programming that meets this standard, because only such a blend meets the varying and conflicting interests of the total public that relies on broadcasting.

If the task of programming for a total public places certain obligations on the network, it places a parallel obligation on the individual viewer. It is the obligation of selectivity, because there is no single viewer who will find *every* program satisfying to him. But conversely, any selective viewer, whatever his tastes or interests, can find more worth watching in the course of a week than he probably has time to devote to it.

I believe it is difficult to find fault with this concept of programming in the public interest. I know it is easy to find fault with the execution, which always raises questions of degree. Does the public get enough of certain types of program material to meet its varying interests? Does it get too much of some program types? Are the various programs placed suitably in the schedule to serve the convenience of viewers, which varies almost as widely as the

variations in viewer tastes? Does television show enough initiative in leading the audience? And if the medium today can satisfy the individual selective viewer, can its programmers take satisfaction in its effects on the general mass of viewers, on our society as a whole?

These questions all involve subjective judgments. The answers will never be unanimous. Indeed, any consideration of such questions from the standpoint of network responsibility is further complicated by a fact that is often ignored. That is the fact that a network has no power to reach viewers directly on a national basis with its full balanced schedule. The affiliated station determines which elements of the network schedule it will carry and what programs it will use from other sources. As a result, what the public sees via the station is rarely an accurate reflection of the planned network schedule.

Yet it is customary to lay the shortcomings of television at the door of the networks. Neither television as a whole nor the network operation is free of blemishes and failures. No conscientious spokesman for our system of broadcasting would suggest that the status quo represents the ultimate, even within the framework of a mass medium's function. Certainly, however, the state of the medium is not as bleak and calamitous as many observers of television would have us believe.

I do not question the sincerity or motives of those who find almost nothing but fault in television; but I believe most of them reflect specialized tastes and didactic temperaments that will never be satisfied with the output of any mass medium. And in some cases, their criticism seems to be based on a failure to recognize the role and requirements of such a medium.

Let us examine some of the major charges that stem from television as a whole, but are indiscriminately leveled against networks. One is the depiction of excessive violence, with its presumed effects on children and juvenile delinquency. Although there is little or no reliable evidence that television disposes children to delinquency or any other corruption of values, the showing of violence for its own sake is a matter of real concern. On the ground of taste alone, there is no excuse for it, and responsible networks maintain systematic control procedures to keep it off the home screen. At NBC we have recently intensified our efforts toward this end, for we recognize a problem that calls for continued vigilance with the multiplicity of program production sources. In this connection, it is worth noting that if it were not for the balance contributed by responsible networks, the kind of program that is prone to vilence would be far more in evidence on the TV screen.

Another frequently heard charge is that television is controlled by advertisers and ratings. This stems from misconceptions and misinformation. The typical advertiser of mass-produced package goods seeks a program that will appeal to the largest possible audience. This objective is consistent with one of the major public-interest criteria of broadcasting. The largest possible audience is a natural goal and a basic attribute of a mass medium.

But this objective does not dictate the network program schedule as a whole—or even the sponsored part of it. Advertisers themselves have requirements other than size of circulation. They may seek a substantial audience, but they may also want to be identified with special quality and prestige. They may seek an audience attracted by cultural or information programming, such as the *Bell Telephone Hour*, the Hallmark series of outstanding dramas, the Equitable Life Assurance Society's series dramatizing events in American history, and the wide range of special programs and series in the news, public affairs and documentary field sponsored by such advertisers as Gulf, Bell & Howell, Texaco and Prudential.

Apart from the diversity represented by such sponsored offerings, a responsible network plans and presents programs needed for a balanced service whether it has a sponsor or not. Often it commits a program to the schedule and then looks for a sponsor. Sometimes the network finds him; sometimes it doesn't. In some cases, it declines to carry programs brought to it by advertisers because they do not fit into the overall requirements of a balanced schedule or fail to meet proper standards of program quality.

As to ratings, they provide an estimate of audience trends and an analysis of audience characteristics, both in general and as they pertain to individual programs. They also define the circulation sold to advertisers—a business requirement necessary to attract the expenditures that support our system of broadcasting. But it should be obvious from the makeup of the total network schedule that the size of audience indicated by ratings is only one yardstick of decision-making, not the be-all and end-all of programming.

Still another charge commonly leveled against television and, by association, the networks, is that of mediocrity. Often, the word is loosely used merely as an epithet for a program or a service that fails to match the observer's preferences, though it may be enjoyed by many millions of viewers. Used in its more precise sense as a measure of craftsmanship and artistic skill, it means simply the state of being ordinary, as distinct from the outstanding. In this sense, it is one of the facts of life—in books, movies, the theater and politics as well as in television; for no enterprise dependent on human talent succeeds in being consistently excellent in all its activities. Certainly no broadcaster tries to put on a poor show or even an ordinary show. The sheer volume of creative effort needed to fill some 18 hours a day, every day of the year, imposes a challenge unparalleled in the history of human expression. Yet I believe television's average is at least as good as that of any other form of expression.

### Answering the Complaint of Mediocrity

The complaint of mediocrity is frequently linked to the charge that television has abandoned the bright promise of its starting years and has been going steadily downhill. It is true that innovation, experiment, and pioneering excitement marked television's early years; so much was happening for the first time that all was new, apart from the novelty of the medium itself.

But over the decade in which television has grown so dramatically in size of audience, its programming has shown a degree of improvement in scope, stature and technique unmatched by any other medium. If you will review a typical network schedule of ten or eleven years ago, it will seem pale and primitive in comparison with the program structure of today. Since those early days, television has created and adapted a great diversity of entertainment forms, and developed high skills of craftsmanship. The improvement is striking within every program category: Consider, for example, the gulf between the simple *Hopalong Cassidy* shows of yesteryear and today's *Wagon Train*, with its story values, stars, depth of characterization and physical resources, or compare the slapdash variety show of a decade ago with the polish and professionalism of the Perry Como and Dinah Shore shows, which have literally traveled the world over for fresh talent, material and backgrounds.

Perhaps the most impressive accomplishments of television as a social force have been made possible by a phenomenon unique to broadcasting. That phenomenon is the exposure of viewers to material that they would normally have little chance or desire to see. This is the characteristic of broadcasting that so often creates irritation and resentment among viewers of specialized tastes when confronted in their own homes with programs fashioned to popular tastes. By the same token, however, this phenomenon has enabled network TV to confront millions with cultural and intellectual opportunities they do not ordinarily seek and would not otherwise have experienced.

Progressively, during these brief dozen years, network television has opened new horizons of taste and interest for a vast national audience. It has given Shakespeare, the opera and the ballet the biggest audiences in history.

More Shakespearean productions have been visible on television in the last dozen years than on Broadway.

Network television has given the same kind of mass circulation to works by virtually every other outstanding dramatist, living and dead. It has brought the Metropolitan and the New York Philharmonic, special productions of opera in English, Britain's Royal Ballet and Russia's Moiseyev Dancers to thousands of communities that never had contact with these cultural institutions before.

It has also given the American people unparalleled opportunity to become familiar with the thinking and character of the leading personalities of our time; with the events that are shaping our future; and with the issues that engage us all. The suspense of a political convention, the surprises of a Congressional investigation, the pageantry of a Royal wedding, the tension of a United Nations debate, the sweep of a State visit—all these have been brought into the living room.

I believe we have made striking progress in recent seasons in both the quality and quantity of informational programming, and in presenting it increasingly during evening viewing hours. Currently, 23% of the NBC television schedule is devoted to informational programming and, as some reflection of the extent to which this represents leading the audience, these programs draw only 13% of NBC's viewers. Such programs as *Project Twenty* have set new standards of creativity. Such presentations as *CBS Reports* and *NBC White Paper* have developed an awareness of major problems with an impact and circulation beyond the capacity of any other medium.

Last month one of the country's most distinguished journalists took unusual recognition of television's growing use of its power to inform. In a column from the Middle West, James B. Reston, Washington correspondent of *The New York Times*, reported that the press and politicians of the region were generally lagging behind the public in their acceptance of change. He added: "Television is clearly a large factor in this contrast. For while many of the most powerful organs of the press continue longing wistfully for a past they know will never come again, television is showing the revolution in Africa, the revolution of the cities and races of America, the revolution of automation in the big industries."

In its coverage of political conventions and campaigns, and in "The Great Debate" between the Presidential candidates in 1960, network television has stimulated the interest of the American people in their own government and injected fresh vigor into the democratic process. It is significant that in each of the three national elections since the advent of television on a network basis, a greater percentage of eligible voters went to the polls than ever before.

Some observers would have us believe that the general effect of television on our society is to lower our taste, blunt our sensibilities, sap our intellect. But all the evidence is quite the contrary. In the decade since the United States began to feel the impact of television as a national medium, our population has gone up 20%. But the publication of books has gone up more than 100%; publication of juvenile books is up about 200%; library circulation is up 50%; the number of museums has grown by nearly 80%; the number of symphony orchestras has doubled; the sale of classical phonograph records is up 50%; college enrollment is up 46%. Now, I do not suggest that television is necessarily to be credited for all of this upsurge in cultural vitality. At the very least, however, it is hard to see how it is dealing us a cultural blow.

It is important to recognize that network television could not have made its cultural and informational contributions to our society on such a massive scale if it were not for two things. One is the underwriting provided directly or indirectly by the commercial base of an advertiser-supported medium. The other is the popular entertainment fare that has created, nurtured and maintained an audience-in-being almost as large as our population itself. Without this predominance of popular fare, it would be impossible to attract so many millions of viewers for exposure to new cultural and intellectual experience. This very point was made 25 years ago by an informed observer in connection with radio and in anticipation of TV:

"The high-minded do not like to face the actual situation in radio, which is that all of its desirable effects are based on the habit of listening which was created largely by programs trivial and banal in themselves . . . The audience which listened to the radio debate on the Supreme Court was created in the first place by Ed Wynn, Rudy Vallee, Amos 'n' Andy and Kate Smith." Then, looking ahead, he added: "I have a feeling that the most important thing for television is to make sure of its own popularity. Like the moving pictures and the radio, television would act against its own nature if it did not try to be virtually a universal entertainment." These were the words of Gilbert Seldes, who is now Dean of the Annenberg School of Communications.

Television has made sure of its own popularity; it has won the swiftest and widest acceptance of any new product or service in history. This season the time spent watching television climbed to an alltime peak. This warm embrace by the American people has been bestowed during a period of unprecedented competition for leisure-time activity. Their use of television represents billions of individual free choices every day of the year, as they select, from hour to hour, the programs they choose to view or not to view, as well as the alternative of leaving the set dark. It is these billions of daily individual choices that underlie the bulk of what is offered on the television screen.

The popularity that television has won through these never-ending elections is more than a means to the end of leading a mass audience to new cultural horizons. It is also its own justification as a faithful reflection of the multiple tastes and interests of a free, pluralistic society.

### Four Roles of the Network

Television has been able to serve this function only through the operation of the network system of broadcasting. Summing up the unique role of the network and its relationship to American society, I would make these points:

1. The network serves an affirmative social value by organizing and maintaining a national program structure which reflects the diversity of interests within our society. At the same time, this program service offers mass audiences continuing opportunities for new cultural and intellectual experiences.

2. The network serves the national interest by making it possible for the government to be in direct and immediate contact with the total public. It is the only communications medium that fulfills this function so indispensable in a democratic society.

3. The network is the keystone of the whole complex of the broadcasting enterprise. Its programming and facilities have created and maintained a nationwide audience which underlies the development of stations, production organizations, talent, and the various forms of broadcast advertising.

4. The network, as a uniquely efficient national advertising medium in itself, contributes enormously to the effective mass marketing which is essential to a constantly expanding free-enterprise economy. It is only through such an economy, which consumes its way to prosperity, that our society can meet its obligations and preserve its freedom.

It is my conviction that in both scope and impact on the public, the past growth of television on the foundation of the network service is the best token of the medium's vitality and the best promise of its continued progress. Like the American society of which it is so representative a part, the television network is imperfect. Like our society, it is dedicated to the ideal of improvement. Like our society itself, it is, I believe, preferable to anything else of its kind in the world.

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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**BROADCAST POLITICS CHARTED** for Congress by FCC in monumental 103-table statistical survey of 1960 (p. 6).

***Programming***

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***Film & Tape***

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**REPRINTS OF FCC PROGRAM-FORM SUPPLEMENT** available to subscribers as May 1 comment deadline nears. Limited quantities without charge (p. 3).

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**GE GOES COLOR,** will show sets to distributors next month for marketing in August. Sets will use RCA shadow-mask tube. Only 4 major makers remain undeclared (p. 15).

**WOOLWORTH TESTS JAPANESE TV** which could sell below $100, but officials say odds are against any deal. U.S. manufacturers may have better chance (p. 16).

**PITTSBURGH BONDED TUBE** scheduled for first production run this week by National Video. Lower-cost TV deflection system announced (p. 16).

**WELLS-GARDNER GROWS,** bucking consumer-electronics trend with sales & profit increases in 1960, its all-time record TV-radio-phono year (p. 17).

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**NAB BOOKS KENNEDY** for appearance at opening May 8 convention session in Washington, where Marine Band will play. HEW Secy. Ribicoff billed for May 10 luncheon (p. 8).

**TELEGLOBE PAY-TV TEST** in U.S. by Bartell Bcstg. is reported imminent. Test in Aruba may come first (p. 9).

**NCTA UNHAPPY WITH NAB** endorsement of CATV-control bill; says it encourages "governmental economic intervention" (p. 10).

***Other Departments***

**TECHNOLOGY** (p. 5). **ADVERTISING** (p. 13). **PERSONALS** (p. 14). **FINANCE** (p. 19).

**KENNEDY GOES EASY ON AGENCIES:** President Kennedy sent to Congress last week his long-awaited reform recommendations. They were watered-down paraphrases of the milder sections of the blistering indictment of regulatory agencies filed in Jan. by White House advisor James M. Landis (Vol. 17:1 p1).

Scarcely mentioned in the President's special message was FCC, which had borne the brunt of the angry attack on agencies by Landis, who had accused Commission of non-feasance & worse. And significantly missing from JFK's 5,300-word message was any suggestion that a White House overseer—or "czar"—should be set up to ride herd hard on agencies, as Landis had proposed.

Message got big buildup from White House day ahead of its delivery on Capitol Hill April 13. All day long April 12 Washington news tickers carried advisory bulletins—emanating from Landis office—on outlook for advance release to reporters & briefing session conducted by Landis himself. About 100 newsmen crowded into White House "Fish Room" at 8 p.m., time finally set for hold-for-release copies & briefing. It was a big letdown for them at end of day when the Russians had put their astronaut into orbit.

FCC had been singled out in the original Landis report as a terrible example of agency maladministration. But President's message contained only one specific reference to FCC operations & policies. Kennedy said "a coordinated effort is underway to provide a better method for the allocation among govt. & non-govt. users of the radio spectrum, and to improve the regulation over the method of their use." Congress can "naturally" expect to hear from White House later on recommendations in spectrum field, President added.

Specific criticism of regulatory administration was confined by President to FPC. He proposed reforms (including enlarging FPC to 7 members from 5) intended to cut down on that agency's 4,000-case backlog and put more brakes on natural-gas rate increases for consumers.

White House recommendations otherwise were general—and relatively non-controversial. Kennedy called for: (1) More administrative authority for agency heads. (2) Delegation of case work to panels of agency members & staff boards. (3) More pay & prestige for hearing examiners. (4) Formation of an Administrative Conference of the U.S. for continuing review of agency processes—organization of which was started in Eisenhower administration by Court of Appeals Judge E. Barrett Prettyman (Vol. 16:36 p5 et seq.). President outlined its structure & functions in executive order (see p. 5).

JFK's mild message helped dispel suspicions on Hill that White House & Landis were plotting to assume dictatorial control of agencies, which Congress regards as its creatures—bad or not (Vol. 17:14 p16). President said placatingly that Congress has "final responsibility to determine from time to time the extent of the influence that these agencies should exert." As for President, his "responsibilities require him to know & evaluate how efficiently these agencies dispatch their business," Kennedy said.

"In general, sound," was comment on message by Sen. Schoeppel (R-Kan.), ranking minority member of Commerce Committee. "In general, very commendable," echoed influential Sen. Keating (R-N.Y.), Judiciary Committee member. Relieved Democrats in Senate & House had no reason to object.

**PITTSBURGH SOUL-SEARCHING:** Despite the strong upbeat this season in the quality & quantity of public-affairs shows, both network & local, serious-minded broadcasters & a sector of the viewing public believe that TV is not meeting its basic national responsibilities. And, they think, TV had better do something about it in a hurry before:

(1) The higher-IQ segment of the viewing audience abandons TV to the mass audience & the mass mediocrities of routine programming.

(2) FCC and other govt. agencies start throwing their legislative & regulatory weight around.

(3) The most creative types of network programming, in the entertainment area as well as public affairs, are abandoned in favor of assembly-line escapist programming, ground out in Hollywood.

These problems were not the stated theme of what was officially billed as The Pittsburgh Conference on Local Public-Service Programming staged in the Steel City last week (April 9-12) by Westinghouse Bcstg. Co. True, the 350 delegates & guests attending the session had their choice of various instructive (in the nuts-&-bolts sense) panel sessions & demonstrations concerning local public-affairs programming. But in speech after speech & panel after panel, the soul-searching concerning TV's destiny went on (see p. 7).

**JAPAN DROPS TELEFILM RESTRICTIONS:** Wide-open-door policy for U.S. telefilm imports was effected by Japan last week after 3 years of restrictions & barriers that made the budding Japanese TV market anything but a bonanza for American film producers. Effective with its new 1962 fiscal year, which began April 1, Japan:

(1) Eliminated all price ceilings on U.S. telefilm imports. Heretofore, Nippon broadcasters were restricted by law from paying more than $500 per 30-min. TV film from the U.S.

(2) Dropped all frequency-of-use limitations on American film imports. Before the open-door policy, Japanese TV stations were limited to 10 half-hour U.S. film programs a week.

(3) Increased by a minimum of 50% its fiscal-1961 allocation of $2 million for U.S. TV entertainment films. There are no budget limits on feature films, newsreels and public-affairs programs for TV use.

Eradication of TV-film barriers was negotiated by John G. McCarthy. He is pres. of TV Program Export Assn. which was formed last year by 11 program producers as telefilm's first overseas lobby group (Vol. 16:22 p4). We caught McCarthy on the fly Friday as he was leaving for England on an extended effort to duplicate there the "major breakthrough" achieved in Japan.

Japanese govt. also has pledged to remove all dollar limits on budget allocations for entertainment films at the start of its 1963 fiscal year (beginning next April 1), he told us. "The sky's the limit now for U.S. TV-film producers in Japan," he said. "U.S. exporters will now be able to sell their TV films at prices that conform with value & market demand." He pointed out that U.S. telefilm producers have virtually no made-in-Japan competition because Japanese program producers concentrate almost exclusively on live programming. The new Japanese agreement actually was completed last month, following a month of on-the-scene negotiations in September by McCarthy.

"Breaking the U.K. telefilm barrier represents a problem of another magnitude," McCarthy told us. "The major barrier to an American breakthrough there," he said, "is extreme nationalism and fear of Americanization of TV programming." The principal hurdle is a union-backed quota system that requires 86% British film on ITV, 90% British on BBC-TV. However, McCarthy, onetime U.S. Minister for Economic Affairs in Paris, already has held exploratory discussions with British leaders, and he is optimistic that the problem is negotiable.

**FORD REPEATS PROGRAMMING & SALES CONCEPTS:** FCC Comr. Fred Ford, who sparked many major Commission actions in his short tenure as chairman before stepping aside for Minow, reiterated principles behind several of them last week. In a speech prepared for delivery before the Kansas Assn. of Radio Bcstrs. in Topeka April 15, he got into programming, program forms, station sales, radio clear channels and daytime radio broadcasting.

Ford quoted at length from Commission's policy statement on programming, issued last July (Vol. 16:31 p1)—which we described as "no shocker"—and he said:

"There has apparently been an attempt to obfuscate & confuse the purpose of the Commission in its proposed [program] form, by imagining all types of disastrous eventualities. I am sure you will not be confused by these efforts, but will accept the adopted policy of the Commission as expressed in its July 29, 1960 report as the basis for this form." Ford noted that very few radio broadcasters, as contrasted with TV, had appeared in FCC's big programming hearing. "Although radio broadcasters did not speak out at that time in any number," he said, "I am hopeful that their comments on the proposed form will be more helpful on the application of the policy than they were in its formation."

"I am convinced from my discussion with broadcasters," Ford said, "that the policy statement by the Commission embodies sound broadcast business practice, as well as a guaranty of as complete freedom as possible for a broadcaster to serve the public interest as he, not the Commission, finds it in his service area. It is my hope that the comments which we receive on the proposed program form will enable us to improve it so as to properly reflect the manner in which stations have met their obligations, not in the sense of a firm contractual commitment but with the reasonable flexibility which must be maintained at all times."

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Of FCC's proposal to tighten up on station sales (Vol. 16:50 p1, et seq.), Ford stated: "Generally speaking, if one does not expect to operate a station for at least 3 years, his motives for entering this public-service area should be subjected to close scrutiny. I am hopeful that in our own self-interest you will not listen to the blandishments of those who tell you that the Commission wants to force you to remain a broadcaster and that you should be as free to buy & sell stations as cans of tomatoes. Dedicated broadcasters who know the public interest of their areas should support the efforts of those who would eliminate the fly-by-night from your number. How many of your broadcaster friends have told you of their experiences with competitors who literally bought an audience with prizes & giveaways only to unload on the inexperienced newcomer?"

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Turning to radio clear channels, Ford said: "I am hopeful that . . . the proceeding can be resolved in such a way that those channels which engineering studies show can best provide the needed service will not be duplicated at night, but will be reserved for future use to provide an acceptable grade of wide-area skywave service to rural & remote areas of the U.S."

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Of the daytimers' quest for longer operating hours: "The substantive arguments advanced by daytime broadcasters for extended hours are very appealing to me, and I would be more than happy to support a program for extended hours if it were sound from an engineering point of view. I cannot agree to a program which would destroy present nighttime service without at least a corresponding increase in service. Moreover, as appealing as the arguments presented by the daytime broadcasters are, almost all of them can be met by FM. A few years ago such a statement would have sounded frivolous, but when you consider that there are presently 13 to 16 million FM receivers in the hands of the public, it becomes more valid."

**REPRINTS OF FCC PROGRAM-FORM SUPPLEMENT:** With May 1 deadline for comments imminent, broadcasters have been asking us for more copies of our handy, full-text supplement reprinting FCC's proposed revision of its program form (Vol. 17:9 p2). We had run out, so we've reprinted it—and as a

service to subscribers offer limited quantities without charge from our Radnor, Pa. publication offices. Bulk quantities are available at a nominal rate.

Original deadline for industry comments was April 3, with replies due April 17. However, at NAB's request, Commission extended dates to May 1 & 10 respectively.

## The FCC

**Cowgill Alerts Broadcasters:** Freshly retired as chief of FCC's Broadcast Bureau, Harold Cowgill warned his home-state Illinois Bcstrs. Assn. last week to get their affairs in shape.

"The policy of minimum governmental interference with private enterprise," he said, in an April 12 Springfield speech, "has been eroding rapidly." Illinois broadcasters may be particularly hard hit, he warned, because their licenses expire next December, and "it could be that Illinois will receive the first full impact of the new program of surveillance of licensee stewardship." He suggested that licensees take the following actions:

"Immediately obtain & read a copy of the Sept. 13, 1961 amended Communications Act.

"Read the current FCC rules & regulations and check station compliance therewith in detail.

"Hold staff meetings with programming, engineering and sales people so that all may be familiar with the new Section IV requirements.

"Study prior promises to FCC reprogramming and compare with present operation.

"Either correct performance to agree with promise, or prepare to justify differences.

"Make a current study of needs of station community.

"Urge non-member Illinois broadcasters to join the Ill. Bcstrs. Assn.

"Urge the officers of the Ill. Bcstrs. Assn. to inaugurate a program of collecting & distributing information of general interest to all broadcasters in a manner similar to that followed recently by the Florida state association."

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Status of All-Channel-Set Bill: FCC's recommended legislation to require the manufacture of all-channel sets (Vol. 17:13 p6) is still in the hands of the Budget Bureau, but Commission sources say there's no evidence that the administration is holding it up because of its opposition to the measure. They point out that several other substantial pieces of FCC-suggested legislation—such as those allowing the Commission to split into adjudicatory panels and to adopt a summary judgment procedure—were submitted to the Budget Bureau about the same time as the receiver bill, in February, and these haven't been sent to Congress either. FCC's information is that the Bureau "is simply giving the matters very careful study." It's assumed that the Bureau is getting comment from other govt. departments, such as Justice. Major measures submitted by other regulatory agencies are getting the same kind of extended consideration by the Budget Bureau.

Fresno Dual Operation: FCC has granted Triangle Stations' KFRE-TV Fresno permission to operate on both Ch. 12 & Ch. 30 until June 1, turning down the station's request for a 90-day extension before it closes down Ch. 12. "Such further limited use of Ch. 12," FCC said, "should not have a significant adverse effect on deintermixture of Fresno or on the Fresno uhf stations, and should give Triangle ample time to accomplish the purposes upon which its original request was based.

**ENRIGHT ON FCC HOT SPOT:** Admitted quiz-fixer Daniel Enright—*21 & Tic Tac Dough*—finally faces an FCC renewal hearing on radio WGMA Hollywood, Fla. After a long investigation (Vol. 15:44 p10, *et seq.*), the Commission voted 4-3, Comrs. Hyde, Lee & Craven dissenting, for a hearing to determine Enright's qualifications as a licensee, in light of the quiz-rigging revelations of the Harris committee.

Enright owns 50% of WGMA, his associate Jack Barry the other 50%. The Commission made no complaint against Barry. The owners have filed an application to sell the station for $265,000 to Kingsley Murphy and Carroll Crawford. The FCC has refused to approve the sale—though at one time 3 Commissioners reportedly were in favor of renewing the license with the condition that the station be sold. A 4th Commissioner is said to have been willing to renew the license, apparently exonerating Enright—but he wouldn't go along with the idea of sale-condition.

FCC also got rough last week, in a unanimous vote, on radio CP-holder WMPP Chicago Hts., Ill. It ordered a revocation hearing on charges that the principals concealed from the Commission a transfer of control. The owners are William S. Martin, Eugene H. Dibble III, Charles D. Buford and Charles J. Pinckard. The Commission also charges Martin with concealing the fact that he had been arrested on "various criminal charges." FCC plans to conduct the hearing in Chicago. The grantee is one of the very few with Negro owners.

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Uhf for Scatter: FCC proposes to allow use of uhf TV band 800-830 mc in Alaska by Alaska Telephone Corp. for tropospheric scatter communications between Annette Island & Trutch Island, B.C. The Commission said it was making the proposal with the condition that no interference be caused to any broadcast service "in order to meet a national defense requirement with the minimum delay, and because it is extremely unlikely that the entire uhf TV band will be required for TV within interference range of the area in question." A slice of uhf was sought on 2 other fronts: U. of Ill. asked for reconsideration of FCC's ruling that rejects its proposal to use Ch. 37 for radio astronomy; and The International Assn. of Fire Chiefs and International Municipal Signal Assn. asked that a "high" uhf channel be allocated for use by "public safety entities."

Melpar Wins FCC Uhf Contract: FCC has finally awarded the transmitting antenna contract for its N.Y. uhf project, granting it to Melpar Inc. and calling for installation & checkout by Nov. 10 at a cost of $248,000. The antenna will comprise 4 units, one near each corner of the Empire State Bldg. TV tower base. Each unit will be a vertical metal waveguide about 45 ft. long, with slots and with a 6 x 12-in. rectangular cross section. In addition, each waveguide will have 2 externally-attached vertical metal strips about 12-in. wide at an angle to each other, forming what engineers term a "horn."

Drop-in Sought: Ch. 25, Huntsville, Ala., by radio WFUN.

**Agency Conference Set Up:** President Kennedy followed up his message to Congress on regulatory-agency reforms last week (see p. 2) by issuing an executive order officially setting up the Administrative Conference of the U.S.—along lines laid out during the Eisenhower Administration.

To "ensure maximum efficiency & fairness" by FCC & other agencies in carrying out their functions, the President said he would name an 11-member council to direct the conference. One of the council—presumably Court of Appeals Judge E. Barrett Prettyman—will be designated conference chairman.

The general membership of the conference (number unspecificed) will be composed of persons designated by federal executive depts. & agencies, practicing lawyers—"and other persons specially informed by knowledge & experience with respect to federal administrative procedure." Members of Senate & House, designated by Vice President Johnson & Speaker Rayburn (D-Tex.), will have floor privileges at plenary sessions.

The President listed these conference functions: (1) "Conduct studies of the efficiency, adequacy and fairness of procedures." (2) "Report to the President any conclusions reached by its members based on such studies." (3) "Make a final report to the President no later than Dec. 31, 1962." (4) Recommend whether the conference should be continued after 1962.

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**Landis Talks Again:** President Kennedy's regulatory-agency advisor James M. Landis will address a D.C. Bar Assn. dinner April 18 in Washington's Shoreham Hotel.

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**Stereo Approval Date Uncertain:** Though there's speculation that FM stereo standards will be adopted before the May 7-10 NAB convention, best informed Commission sources say that the date is still very much up in the air. FCC members haven't met to discuss the subject formally since December. If they meet on it within the next week or 2, it's unlikely that they'll issue a final decision immediately. It takes several sessions to nail down major decisions.

**Youngstown Sale Okayed:** The transfer of WKST-TV (Ch. 33) & WKST Youngstown-New Castle has been approved by FCC. Sellers: S. W. & Wanda E. Townsend. Buyers: Communications Industries Inc., operators of radio WACE Chicopee, Mass. & WEOK Poughkeepsie, N.Y., headed by Lazar Emanuel, Paul Smallen and Blair Walliser. Price: $975,000 for 81.2%, plus $200,000 to Townsend as 10-year consultant, plus an option to buy the balance for $225,000.

**Allocations Shift Proposed:** The substitution of Ch. 32 for Ch. 51 in Louisville has been proposed by FCC at the request of Ch. 51 grantee WKLY. The switch would require the substitution of Ch. 26 for Ch. 32 in Richmond, Ch. 83 for Ch. 26 in Anderson, Ind., Ch. 66 for Ch. 25 in Madison, Ind., Ch. 32 for Ch. 26 in Knoxville, Ch. 26 for Ch. 32 in Oak Ridge, Tenn.

**"Influence" Examiner Selected:** FCC chief examiner James Cunningham has been appointed to conduct the hearing on the Jacksonville Ch. 12 *ex parte* case, in which former Comr. Mack is alleged to have gone outside the record. WFGA-TV won the channel in 1956 (Vol. 16:32).

**Uhf CP Grant Proposed:** Ch. 25, Columbia, S.C., to First Carolina Corp., in an initial decision by FCC examiner Isadore A. Honig. Uhf translator granted: Ch. 82, Carroll, Ia., to Carroll Area TV.

**NBC Derides Justice Plea:** FCC is absolutely right in objecting to Philco & Justice Dept. demands for a hearing on antitrust charges against RCA & NBC in the WRCV-TV Philadelphia license-renewal case (Vol. 17:15 p5), NBC contended—not unexpectedly—last week.

In another in a long series of filings in the complex case, NBC told the Court of Appeals in effect that the Justice Dept.'s antitrust div. had no legal legs to stand on when it filed an *amicus curiae* brief agreeing with Philco, which wants to take away NBC's station.

Reviewing the Philadelphia story since FCC threw out Philco's protest against the 1957 renewal of WRCV-TV, NBC pointed to consent-decree settlement of the govt.'s RCA-NBC antitrust case, requiring the network to divest itself of the station.

"Now the antitrust division suggests that the Commission should hold a hearing to consider allegations which the govt. had made before it settled this litigation," NBC said in its Court of Appeals brief, adding:

"It may seriously be questioned whether the division—in good conscience to either the Commission or to NBC—can now ask to have the Commission determine the antitrust allegations initially referred to the division by the Commission but which the division itself advertently settled after extended negotiations with NBC."

NBC argued that the Justice Dept. "erroneously disregards the fact that the Commission has already resolved these charges favorably to NBC, overlooks the division's own recognition of NBC's qualifications in the decree for the very license period involved . . ."

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**Kenneth Cox,** new FCC Broadcast Bureau chief who started work April 10, reports he's suffering from the current Washington ailment—house hunting. His infection is particularly acute because his wife and their 3 sons, aged 11, 7 & 4, will remain in Seattle until August—and he's got the unenviable job of selecting a house that he hopes his wife will like. As Cox took office, FCC took elaborate precautions in connection with Cox's former representation of J. Elroy McCaw's radio WINS N.Y. Commission released an exchange of letters in which Cox suggested he have nothing to do with the pending WINS renewal. Chmn. Minow agreed & expressed appreciation of Cox's concern.

**Old Pay-TV Request Rejected:** The application of grantee WSES (Ch. 29) Philadelphia, filed in 1957, seeking to test pay TV, has been turned down by FCC. The Commission noted that the station's CP has been canceled for failure to build and that its application didn't comply with FCC ground rules for toll-TV tests.

**Vhf Translator CPs:** FCC has granted Ch. 10, Sidney, Mont., to Richland TV Club; Ch. 13, Ft. Benton, Mont., to Ft. Benton TV Club; Ch. 9, Thayne, Wyo., to Star Valley TV System Inc.

**TV Applications Filed:** Ch. 19, Cleveland, by radio WDOK; Ch. 32, Montgomery, by First Alabama Corp. (prospective assignee of WCIV Charleston, S.C. and Ch. 25 applicant for Columbia, S.C.).

## Technology

**WBC into Space:** An application for experimental land-based space communications transmissions has been filed by Westinghouse Bcstg. Co. which seeks the use of 5499-5501 mc, 2-kw into the antenna, at Friendship Airport near Baltimore.

## Congress

**HOW STATIONS HANDLED POLITICS:** Given their choice, most politicians from President Kennedy down to constables prefer TV to radio for their election-campaign pitches. Yet it's more than twice as hard for them to get on radio, whether they pay for appearances or finagle the time free.

This paradox is one of many nuggets of information which members of Senate & House Commerce Committees could extract from a monumental statistical study—*Survey of Political Broadcasting*—which FCC submitted to Congress last week.

The mass of detailed FCC questionnaire data, including 103 tables in a 16 x 10½-in. format, documented & expanded Commission testimony on 1960 TV & radio equal-time practices which was presented last month to the Senate's Freedom of Communications Subcommittee (Vol. 17:14 p4) and at earlier hearings in the Senate & House. The roundup report had been called for in a Congressional resolution (S. J. Res. 207) which suspended equal-time requirements for Presidential tickets last year.

State-by-state breakdowns and summary charts prepared by FCC from "timely & generally usable" questionnaire answers received from 4,202 stations (3,099 AM, 633 FM, 470 TV) showed what broadcasters did—and didn't do—in White House, Senate, House and governorship contests.

Windup Table 103 ("AM & TV Stations: General Policy with Respect to Political Broadcasting") showed that only 43.2% of AMs (1,338) sold political time & announcements and made free time available vs. 95.7% of TV stations (450) which did all 3.

Moreover, 51.1% (1,584) of the AMs vs. only 4% (19) of the TV stations observed a political policy of selling spots and time for speeches but refusing free time to anybody. And 15 AMs vs. just one TV station refrained from any political broadcasting whatever. Political spots only were sold by 125 AMs. Paid spots & free time—but not paid speech-making time—were offered by 37 AMs. No TV station placed itself in the last 2 categories.

Another table in FCC's statistical masterpiece exposed the extent—and lack—of political editorializing by broadcasters last year. Only 2 TV stations (vs. 53 AM, 7 AM-FM, 4 FM) came out editorially for any candidate. "Reply" statements were broadcast by 23 of the editorializing AMs, but by neither of the TV stations, 28 of the AMs and one TV station reporting they'd put no "replies" on the air but had tried to get them. Two AMs and the other TV station admitted they not only didn't broadcast "replies" but made no effort to "encourage" them.

In none of the charts was any station identified.

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**"Right to Know" Advocated:** Wider public access to records of FCC & other regulatory agencies is proposed in a bill (S-1567) introduced by Sen. Carroll (D-Colo.) and co-sponsored by Sens. Hart (D-Mich.), Long (D-Mo.) and Proxmire (D-Wis.). The measure would amend the Administrative Procedure Act to require the agencies to 'publish all their rules" and—with few exceptions—"define public records to include all records & documents submitted." Describing it as a "right to know" & "freedom of information" bill, Carroll said it's needed to open up agency channels which have become "tighter & tighter."

**Winchell Probe Threatened:** Columnist Walter Winchell, who doubles as commentator for ABC-TV's much-criticized *The Untouchables* (Vol. 17:14 p6), has been threatened with a Congressional investigation. Rep. Anfuso (D-N.Y.), a leader in boycott movements against the show's characterizations of Italian gangsters, demanded that Winchell apologize—or face a probe—for something he wrote in his April 3 column. Winchell's item said President Kennedy had by-passed 100 Italian-Americans for appointments because of their "Big M [Mafia] control or link," adding cryptically: "Characters right out of *The Untouchables*." Anfuso wrote Winchell: "If you wish to treat this matter lightly, let me advise you that I will sponsor a Congressional investigation of such un-American activities as these." Anfuso also said that his bill (HR-4502) banning derogatory references to any ethnic groups on TV & radio (Vol. 17:9 p12) "can easily be amended to cover the situation at hand to expose all of the destructive influences in our country." Anfuso sent copies of his letter to the White House and to the Attorney General.

**TV Subsidies Supported:** Sen. Neuberger (D-Ore.) has joined a Congressional campaign to set up a govt. kitty to help Senate & House candidates pay for election-campaign broadcast time. She introduced a bill (S-1555) authorizing candidates to collect half their TV & radio expenses from the U.S. Treasury, so long as time bought on a single station doesn't exceed 15 minutes on TV & 30 on radio during primaries and 30 on TV & 60 on radio during general election campaigns. In a similar move, Senate Majority Leader Mansfield (D-Mont.) has proposed $1-million reimbursements to Democratic & Republican parties for TV & radio campaign expenses (Vol. 17:13 p15). Mrs. Neuberger submitted a chart of time charges by stations across the country to "demonstrate clearly the financial problem that any candidate must face in an effort to reach the voters of his district." Sens. Douglas (D-Ill.), Morse (D-Ore.) and Clark (D-Pa.) co-sponsored her bill, which revived legislation proposed in the last session by her late husband Sen. Richard L. Neuberger (Vol. 16:4 p12).

**Automation Costs Jobs:** A House Labor Committee report prepared by Rep. Holland (D-Pa.) from answers to questionnaires sent to unions asserts that automation has spread unemployment widely through the TV & radio broadcasting & manufacturing industries. Holland said union estimates of job losses included these: (1) TV station jobs were cut 25% in 1958-'60. (2) Radio station jobs were reduced by 3,900 in the same period. (3) Set manufacturers reduced payrolls by 50,000 in 1950-'60. "Where 200 men were required to assemble 1,000 radios a day, the job can now be done by 2 men."

**A Break on Overtime:** TV & radio stations in areas where population is 50,000 or less would be exempt from paying wage-hour-law overtime to announcers, news editors and chief engineers, under legislation nearing a final vote in the Senate. The broadcasting exemptions are among non-controversial features of the Senate Labor Committee's substitute for a House-passed minimum-wage bill (HR-3935). A Senate vote on the bill—which must go back to the House if approved—may come April 18.

### *Obituary*

**Bertram O. Wissman,** 50, chief clerk of the Senate Commerce Committee in 1953-'54 and a member of its staff until 1959, when he was named ICC Congressional liaison officer, died of lung cancer April 11 in the Washington Hospital Center. Surviving: His wife, 4 sons, 2 daughters.

## Networks

**STATION-BREAK EXPANSION STIRS UP STORM:** ABC-TV will increase the station-break time between nighttime programs from 30 to 40 sec., effective at the start of the 1961-'62 season. But the policy revision (stated in a February 1 letter from ABC network sales vp William P. Mullen to advertisers & agencies) drew a loud protest last week from, among others, Young & Rubicam Pres. George H. Gribbin.

"Arbitrary, uncalled for, a disservice to the public, and the ad & broadcasting industries," said Gribbin in an April 13 telegram to ABC-TV Pres. Oliver Treyz. CBS, NBC and NAB received copies of Gribbin's protest, which also charged ABC with "a direct infringement upon responsible use of the free airwaves and a violation of the spirit, if not the letter of the NAB Code." From an ad standpoint, continued Gribbin, "the program-time reduction is, in effect, an increase in network rates for the national advertiser, who is not being compensated by a proportionate decrease in charges."

CBS-TV also came under Gribbin's attack for an April 7 letter to agencies from sales administration vp William H. Hylan. "It may be necessary for us to accede to our affiliates' demand for a similar expansion," said Hylan. CBS "might adopt" a 42-sec. break in lieu of the present 30-sec. one or a 70-sec. break at the end of 60-min. programs sold on a participating basis. Gribbin "urged that the change not be made."

ANA also voiced its disapproval of ABC's policy. "We feel it is against the best interests of broadcasting," said Board Chmn. Howard Eaton, who is also Lever Brothers media dir. "The resulting commercialization will jeopardize the public's trust & confidence in the industry," he said. "We urge ABC to consider reversal of this policy at the next meeting of its affiliates."

No compromise was forthcoming from ABC, at least. In an April 13 reply to Gribbin, Treyz said his network "is now firmly committed to advertisers, agencies and affiliates to proceed with the revised policy." He emphasized that the revision was announced "prior to ABC's receipt & acceptance of orders for the new season, save for 2 half-hours which will continue to have a 30-second break." The new policy is "directly in the public interest," Treyz told Gribbin. "The entire extra revenue produced by the slight increase in commercial time (½%) goes to the local station, thus providing a broadened & stronger economic base for the station to finance improved TV service."

Therefore, said Treyz, "your controversy is with the other networks who are attempting retroactive changes by proposing to alter terms & conditions of business already placed & accepted by them."

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**35 More Network Advertisers in 1960:** 376 advertisers used network TV in 1960, breaking the previous record of 341 set in 1956, according to TvB. New-to-TV advertisers totaled 53, of which 26 had gross time billings over $100,000. The biggest 1960 spender was Procter & Gamble, with gross time expenditures of $46,406,679, followed by American Homes Products ($33,376,057), and Lever Brothers ($28,613,140). The next 7: General Motors ($22,-985,033), Colgate-Palmolive ($22,511,280), General Foods ($18,623,648), R. J. Reynolds ($15,891,416), Sterling Drug ($15,358,919), General Mills ($14,651,707), Brown & Williamson ($12,533,149).

**Medical Network Proposed:** Senate Commerce Committee Chmn. Magnuson (D-Wash.) foresees the TV day when medical schools & practitioners will be linked by a special coast-to-coast network. In a talk to the 3rd annual meeting of the Council on Medical TV at the National Institutes of Health, Bethesda, Md., he said: "Such a network would interconnect medical schools & research centers, and reduce informational obsolescence by the rapid dissemination of new developments. Such a concept would also offer scientists & practitioners a mechanism for nationwide information storage & retrieval by reference to a centralized documentation computer." And ultimately, Magnuson added, "a worldwide biomedical communication system" may be needed.

## NETWORK SALES ACTIVITY

ABC-TV

**My Three Sons**, Thu. 9-9:30 p.m., full-sponsorship eff. immediately.
*General Motors* (Campbell-Ewald)

**Bus Stop**, Sun. 9-10 p.m., part. eff. fall.
*Brown & Williamson Tobacco* (Ted Bates)
*Alberto-Culver* (Compton)
*Singer Sewing Machine* (Young & Rubicam)

**Hong Kong**, Wed. 7:30-8:30 p.m.; **Cheyenne**, Mon. 7:30-8:30 p.m.; **Roaring Twenties**, Sat. 7:30-8:30 p.m.; **Hawaiian Eye**, Wed. 9-10 p.m.; **Stagecoach West**, Tue. 9-10 p.m., part. eff. July.
*Mennen* (Warwick & Legler)

**American Bandstand**, Mon.-Fri. 4-5:30 p.m., part. eff. April.
*Warner-Lambert Pharmaceutical* (Lambert & Feasley)

CBS-TV

**The Freshman**, Wed. 9:30-10 p.m., full-sponsorship eff. fall.
*General Foods* (Young & Rubicam)

**Double Trouble**, Tue. 8-8:30 p.m., full-spon. eff. Oct. 3.
*Procter & Gamble* (Benton & Bowles)

**Red Skelton Show**, Tue. 9:30-10 p.m., part. eff. May 9.
*Sinclair Refining* (Geyer, Morey, Madden & Ballard)

**Pro. Golfers Assn. Tournament**, Sat., July 29, 5:30-6:30 p.m., participations.
*Williamson-Dickie* (Fuller & Smith & Ross)

NBC-TV

**The Dean Martin Show**, Tue. April 25, 10-11 p.m., full-sponsorship.
*Procter & Gamble* (Benton & Bowles)

**Hazel**, Thu. 9-10 p.m., full-sponsorship eff. fall.
*Ford Motor* (Kenyon & Eckhardt)

**Daytime programming**, Mon.-Fri., part. eff. July 1 & Oct. 3.
*General Motors* (Campbell-Ewald)
*Thomas Leeming* (William Esty)

**Laramie**, Tues. 7:30-8:30 p.m., **Michael Shayne**, Fri. 10-11 p.m., part. eff. May 12.
*Procter & Gamble* (Benton & Bowles)

**Tab Hunter Show**, Sun. 8:30-9 p.m., **This Is Your Life**, Sun. 10:30-11 p.m., **Barbara Stanwyck Show**, Mon. 10-10:30 p.m., part. eff. May 7.
*Foster-Grant* (Donahue & Coe)

**Your Saturday Night Movie**, 9-11 p.m., part. eff. Sept.
*Thomas Leeming* (William Esty)
*Union Carbide* (William Esty)
*R. J. Reynolds* (William Esty)
*Noxzema Chemical* (SSC&B)

**The Joey Bishop Show**, Wed. 8:30-9 p.m., co-spon. eff. fall.
*Procter & Gamble* (Benton & Bowles)

**AB-PT in Broadcast-Gear Business:** ABC's parent, AB-PT, last week put itself in the broadcast-equipment business—indirectly—when it concluded an agreement to make a long-term loan to Visual Electronics Corp., with rights to purchase up to 40% of Visual's stock.

Operating on both the domestic & international scene, Visual is sales representative for manufacturers of broadcast & communications equipment and a developer of TV automation equipment. It also has a closed-circuit operation for business meetings and the like (Vol. 17:15 p4).

AB-PT Pres. Leonard Goldenson, in announcing the agreement, said: "Our association with Visual has particular significance to our company's operation. Visual will provide technical resources of its sales & engineering departments in the expected development of automation in the TV industry and to our expanding activities in the foreign TV field." Visual is headed by James B. Tharpe.

No financial details were announced. AB-PT also holds minority interests in 3 electronics firms—Microwave Associates, Technical Operations, Dynametrics Corp.

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2nd Canadian Network Stalled: The BBG reserved decision last week on the application of Canadian Television Network to establish the Dominion's 2nd coast-to-coast network (Vol. 17:13 p12). Major point of contention: CTN's inability to guarantee 10 hours of programming weekly by the Sept. 1 starting date, as stipulated by BBG. Network Pres. Spencer Caldwell said he was confident the necessary programming would be committed by Sept. 1. BBG's decision may be forthcoming next week. The BBG also reserved decision on the application of CFTO-TV Toronto for a temporary Toronto-Ottawa-Montreal TV network to carry Canadian professional football games. CFTO-TV is one of the station groups represented in the CTN network application. The Ch. 9 station's Pres. Joel Aldred also announced the "largest sports package deal in Canadian TV history," involving the weekend telecasting of home & road baseball games of the Toronto Maple Leafs. CFTO-TV also is in final negotiations to telecast U.S. pro football games of Baltimore Colts or Pittsburgh Steelers.

What Directors Want: The TV-radio directors contract, due to expire Mon., April 10, was extended until midnight, April 14, as networks and the Directors Guild of America continued their lengthy hassle. DGA, which represents 900 directors, asst. directors and stage managers, is demanding a status change for its members—from salaried employes to freelance agents. Under the present contract, directors receive $190 weekly plus commercial fees & overtime. DGA would puts its members under contract for payment of $630 weekly for a minimum of 23 weeks work out of each 26, or 46 weeks out of the year, eliminating overtime pay. The networks have been arguing that this type of contract, used in motion pictures, is not applicable to TV. Although no agreement had been reached at week's end, a strike seemed unlikely.

NBC's Spring Trimming: The annual survey of departmental budgets & excess personnel got into full swing at NBC-TV last week with the releasing of 2 daytime program executives and 2 network salesmen. "There'll be a lot of names added to the list before the clean-up is over," said a network spokesman, adding that recent resignations of 3 vps—B. Lowell Jacobsen, Burton H. Hanft (Vol. 17:14 p14) and participating programs vp (*Today & Tonight*) Jerry A. Danzig—"were not part of the general cut-back."

## Stations

**NAB Books Kennedy:** President Kennedy will make an appearance at the opening general session of the 39th NAB convention May 8 in Washington's Sheraton Park Hotel.

He will be introduced to more than 2,000 delegates by NAB Pres. LeRoy Collins, who carried a convention invitation to the White House last month (Vol. 17:13 p14) and received an acceptance April 8.

Mr. Kennedy is expected to speak briefly during the convention's starting ceremonies, at which the U.S. Marine Band will play and Judge Justin Miller, former NAB pres. & chmn., gets NAB's 1961 Distinguished Service Award.

The administration also will be represented in the May 7-10 convention program by HEW Secy. Abraham Ribicoff, who will address the May 10 owner-management luncheon. Collins will be the keynote speaker at the May 8 luncheon. FCC Chmn. Minow addresses the May 9 luncheon.

Presiding at the opening general assembly during Mr. Kennedy's participation will be Dwight W. Martin of WAFB-TV Baton Rouge. It will be the President's 3rd appearance before a media group within 3 weeks. Kennedy will speak to the American Society of Newspaper Editors in Washington April 20. He will be in N.Y. April 27 to address ANPA's Bureau of Advertising.

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Payola Order Approved: FTC has accepted a February consent order negotiated by hearing examiner Loren H. Laughlin to settle a payola complaint against Era Records, which operated in Hollywood until May 1959. Era partners Herbert Newman, Louis J. Bedell and Max Newman, who now manufacture records under separate corporate identities, agreed that they would not make illegal payments to disc jockeys. FTC is in process of closing its record in all payola cases (Vol. 17:15 p12). In a related move, SEC scheduled an April 25 hearing for Roulette Records on questions of whether a suspension order against the firm, temporarily lifting its stock-registration exemption, should be dropped or continued. SEC had accused Roulette of failing to mention its FTC payola troubles in a "false & misleading" stock-promotion circular. Dismissal of complaints against Columbia Record Sales Corp., Capitol Records Distributing Corp. and Dot Records Inc. has been recommended by FTC examiner Abner E. Lipscomb.

Tips on Labor Language: "The Critical Clauses in Your Labor Agreements" will be defined for broadcasters by a guest expert—labor counsel Frank O'Connell of Olin Mathieson Chemical Corp.—at a May 10 labor clinic at NAB's Washington convention (see above). O'Connell will give TV & radio management delegates advice on what language they should negotiate & reject in union contracts. Chmn. Ward L. Quaal (WGN-TV & WGN Chicago) of NAB's Labor Advisory Committee will report on efforts to obtain better liaison between stations, networks and advertisers in AFTRA & SAG negotiations. Other participants in the clinic will include ABC vp Richard Freund and NAB staffers James H. Hulbert & D. L. Doughty Jr.

"Operation Alert": Announcing the annual civil defense training exercise scheduled April 26-28, including a Conelrad drill (Vol. 17:11 p11), OCDM Dir. Frank B. Ellis said: "It is the firm intention of the agency, under the direction of President Kennedy, to bring home to the American people their spiritual obligation to prepare for survival & to aid in the survival of others. Operation Alert 1961 therefore takes on new dimension as one of the basic training exercises for . . . the civilian population . . ."

**Storer Sets Radio Record:** "The greatest March radio billing period in our 34-year history" was posted by Storer Bcstg., although over-all first-quarter earnings were down from a year ago (see financial table), Chmn. George B. Storer told the annual meeting last week. He said the TV-radio chain viewed the balance of 1961 with cautious optimism, regarded the March billings surge as "an encouraging sign, not only for radio, but for all advertising." He conceded that Storer's TV sales "have been off slightly during the first quarter of 1961 as compared to 1960, particularly in the automotive area," but said that "immediate & long-range future billings give us no great cause for alarm or gloom." He emphasized that "radio reflects the broadcasting business & the over-all economy more quickly than TV" because advertisers can effect changes in radio budgets & schedules "within a matter of hours." The chairman said that Storer's cash position is strong, all tax bills are paid, and the company has no senior securities or bank loans ahead of the common stock.

**Black-&-White "Color":** More than 1,000 viewers wrote WNEW-TV N.Y. to say they had seen color on a recent black-&-white broadcast. The cards & letters, mostly from young viewers, were in response to an illusion demonstrated on the station's *Wonderama* show—an illusion which has been used previously on TV in Britain, Japan & Mexico, but which, to our knowledge, received its first U.S. airing on the N.Y. station. A wheel with alternating black & gray designs was spun before the cameras, and viewers responded that they saw red, yellow, orange, purple, blue, green & pink. A similar illusion was demonstrated last year at the NAB convention by Mexican TV engineer Guillermo Gonzalez Camarena, who said he plans to use the system for commercials (Vol. 16:15 p10). The British had beaten him to it however, by using the "subjective" color system for Oxo spot commercials, in which the flickering bouillon-cube carton was supposed to show up red (Vol. 12:43 p8). The Japanese, too, reportedly have aired subjective color commercials. The apparent colors result from eye fatigue caused by the flickering images.

**WAVY-TV Sale Deal:** Negotiations are understood to be nearly completed for the sale of WAVY-TV Norfolk-Portsmouth for approximately $5 million to the Gannett interests, in a deal through broker Blackburn & Co. The sellers are 67 stockholders headed by Pres. J. Glen Taylor. The Gannett organization owns WHEC-TV & WHEC Rochester, N.Y., WINR-TV & WINR Binghamton, radios WENY Elmira & WDAN Danville, Ill., plus its large chain of newspapers (see TV FACTBOOK No. 31, p. 165). The price is reportedly $4.5 million cash, with the sellers also to get accounts receivable, etc., to bring total to $5 million.

**Crosley Eyes Rep Field:** Crosley Bcstg. Corp. is the latest major station group to entertain rep firm ambitions. The idea is "in the thinking stage, and may be discussed at the May 2 Management Planning Committee meeting," a company spokesman said. Crosley, whose o&o's are WLW-T Cincinnati, WLW-C Columbus, WLW-D Dayton, WLW-I Indianapolis, WLW-A Atlanta and radio WLW Cincinnati, would handle some non-Crosley stations as well. If the idea gains management approval, Crosley will join the growing roster of station-group rep firms which already includes Westinghouse (TvAR and AM Radio Sales), and Storer Bcstg. Companies (Vol. 16:50 p12).

**WSJS-TV Sets up Standards Committee:** The Winston-Salem station's ad standards committee, comprising several station staff members, will screen films both for telecast & ad purposes.

## Auxiliary Services

**TELEGLOBE AHEAD OF PHONEVISION?** The purchase of a "substantial" minority interest in Teleglobe Pay-TV System Inc. by Macfadden Publications Inc.—which in turn is controlled by Bartell Bcstg. Corp.—gives rise to the interesting speculation that the simple Teleglobe system may get a full-scale, on-the-air test even before Zenith's Hartford Phonevision experiments start.

Although Bartell officials say they are negotiating with U.S. TV stations in "4 or 5 different areas" for an FCC-controlled test, and that Bartell may even acquire an American TV outlet of its own for the purpose—Bartell appears to have a ready-made situation for a broadcast pay-TV test which would require neither FCC supervision nor tightly-controlled conditions.

Bartell Bcstg. owns 4 radio stations in the U.S., and TV stations in Haiti and the Netherlands Antilles (Curacao & Aruba). Although company officials declined to comment, one of these areas could conceivably be selected for a sort of pre-FCC test.

Of these 3, the logical one is the island of Curacao, where Bartell's PJC-TV (Ch. 8) Willemstad is now said to be serving more than 9,000 TV receivers. The wealthy oil-refining island might be a logical pay-TV test site for more reasons than one—it could provide a delightful expense-account trip for TV, entertainment & electronics industry officials who wish to inspect the system.

### Teleglobe Transmits Soundless TV

The Teleglobe system is perhaps the simplest pay-TV technique proposed to date. No installation is made on the customer's TV set. For pay-TV programs, the video is simply transmitted—unscrambled, in the usual way—but without any audio. The sound is provided by wire leased from the telephone company. Teleglobe officials say that exhaustive tests have shown that TV without sound is virtually intolerable and that the soundless TV picture provides the best come-on or "barker" to induce viewers to pay for the complete program. Under the Teleglobe system, the audio wires would also be used to transmit billing information (telling which sound systems customers have turned on) to a central point.

"The Teleglobe system is now ready for commercial use," announced Gerald A. Bartell, president of both Macfadden and Bartell Bcstg., "and we will seek FCC approval of a test in a major U.S. market area soon." His statement, however, did not preclude an overseas test first—which may be likely particularly if Bartell's U.S. station negotiations or FCC proceedings become protracted.

The amount of Macfadden's investment in Teleglobe wasn't revealed. A top Teleglobe official, however, said the pay-TV company intends to sell more stock as its needs for capital increase, but that "no public offering is planned—although the picture could change in a month or so."

Teleglobe is headed by Solomon Sagall, founder of Scophony Ltd., one of Britain's pioneering TV firms. Associated with him is J. R. (Jack) Poppele, well-known broadcasting industry figure, former General Teleradio engineering chief & top official of Mutual Bcstg. System, founder & first pres. of the old TV Bcstrs. Assn. and former director of the Voice of America. Teleglobe has opened new offices in Room 1010, 400 Madison Ave., N.Y. (Eldorado 5-0010).

Bartell once owned uhf WMTV Madison, Wis., but sold it in 1957 to a group headed by Mitchell Wolfson, pres. of Wometco Enterprises (WTVJ Miami).

**NCTA UNHAPPY WITH NAB:** NAB's endorsement of FCC's proposed legislation giving it the power to regulate station-CATV conflicts (Vol. 17:15 p4) encourages "governmental economic intervention," according to NCTA Pres. William Dalton.

"A long time ago," he said, "NAB's attitude toward the CATV industry might have been defensible when occasional problems existed between a few broadcasters and CATV systems in isolated areas. These conflicting situations have been largely resolved in the proper forum—at the conference table.

"Today, therefore, a plausible case cannot be made for governmental economic intervention in broadcasting & CATV reception, and economic intervention is what this bill introduces.

"I expect all thoughtful broadcasters, network executives and CATV operators would be jointly concerned over the prospects of legislation that could usurp the management function and might lead to limitations on the public's privilege of TV-program selection."

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**NT&T Buys 3 CATV Systems:** Purchase of 3—and perhaps 4—CATV systems by NT&T was disclosed last week by Pres. Eugene Klein at its annual stockholders meeting. (Later Samuel Norton, pres. of the National Amusement div. of NT&T, told us that the cost was $1,865,000.) Klein said he thought pay TV presented considerable potential and that NT&T's CATV operations "may well be the pilot for such a system."

The systems purchased are Bluefield TV Cable Co., serving Bluefield, W. Va. & Bluefield, Va.; Durfee's Inc., representing 6 systems headquartered in Man & Logan, W. Va.; and Perfect Video Inc., representing 2 systems in Hattiesburg, Miss. and Ferriday, La. NT&T is also completing purchase of an unidentified CATV system in Michigan. Adding to this list the firm's Williamsport, Pa. system gives NT&T 27,000 subscribers—"the third largest CATV company," Norton said.

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CBC & CATV Control: The willingness of CBC to go along with the Canadian govt.'s watchful-waiting proposal on controls for CATV & wired pay-TV systems (Vol. 17:10 p8) has been explained to us by the network. CBC's concurrence is not based on a belief that wired- & pay-TV are not yet a major factor in influencing public opinion, as we reported. Rather, in the words of CBC Pres. Alphonse Ouimet: "I believe the question of regulations will come up at a particular stage in the development of these systems. At the moment they represent only a small percentage of the total number of homes served by TV. I think it is something on the order of 5%. I believe a case can be made for leaving these systems, for the moment, without any regulations . . ."

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more.

## Programming

**TV's EFFECT—CHAPTER 487:** The TV series that never ends—The Effect of TV on Children & Everybody Else—bubbled busily along last week. From at least 4 quarters came new voices to reveal more effects:

From California came the findings of the Stanford University Institute for Communication Research in the shape of a volume entitled *Television in the Lives of Our Children*, by Wilbur Schramm, Jack Lyle, and Edwin B. Parker (Stanford University Press, 336 pp., $6). The average U.S. child (ages 3 to 16) spends a sixth of his waking time watching TV, asserted this 3-year study of 6,000 children, 2,000 parents and 300 teachers in 10 communities. This is the same amount of time the child spends in school. TV, said the study, was "one of several factors" which contribute to juvenile delinquency. In their summary the surveyors wisely advised parents who are troubled about the low intellectual content of some TV to do their own selecting of programming.

From London—forwarded by TIO—came a reprint of *Television and the Child*, a study by Hilde T. Himmelweit, A. N. Oppenheim, and Pamela Vince sponsored by the Nuffield Foundation. If you don't already have this 52-page booklet, you may want to write TIO, 666 Fifth Ave., New York 19, N.Y. Concludes the study: "The final picture of the influence of TV on children's leisure, interests, knowledge, outlook, and values proves to be far less colorful & dramatic than popular opinion is inclined to suppose. Effects occur in each one of the various fields, but not to such a degree that the children would have been fundamentally changed. TV, then, is not as black as it is painted, but neither is it the great harbinger of culture & enlightenment which its enthusiasts tend to claim for it. If TV is a window on the world, it gives a view not very different from that provided in books, comics, films and radio programmes. Similarly, its capacity for broadening a child's horizons is not spectacularly different from that of any of the other mass media."

From Geneva came the view of Prof. T. C. N. Gibbens of London Institute of Psychiatry, expressed in a paper entitled *Trends in Juvenile Delinquency* which was published by the World Health Organization. There is still no evidence, said Prof. Gibbens, to prove that scenes of crime & violence on TV make viewers more aggressive than non-viewers, and, although TV may influence the type of offenses committed by juvenile delinquents, there is no reason to think that TV provides the motive for such offenses. Said the professor: "TV, radio, press and cinema have often been held responsible for the increase in crime & violence. They are easy to accuse because any member of the public can form an opinion by merely turning a knob, while it will take some time to experience the effect of any particular club or cafe."

And from the American Library Assn. came word of a booklet being prepared there entitled *A Handbook of TV-Library Co-operation*. ALA is apparently satisfied that "TV has been a positive force in the national swing to libraries," reported Marie Torre after a talk with Virginia Mathews, chmn. of the bcstg. committee of ALA. Said Miss Mathews: "Seeing what TV can do & has done to stimulate reading, we look upon it as a tremendous motivational force. And we haven't even scratched the surface." Miss Mathews mentioned the "large demand for the Churchill and World War II books" as a result of ABC-TV's *The Valiant Years*.

***More about***

**WBC's CONFERENCE—SALINGER'S WARNING:** President Kennedy's press conferences are "not a network show," and they shouldn't be withheld from affiliates, Pierre Salinger, White House press secy., said last week to the 350 broadcasters, program officials, educators and others gathered for the Fourth Westinghouse Public Service Conference in Pittsburgh.

Having won entry to hitherto-non-broadcast Presidential news sessions, networks now have a public-affairs tiger by the tail and should "weigh carefully" any ideas of dropping conference coverage if the novelty wears off, Salinger cautioned. He said the White House was "beginning to get letters from areas where local stations are no longer carrying [the Kennedy conferences]," and termed as "show business" talk any fears by broadcasters that President Kennedy is suffering from "over-exposure" on TV. "They're talking about over-exposing a juggler, or a comic, but they can't be talking seriously about the President."

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WBC officials made little attempt to push the discussions back to local-level problems. As WBC Pres. Donald H. McGannon explained to us, after one panel session where local problems were briefly touched upon and delegates were still discussing some hot questions that had been raised concerning network programming: "We don't think it's important any more to tell stations how to produce a local documentary. What's needed today, and what this conference is doing here, is to get people thinking conceptually, and to re-examine the whole question of program responsibility."

Turning the neat trick of being simultaneously very funny & very serious, comedian-raconteur Sam Levenson proved the surprise hit of the conference, at an April 11 luncheon address, with a stinging rebuke to programmers which drew a standing ovation. "You can't teach down-the-middle to the mass . . . They are not all created equal," he warned, "You must challenge them with a little more so that tomorrow they will understand."

"We must stop saying, 'what harm does it do?' We must have a sense of responsibility. If shows are bad for my child, they are bad for all children. On the other hand, you can't just throw Shakespeare at people who never went beyond the 8th grade . . . You must prepare people . . . simplify culture for people who cannot make the leap themselves," Levenson told the delegates.

Then, Levenson told the broadcasters: "You have got to lead—or Storm Troopers will. Here, in our hands, is the greatest medium for instruction. Either you will bring up the level of culture . . . or someone will bring it down."

Other conference highlights:

Garry Moore suggested that the TV industry was "splitting into camps of Thackeray vs. *Gunsmoke*," said the average viewer can grasp any idea you can make understandable.

CBS-TV program vp Oscar Katz: "Programming should appeal to most of the people most of the time—I see nothing wrong with that."

CBS producer Albert McCleery sounded a call-to-arms urging stations to find the moral courage to lead & create program style. Said he: "Rise affiliates! You have nothing to lose but your networks! I didn't know we had gotten into a push-button democracy where 51% are always right. It is not our duty necessarily to express the will of the majority."

**CBS, NBC Called 'Imitators':** The caller was ABC-TV Pres. Oliver Treyz April 12 in a speech before the Cincinnati Ad Club. Labeling his competitors "old-line networks," Treyz blamed them for "a shrinkage in TV's overall scope & diversity." The leaders of yesterday "have become the followers," he said. "They have simply pursued the paths pioneered by ABC since it emerged as a strong competitive force."

Pointing to the "abandonment of live drama, variety and comedy shows" as an attempt to parallel ABC's format, Treyz deplored the CBS-NBC "obsession with safety & predictability." What is needed instead, is "a balanced diet of contrasting program appeals," he said. "Imitation is the sincerest form of flattery but the poorest kind of programming."

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Networks Spotlight Russian Spaceman: In high gear for live TV coverage of Project Mercury, the first U.S. man-in-space shot (Vol. 17:14 p8), all 3 networks did a double-take last week. A series of April 12 specials followed, within 24 hours, the official Russian announcement that they had successfully orbited the first astronaut. ABC-TV pre-empted the last *American Bandstand* segment (5-5:30 p.m.) to do "Soviet in Space," with science reporter Jules Bergman's analysis, recordings of the official Radio Moscow announcement and the astronaut's voice as he passed over Africa. CBS-TV pre-empted *Malibu Run* (7:30-8:30 p.m.) for "First Man into Space," with Charles Collingwood as anchorman. The 60-min. report included international reactions and interviews with U.S. & Russian space scientists. The Fri. (10:30-11 p.m.) *Eyewitness to History* program, "Down to Earth," also dealt with the Russian achievement. NBC-TV presented "Man into Space" April 12 (10:30-11 p.m.). Narrated by Edwin Newman, the program included a report from Moscow correspondent John Chancellor, filmed reports on international reaction and interviews with 2 Soviet scientists. The *Dave Garroway Today* show (7-9 a.m.) also highlighted the history-making event.

News Bias Alleged: TV & radio executives have a "heavy responsibility" to see to it that pro-Democratic prejudices of reporters don't color news programs, the Ohio Assn. of Bcstrs. was told by Taft Bcstg. Co. secy. Robert Taft, son of the late GOP Senator. Speaking at White Sulphur Springs, W.Va., Taft asserted that about 90% of working newsmen "probably" are aligned with the Democrats. Republicans have had to cope with the problem for several years, said Taft, who is Republican floor leader of the Ohio House of Representatives. Moreover, he added, reporters for newspapers and TV & radio stations are too prone to "accept handouts, inadequately investigate facts and jump to unwarranted conclusions." His own company's stations are WKRC-TV & WKRC Cincinnati, WTVN-TV & WTVN Columbus, WBRC-TV & WBRC Birmingham, WKYT Lexington, WBIR-TV & WBIR Knoxville.

"Ev & Charlie" Get Raves: Weekly TV network performances by GOP floor leaders Sen. Everett M. Dirksen (Ill.) & Rep. Charles A. Halleck (Ind.), which have been deplored by some liberal Republicans as unrepresentative of their party (Vol. 17:13 p15), seem assured of a long run. Halleck asked for—& won—a unanimous vote of confidence from the 32-member House GOP policy committee in the *Ev & Charlie Show*. "Keep up the good work," the House policy-makers told Halleck in effect, rejecting criticism by Sen. Case (R-N.J.) & others that the duo act doesn't reflect majority Republican opinion on policy.

## Film & Tape

**COUNTING VOTES IN NT&T FIGHT:** Following a spirited stockholders meeting of NT&T in Los Angeles last week, votes were still being tallied at week's end, to determine whether the bid of dissident stockholders seeking 2 board posts would be successful (Vol. 17:14 p9, *et seq.*). The meeting was recessed until 10 a.m. Wednesday (April 19) when a final tally is expected.

NT&T stockholder Leonard Davis, who precipitated the proxy fight to win board seats for himself & Phillip L. Handsman, claimed he had 600,000 shares (of 2,816,247 outstanding) committed to him by dissatisfied stockholders, and told us he was certain of victory.

NT&T Pres. Eugene Klein said management had control of 1,900,000 shares, and predicted "we will get a minimum of 75% of the votes cast—perhaps more. If there is a 75% vote for management, I'll be satisfied." He acknowledged that dissidents might get one or even 2 seats.

Davis accused Chmn. & ex-Pres. B. Gerald Cantor at the stockholder meeting in the Fox Wilshire Theater of engineering the "NTA debacle," wherein NT&T lost millions. He repeated charges made at the NTA stockholders meeting and criticized the pending sale of WNTA-TV N.Y. (Vol. 17:15 p9).

Another dissident, attorney Sidney M. Wolf, asked Cantor "why did NT&T get involved with NTA?" He urged an exhaustive, independent investigation of NT&T's affairs of the past 2 years. Cantor, one of the slate of 12 directors placed in nomination by management, was asked to withdraw his nomination by other dissidents.

### Cantor Refers Answers to Courtroom

At first reluctant to speak, Cantor took the floor to tell Davis: "You have filed a stockholders suit against myself & other directors of the company. The questions you have asked will be answered in the courtroom. You have chosen that arena, and therefore I cannot answer the questions here." (Davis & Handsman and stockholder Joseph Best have filed suits against NT&T in Delaware.)

NT&T secy. L. A. Peters said: "There's nothing mysterious about the NTA situation. An independent investigating committee recommended that we buy into that company in 1958—and we did. It turned out to be a headache—something none of us could foresee." Davis had alleged that NT&T had spent $26 million on NTA. Klein, in opening the meeting, told stockholders that NT&T had largely separated itself from NTA, "to reverse the conditions of 1960." This, he said "gives NTA greater independence, and avoids the possibility that NTA would continue to drain your company's earnings."

Klein said that while final figures for the second fiscal quarter are not yet available, he estimated that NT&T had net earnings approximating $700,000 in the 3 months ended March 28 (25 cents a share). Of the estimater net profit $625,000 (22 cents a share) resulted from operations, and $75,000 (3 cents a share) from capital gains. In contrast, the second fiscal quarter of 1960 brought a net loss of $1,237,000 (45¢ a share). Movie theater operations in that quarter produced earnings of $371,000 (13 cents a share).

Klein predicted NT&T would continue as a profitable operation for the rest of its fiscal year. He said the firm is tightening purse strings on administrative expenses, and has subleased 10,000 square feet of its home-office building in Beverly Hills. Subleases from this building will save the firm $100,000 annually eventually, he asserted.

## HOLLYWOOD ROUNDUP

**ONLY 14 PILOTS SOLD TO DATE:** Hollywood TV-film producers who turned out almost 200 pilots this season have sold only 14 to date. Although the buying season isn't over, the figure is disappointing even for the hazardous business of pilot-making.

Leading pilot-seller is Revue Studios with 5: *The Bob Cummings Show, The Investigators, Plain & Fancy* (formerly *Ichabod*), *Frontier Circus* and *87th Precinct.* Next is MGM-TV with 3: *Cain's Hundred, Father of the Bride* and *Dr. Kildare.* Tied at 2 each are Four Star Television (*The Freshman* and *The Corrupters*), Screen Gems (*The Hathaways* and *Hazel*), and Marterto Productions, *The Joey Bishop Show* and *Double Trouble.*

20th Century-Fox TV may land 2—*Bus Stop* and *Follow the Sun*—and more pilots will be sold, it's expected. The unsold pilots do not represent a total loss; some companies have showcased pilots in current anthology series, thus recouping most if not all of their production costs.

* * *

**Screen Gems Sells 12 Series:** Columbia Pictures' Screen Gems has 12 series set for next season, one a rerun, according to William Dozier, vp for West Coast activities. He reports returnees as *Dennis the Menace, The Donna Reed Show, The Flintstones, Route 66, Naked City, Yogi Bear, Huckleberry Hound* and *Quick Draw McGraw.* And CBS-TV will again show reruns of *Father Knows Best.* New sales are *Top Cat, the Hathaways* and *Hazel.*

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**Hollywood Museum Bill Signed:** Cal. Gov. Edmund G. Brown last week signed a bill allowing the Los Angeles county board of supervisors to go ahead with plans to establish the Hollywood TV & Motion Picture Museum, which will cost an estimated $4 million. The state Senate had approved the measure 31-0.

**La Lanne Lauded:** Jack La Lanne, who does setting-up shows on TV, has been hailed in the House as "a welcome fixture in households from coast to coast." Boasting that La Lanne is a constituent, Rep. Corman (D-Cal.) said he wanted to "commend his counsel & his programs to all my colleagues."

CBS-TV's *The Gunslinger* lost the fight. The 13 films made will be rerun this summer, after which the show will leave the air. Post-mortems *Gunslinger* producer Charles Marquis Warren: "We did our best in the short time given us, but 5½ weeks notice is not enough time to prepare a new show."

Screen Gems had 118 writers & 51 directors working on its series during the current production season.

**People:** Sol Saks signed by Four Star Television as producer & head writer for *The Freshman* series, starring Gertrude Berg & Sir Cedric Hardwicke . . . **Fenton Earnshaw**, who produced the presentation of Warners' *Solitaire*, is doing several segments of the studio's *77 Sunset Strip* . . . **Arthur H. Singer** signed by MGM-TV as associate producer on its *Cain's Hundred* series . . . **Elliott Lewis** signed as producer-director-writer and **Lois Green** as story editor by Desilu Productions . . . **David Victor** named associate producer on MGM-TV's *Dr. Kildare* series. Production begins late in May.

## NEW YORK ROUNDUP

**Film Spots to Push Classic Books:** Westinghouse Bcstg. Co.'s newest public-service project is to produce a series of 60-sec. film announcements to stimulate book reading by children. The spots will be offered to stations without charge using the "animated picture" technique already seen this season on NBC's *Project 20* shows. The announcements are, in effect, "teasers" for such classic children's books as *Robinson Crusoe* and *Alice in Wonderland.* Artwork seen in the films is based on illustrations generally associated with the literary works. A preview screening of the announcements was held at the Pittsburgh Public Service Conference staged last week by WBC.

**TV Marketers,** a 4-month young independent packager based in N.Y., hopes to "put the small distributor back in business," according to Pres. Wynn Nathan, ex-MCA syndication sales vp. The company's only property to date is *The Adventures of the Sea Hawk*, a 26-episode, 30-min. series starring John Howard, shot on location in the Caribbean, and produced by Eugene Solow and Brewster Morgan. Offices have been opened in Hollywood & Chicago and, according to Nathan, negotiations are nearing completion for other first-run properties.

**USIA's TV Expands:** TV films distributed abroad by USIA now are seen in 51 countries, the agency reported in its 15th semi-annual report to Congress. "In many of these countries, where TV is so new as to be a novelty, TV programs are viewed with fascination by all who have a set or can get near one," the report observed. USIA's special TV service, started in 1958, also supplements film distribution with video-taped *Panorama Panamericano* news shows shown weekly in 24 cities in 15 Latin American countries.

**"The most general complaint** [in my mail] is from Distressed Mother, who sends me the sexy play-by-play of some boudoir bit from *The Late Show*, or quotes indelicate banter on the Jack Paar caper and sniffs: 'What does a mother tell her 10-year-old daughter when she wants these things explained? I was shocked!" Well, I'm shocked too. I'm shocked at the mental equipment of any parent whose child is still in the living room at that time of night."— Paul Molloy in *Chicago Sun-Times.*

**Add Syndication Sales:** MCA-TV's 4 off-network series, *Riverboat, Suspicion, Cimarron City,* and *Overland Trail,* have been sold in 31 markets to date . . . Ziv-UA has sold its first-run, 30-min., Broderick Crawford series, *King of Diamonds,* in 33 markets to date.

**ITC's Canadian subsidiary** reports first quarter 1961 sales up 62% over the same period last year. From Jan. 1-March 31, 1961, ITC of Canada Ltd. scored 45 station sales of 20 properties, according to ITC vp Abe Mandell. Sales were made to both French & English CBC stations.

**Film Service International,** N.Y.-based film-buying rival of TV Stations Inc., now has 33 members scattered from N.Y. (WKBW-TV Buffalo) to Hawaii (KHVH-TV Honolulu).

**People: Murray Oken** has been named Trans-Lux Eastern div. mgr. . . . **Karl von Schallern** named Midwestern operations & sales vp, Peter M. Robeck Co. (film distributing firm).

## Advertising

**Madison Ave. Natives Restless:** Three accounts switched agencies last week, taking with them over $5 million in billings. Bulova Watch Co. (watch billings estimated at $4 million), will end a 6-year McCann-Erickson association in July to join Sullivan, Stauffer, Colwell & Bayles. That agency already handles Bulova's radios and phonographs and, according to Bulova marketing exec. vp R. H. Whidden, "it is our desire to consolidate our account at one agency." (McCann-Erickson remains the agency of record for Bulova's 2 upcoming TV specials—the April 20 Pat Boone show on ABC and the May 12 Arthur Godfrey show on CBS). The $1-million Argus Camera account, 10 years at Young & Rubicam, will go to the Kudner roster in July. The Sylvania subsidiary's move is also a consolidation effort, as Kudner now has $8 million of General Telephone & Electronics business. Martinson's Coffee, a division of Beech-Nut Life Savers, has shifted billings valued at $500,000 from Al Paul Lefton to Grey, which lost the Chock Full O'Nuts business early last month.

**FTC Confirmation Lags:** Justice Dept. attorney Philip Elman, tagged in February by President Kennedy as an FTC member (Vol. 17:7 p3), was still waiting last week for the Senate Commerce Committee to pass on his nomination. The Committee had planned to vote on Elman April 11 (Vol. 17:13 p8), but didn't get around to it at a session taken up with FPC appointments. Next scheduled Committee meeting: April 25. There was no reported opposition to Elman, who calls himself a political independent.

**Ad Probe Proposed:** Sen. Hart (D-Mich.) has been designated by Chmn. Kefauver (D-Tenn.) to head a study of consumer pricing & advertising by the Judiciary Anti-Trust & Monopoly Subcommittee. Hart said no hearings have been planned, but that he intends to conduct an "in-depth" survey of "deceitful & misleading practices of the marketplace."

**Ad Deductions Proposed:** A 1959 Treasury Dept. ruling that expenditures for advertising & other lobbying against legislation can't be deducted as business expense from a company's income tax would be nullified by bills (S-1613 & HR-640) by Sen. Capehart (R-Ind.) & Rep. Boggs (D-La.). Supporters of the legislation argue that the Treasury ruling imposes a "censorship tax."

**Dixon to Address AFA:** FTC Chmn. Paul Rand Dixon will address a May 30 luncheon session of the 57th annual Advertising Federation of America convention in Washington May 28-31. Speakers at other sessions will include Gen. Alfred Gruenther, who heads the American Red Cross, and Harvard U. advertising prof. Dr. Neil H. Borden.

**New rep:** WAVE-TV Louisville, Ky. to Katz July 1.

**Ad People:** Victor G. Bloede, Ken McAllister and Lee Rich appointed senior vps, Benton & Bowles . . . Graeme MacLeod and Frank M. Leonard named Dancer-Fitzgerald-Sample vps . . . Curtis Berrien named to new post of senior vp & creative dir., Lennen & Newell.

### U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| KOMO-TV Seattle | $1350 (no change) | $380 to $400 | March 1 |
| KTUL-TV Tulsa | 650 to $750 | 170 to 200 | April 1 |
| WTVM Columbus, Ga. | 400 (no change) | 90 to 100 | March 1 |
| WEAU-TV Eau Claire, Wis. | 300 to 375 | 60 to 75 | March 1 |
| KGUN-TV Tuscon | 300 to 325 | 77 to 85 | March 1 |
| WJHG Panama City | 175 to 250 | 35 to 50 | April 15 |

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** George B. Storer Jr., TV vp, elected pres. of Storer Bcstg. Co., succeeding his father who becomes chmn. Two new Storer directors were elected: Terry Lee and Detroit lawyer-businessman George Haggarty. The younger Storer's duties will be assumed by Lee and William Michaels . . . Richard N. Goldstein, of the legal dept., named NBC dir. of labor relations . . . John B. Babcock, gen. mgr. of WLWI Indianapolis, named a Crosley Bcstg. vp; Walter Bartlett, gen. mgr., WLWC Columbus, and George J. Gray, gen mgr., WLWD Dayton, also named Crosley vps.

Elizabeth S. Carpenter, wife of *Variety*'s Washington correspondent Leslie E. Carpenter, sworn in as exec. asst. to Vice President Johnson . . . Courtney M. Kirkeeng, ex-mgr. of Columbia TV Inc., operator of CATV systems in Kennewick & Pasco, Wash., appointed public relations & promotion mgr. of Antennavision Inc., Phoenix CATV operator and equipment maker. His duties at Columbia TV will be taken over by Pres. Newell Priess and chief engineer Clayton D. White.

Burke W. Ormsby named promotion dir., KOGO-TV San Diego. He is also program dir. . . . Lee E. Franks, ex-WUFT Gainesville, Fla., program dir., named asst. dir. of station relations, National Education TV & Radio Center.

Merle S. Jones, pres. of CBS TV stations Dir., recuperating at Columbia Presbyterian Hospital, Neurological Institute (Ft. Washington Ave. & 168th St., N.Y.), after an attack of diverticulitis.

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"Happy Birthday, Dear Maggie": A bi-partisan chorus of praise on the Senate floor greeted Commerce Committee Chmn. Magnuson (D-Wash.) on his 56th birthday April 12. Noting that the Senate's chief FCC-TV-radio monitor has spent 24 years in Congress (7 in the House, 17 in the Senate), Sens. Jackson (D-Wash.), Pastore (D-R.I.), Schoeppel (R-Kan.), Mansfield (D-Mont.), Kefauver (D-Tenn.), Church (D-Ida.), Bartlett (D-Alaska), Cooper (R-Ky.), Keating (R-N.Y.), McNamara (D-Mich.) and Neuberger (D-Ore.) took turns lauding "Maggie."

Pierson, Ball & Dowd, Washington TV-radio law firm, reports the retirement of Ralph L. Walker, the advancement of William S. Green to junior partnership, and the naming of Peter D. O'Connell, John McD. Corn and Robert A. Levetown as associates.

Meetings This Week: Assn. of National Advertisers spring meeting (April 16-19). Sheraton Park Hotel, Washington, D.C. • Radio & Television Executives Society Peabody Awards luncheon (18). Hotel Roosevelt, N.Y. • American Film Festival (19-22), sponsored by Educational Film Library Assn. Barbizon-Plaza Hotel, N.Y. • American Assn. of Advertising Agencies annual meeting (20-22). The Greenbrier, White Sulphur Springs, W. Va. • Ala. Bcstrs. Assn. spring convention (20-22). The Holiday Inn Riviera, Dauphin Island, Ala. • National Assn. of Educational Bcstrs. Region II annual meeting (21-22). Hotel Thomas Jefferson, Birmingham, Ala. • Intercollegiate Bcstg. System national convention (22). Carnegie Institute of Technology, Pittsburgh • IRE Los Angeles section, 6-week lecture series on "Recent Advances in Electron Devices" begins (18) at Cal. Polytechnic College Auditorium, Pomona and (19) at Rodger Young Auditorium, 936 W. Washington, Los Angeles.

Meetings Next Week: Neb. Bcstrs. Assn. convention (April 24-25), Blackstone Hotel, Omaha • IRE 7th region technical conference (26-28). Hotel Westward Ho, Phoenix, Ariz. • Institute for Education by Radio-TV (26-29). Deshler-Hilton Hotel, Columbus, Ohio • Ga. Assn. of Bcstrs. management conference (27). Dinkler-Plaza Hotel, Atlanta • Ariz. Bcstrs. Assn. spring meeting (28). Wild Horse Ranch Resort, near Tucson.

Another Indictment for Guterma: Ex-MBS Pres. Alexander L. Guterma, who had more than his share of troubles last year (Vol. 16:45 p8), was hit with another indictment last week. Now serving a 4-year, 11-month sentence in Atlanta, Guterma was indicted with 11 others by a federal grand jury in N.Y. for an alleged securities fraud involving the issuance of more than 8 million unregistered shares of Shawano Development Corp.

Bcst. Advertising Club of Chicago is donating $1,500 to Northwestern U. to assist students in the TV-radio dept. of the School of Speech. Last year's grant was $750.

## *Obituary*

William S. Cherry Jr., 56, prominent broadcaster & merchant, died April 13 at St. Francis Hospital, Miami Beach. At the time of his death, he was chairman & principal owner (85%) of WBDO-TV & WBDO Orlando, Fla. He had been president & principal owner of WPRO-TV & WPRO Providence, which were sold in 1959 to Capital Cities Bcstg. Co. He headed a group of businessmen which bought radio WNEW N.Y. in 1949 and sold it in 1954 for $2.1 million—at that time the biggest radio-station-sale deal in history. He was principal officer & stockholder in Cherry & Webb Co., which operates women's-wear stores in New England, and he owned Orlando's Cherry Plaza Hotel. He is survived by his wife, a son, a daughter, a stepson & a stepdaughter.

J. E. O'Neill, 67, who recently sold his KJEO (Ch. 47) Fresno (Vol. 17:10 p13), died of a sudden coronary attack in Palm Springs, Cal. April 10. Business interests of the prominent Californian included cattle ranching, meat and cottonseed oil processing. He was a former national president of the American Automobile Assn. Surviving are his wife, 2 sons, 2 daughters.

Paul W. Long Sr., 64, former chmn. of the Huntington Publishing Co. which owned WSAZ-TV & WSAZ Huntington, W. Va., died April 9 of a cerebral hemorrhage. He had sold his holding in the publishing company & stations last August. Surviving are his wife and 6 children.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**GE WILL SHOW COLOR SETS NEXT MONTH:** GE joined the color parade last weekend, announcing it will re-enter the field with a line of 21-in. shadow-mask sets which should be on the market in August. Distributors will see them beginning May 22 in Louisville, and it's good guess that production will be under way in June.

Weighing market research against electronics research, GE has decided to come out with a conventional color receiver using RCA tube—and come out with it quickly—rather than postpone its color line for the 2 or 3 years needed for the development of its own tube & associated circuits. As we reported last month (Vol. 17:13 p19), GE is back in color set & tube research with both feet, is working again on its post-acceleration tube in a single-gun version. But dealer & distributor pressure cast the deciding vote, so GE is going in the market with the circuits now available.

GE may beat Zenith to the retail counters with color. The sets will be made at GE's Electronics Park plant in Syracuse. According to TV-receiver dept. mktg. mgr. S. Martin Fassler, they will feature "a color-balance stabilizer developed & patented by the TV receiver dept." This circuit is said to overcome the "problem of color hue changing as picture brightness changes." No other details were revealed.

Official GE explanation: "We have been on record for several years as acknowledging our obligation to our distributors & dealers to supply them with products that permit them to remain competitive. The TV receiver dept. is fully aware of the increasing interest being shown in color TV and [the increase in] color broadcasts. GE's decision to re-enter the field at this time is based on the belief that color TV is now entering the initial phase of mass-market acceptance which eventually will put it in a major position in the TV market."

Mindful of consumer wariness over color service problems, GE pointed out that its service technicians are experienced in color, and at the same time announced a new color-TV servicing advisory service—DOT (Diagnosis Over Telephone). This plan, says GE, "permits every serviceman in the country [independent or GE] to call on factory-trained color-service experts for immediate service consultation."

RCA issued its customary statement of gratification as GE joined 7 other manufacturers in color.

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Question now isn't "who's in color?" but who's not in color?" Running down the major brand names, only Philco, Motorola, Sylvania & Westinghouse are uncommitted. Here are our educated guesses on these:

Philco is silent, intensifying its own color research, possibly hasn't yet decided on color for this year, but odds are that it will be showing RCA-type color before year is out.

Motorola says "no, no, no, no, no," was burned badly in last color go-round. Our guess is that it won't go color this year unless forced into it by dealers & competition.

Sylvania says it hasn't made up mind yet, but decision is imminent. We think it's possible that pilot color-set production has already started, that Sylvania will show a color set at next month's distributor convention, or at latest, at the Chicago summer Home Furnishings Market or Music Show. Sylvania Tube Div. isn't producing color tubes—at least not yet—so first Sylvania sets may well use RCA tubes.

As to Westinghouse, consumer-products vp Chris Witting isn't very bullish on color. "As we look at it," he told us, "circumstances are no different today from several years ago. There's little additional color-TV programming, the prices of sets haven't come down, and our own surveys within the last 6 months indicate

that the frequency of service calls is about the same as 2 years ago. The only change is that a couple of manufacturers have announced they're going to sell color sets.

"Our position is unchanged: When there's evidence of a market for color, we'll have a color set. We don't see any evidence yet—in fact, we only recently dissipated our inventory of color sets. Although we're doing extensive research, we see no major improvement in color TV on the horizon—but when & if the public wants color sets, we'll have 'em."

Note: Curtis Mathes Co., small Dallas-based TV & stereo manufacturer, also reported last week that it will add color sets to its line.

**WOOLWORTH TESTING JAPANESE TV:** The Japanese haven't slackened in their efforts to break into the U.S. TV markets—and they plan to use the same offbeat marketing methods which helped win them the lion's share of the U.S. battery-radio business.

For example, take the dime store—F. W. Woolworth, the granddaddy of them all. Woolworth, which has never mass-marketed TV in its retail stores, currently is testing some Japanese TV sets. Company officials say the probability is that Woolworth won't sell TV, but they don't completely rule it out.

What's attractive to Woolworth about the Japanese TV set is that it could be sold at the company's stores without violating its firm policy of "nothing over $99.95." What is particularly unattractive, according to a top official, is the service problem. "Woolworth has no plans to get into the service business," he told us.

The set under test is understood to be an AC line-cord model with an 8-in. screen & magnifier stepping up the image to an apparent 14-in. size. The name of the manufacturer is being kept secret. Although one Woolworth official said a decision on the TV set would be made "within a couple of weeks," another company spokesman indicated that enterprising U.S. TV makers may have a better chance. "We check thousands of items every week that we never put in our stores," he told us. "When & if we go into TV, it will probably be with an American make."

Several of Woolworth's competitors have been expanding into appliance sales; some of them handle TV, console stereo and even refrigerators and other white goods.

**PITTSBURGH BONDED-TUBE OUTPUT STARTING:** First production run of picture tubes using Pittsburgh Plate Glass's laminated implosion plate—a competitor to Corning's bonded shield—is scheduled to begin late this week. Big Chicago independent tube maker National Video Corp. will turn out an initial run of 1,500 of the tubes in 19- & 23-in. sizes. Although its customer or customers for the new-type tube are unidentified, it's now likely that at least a smattering of 1962 TVs will use the tube, after all.

National Video, which supplies a large number of Midwest TV manufacturers, made news on another picture-tube front last week, when it announced (jointly with Advance Ross Electronics Corp.) a new TV deflection system which may make possible substantial cost reduction in TV sets (see below).

Pittsburgh's lamination system, which uses new machine and modified standard tube-laminating equipment to affix curved safety plate glass to tube face (described in Vol. 17:5 p15), has been refined & improved and is under close study by all tube & set makers. Some RCA Tube Div. topkicks are known to be enthusiastic about it, and it's understood RCA will offer set manufacturers a version of its color tube with Pittsburgh laminated plate (Vol. 17:11 p16).

Pittsburgh Plate Glass engineers will closely supervise National Video's first run of the new laminated tubes. Will it have a price advantage over the Corning type? "That's one thing we're trying to find out," says National Video Pres. Asher Cole. "We're going to keep very careful controls on this run, and when we're through, we should have the answers." Cole expects the 19-in. version to be attractive for portables because of its relatively light weight.

Lightest-weight approach of all—the Du Pont-sponsored bonded Mylar shield—is also getting attention from National Video, which has made enough Mylar-shielded tubes to sample customers. Said Cole: "It may be an inexpensive system if it works. It's certainly worth evaluating."

• • • •

The new TV deflection system, demonstrated recently to 10 Midwest TV manufacturers—including Admiral, Magnavox, Motorola & Zenith—is said to reduce picture-tube power requirements by about 40%, making possible less expensive sets and/or better contrast & focus. For the demonstration, National Video

developed a 19-in. tube with 92-degree deflection angle and neck diameter of 1⅛ in. (Standard 92-degree 19-in. tubes have 1⅝-in. neck diameter, while 110-degree 19-in. tubes use the 1⅛-in. neck.) New deflection yoke was developed for the tube by Advance Ross Electronics, Chicago.

Tube demonstrated was one inch shorter than standard 19-in. 92-degree tube, 2-in. longer than 19-in. 110-degree tube. As explained to us by Cole and National Video engineering vp A. D. Giacchetti, bringing the yoke closer to the picture-tube gun provides greater flux density, permitting appreciable reduction in requirements of chassis power supply, horizontal & vertical output tubes and horizontal & vertical output transformers, and lowering the pulse voltages in the high-voltage systems. Amount of saving depends on receiver manufacturer's requirements & design. No estimates of the amount of potential savings were available at press time.

New tube & yoke are now being sampled to set manufacturers, and are scheduled to be demonstrated to Eastern receiver makers this week.

Note: Sylvania announced last week that it had started sampling set makers with 19- & 23-in. bonded-shield tubes using Corning's new "Velvetone" anti-reflection safety glass, which permits better picture resolution than the previous non-reflective Corning cap (Vol. 17:10 p17).

**TV-RADIO PRODUCTION:** EIA statistics for week ended April 7 (14th week of 1961):

| | April 1-7 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 93,530 | 98,225 | 106,149 | 1,406,303 | 1,685,802 |
| Total radio | 275,842 | 267,770 | 301,196 | 3,871,942 | 4,766,311 |
| auto radio | 92,677 | 70,581 | 104,946 | 1,174,410 | 1,968,160 |

**Wells-Gardner Grows:** Like Magnavox, Wells-Gardner Electronics Corp. bucked the consumer-electronics trend last year by reporting an increase in both sales & earnings over 1959 (see financial table, Vol. 17:15 p20). In fact, the Chicago private-brand TV-radio-phono maker reported its consumer-product sales at an all-time high last year.

The industry's largest private-brand manufacturer, Wells-Gardner has a list of big customers that includes Montgomery Ward, Western Auto, Gamble-Skogmo—and its stockholders include ITT, which recently purchased about 10% of the company in an "engineering & manufacturing assistance" deal (Vol. 17:12).

In the annual report, Wells-Gardner Pres. Robert S. Alexander notes that the 1960 total sales of $25,342,358 have been exceeded only once before in the company's history, and that net profits in 1960 rose 17% to $877,141 ($2.08 a share) from $747,728 ($1.77) in 1959.

Alexander credited the 35-year-old firm's continued growth in rough-&-tumble 1960 to its "constant search for cost-reduction programs and continual striving to exceed the quality standards of the industry." In the non-consumer field, the company has combined its industrial & military electronics activities into a single division, and "in the future, Wells-Gardner plans to concentrate upon those military-procurement opportunities that favor a company of Wells-Gardner's size & strength, rather than attempt to compete with the large electronics manufacturers . . . Because of Wells-Gardner's skills as a low-cost manufacturer, the company plans to seek out subcontract work from large prime contractors."

As to the future: Alexander said the firm is searching "actively" for acquisition possibilities. The ITT agreement, under which Wells-Gardner will supply assistance to ITT's overseas TV-radio manufacturing, should "assist us substantially in our diversification efforts."

In consumer products, "additional growth . . . is expected from several relatively new customers who have worked with Wells-Gardner for only a year or two. Current plans of these new customers indicate that they will become important buyers of private-label items in the future." The company is buying a 65,000-sq. ft. plant adjacent to its main factory for added space to permit more economical layout of assembly lines.

For 1961, said Alexander, "the present outlook appears favorable." He added: "In spite of the economic climate, our principal customers have been able to maintain low levels of inventory in entertainment electronic products. Future orders in normal quantities can be anticipated when new product lines for the year are selected." The company's early-1961 backlog of orders totaled $4,295,000, down from $6,265,000 at the same time last year.

At the end of last year, Wells-Gardner's assets totaled $9,848,002, including current assets of $8,873,273, while current liabilities totaled $2,798,140.

**S-C Aims at Mass Market:** With the introduction of a popular-priced line of stereo consoles, General Dynamics announced last week that it has "aimed its sights" at becoming "the nation's largest supplier . . . in the home-electronics market." The new 7-model line of phono instruments ranges from $199.95 to $249.95 (AM-FM tuner $80 extra). General Dynamics produces no TVs and offers no TV-stereo combinations.

General Dynamics/Electronics vp-gen. mgr. Arthur J. Hatch told a news conference in N.Y. that the company's policy would remain the same—"selected franchising, powerful merchandising with favorable pricing to the customer, a favorable discount structure to the dealer, and sensible warranty policies." He said that Stromberg-Carlson consumer-product sales increased about 100% in 1960 over 1959. "Our sales during the first quarter of 1961 are 2½ times those of the same period last year," he added, "and indications point toward a sound economic system."

Western Electric Sues Transitron: A suit charging Transitron Electronic with infringements of 5 separate Bell System semiconductor patents was field by Western Electric last week in U.S. District Court, Boston. The action seeks injunctive relief plus undisclosed money damages.

**AFL-CIO Opposes Boycotts:** "Buy American" campaigns by labor unions can do serious damage to U.S. industries and workers themselves, AFL-CIO Pres. George Meany said in a letter spelling out its official position on anti-import movements. In an implied rebuke to such unions as IBEW which have proposed boycotts of Japanese products (Vol. 17:12 p13), Meany advised a local union-label committee in Des Moines that "we must support more —not less—foreign trade." He said the AFL-CIO will do what it can to deal with "real harm to American workers & U.S. industries that may result from large-scale foreign imports of certain products." But Meany cautioned: "The U.S. cannot hope to sell goods on the world market unless we are willing to buy goods from other free nations."

**Japan Ends Check Prices:** Discontinuance of the govt.'s $11 check price (or floor price) on 6-transistor radios is expected to give imported transistor radios a further advantage over U.S. sets, according to a roundup in *Home Furnishings Daily*. Actually, the old $11 check price had had little real effect (except as a base for computing duty), and actual export prices for 6-transistor sets start at about $7. Nevertheless, duties had been based on the $11 check price, and if the govt. approves export licenses for sets at the $7 price, importers will realize a saving of about 50¢ per set in the 12½% *ad valorem* duty. Japan's quota for export of 6-transistor sets to the U.S. this year is 4.1 million—about the same number shipped here last year—with 40% of this number slated for the first 6 months.

**"Operation Snowball" Promotions:** Two major phases of the Corning Glass TV-promotion campaign are due to get under way soon. The first shopping-center promotion is slated April 19-29 at the huge Northshore Shopping Center in Peabody, Mass. Themed to the slogan, "Double Your Family Viewing—Make Your 2nd Set a Portable," the campaign will have participation by all 56 stores in the center. Portable TVs will be given away to lucky shoppers, and free live entertainment will be provided. Corning also is launching a double-holiday promotion kit to encourage gift-buying of TVs for Mother's Day (May 14) & Father's Day (June 18). Each TV manufacturer is being offered 1,000 promotion-idea kits for distributors & dealers.

**Hi-Fi Component Ad Drive:** Institute of High-Fidelity Manufacturers will spend $159,000 during the next 12 months for an ad campaign promoting the idea of component hi fi in national magazines. The long-brewing promotion drive (Vol. 16:47 p19) was unanimously accepted by IHFM's membership last week at a special meeting at the Los Angeles High-Fidelity Show. Newspaper ads may also be used on a market-test basis. Ads won't mention specific brands, will contain coupons for further information. Each subscribing IHFM member company will contribute an annual fee depending on its volume of business.

**Capehart Shelves TV Plans:** It won't have a complete TV line this year, sales vp Seymour Mintz told us last week, but will continue to offer stereo combinations incorporating Wells-Gardner TV chassis. Capehart, which specializes in fine-furniture stereo consoles, had originally planned to expand its TV activity to include portables, table models & TV-only consoles (Vol. 16:29 p14). Mintz said that his company had no plans to add color TV to its stereo combo line. Capehart's new stereo & TV-stereo line will debut at the Music Show in Chicago next July.

**History of Wireless:** Capsule year-by-year 50-year chronology of developments in electronics is featured in the April golden jubilee issue of *Wireless World*, London.

**FEB. PHONO SALES DOWN 36%:** Total retail sales of phonos in Feb. 1961 were the lowest for any month since July 1960, according to official EIA figures released last week, and they were 36% below the sales of Feb. 1960. For the first 2 months of 1961, unit sales were 31% below 1960. Inventory-trimming continued, factory sales in February being only half the year-ago figure. EIA's phono sales figures:

PHONO FACTORY SALES

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,649 | 324,666 | 417,315 |
| TOTAL | 131,076 | 416,021 | 547,096 | 211,049 | 665,995 | 877,044 |

PHONO RETAIL SALES

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 105,753 | 271,124 | 376,877 | 150,688 | 368,964 | 519,652 |
| February | 61,646 | 255,722 | 287,368 | 102,063 | 347,860 | 448,128 |
| TOTAL | 167,399 | 496,846 | 664,266 | 253,876 | 715,699 | 969,575 |

* * *

**Picture & Receiving Tube Sales:** February factory sales of both picture & receiving tubes trailed the Feb. 1960 volume both in units & dollars. EIA reported last week that February sales of picture tubes totaled 728,989 units valued at $14,395,981, vs. 741,233 kinescopes at $14,495,480 a year earlier. February receiving-tubes sales slipped to 25,803,000 units at $21,865,000 from Feb. 1960's 32,734,000 tubes at $27,881,000. EIA's figures:

| | Picture Tubes Units | Picture Tubes Dollars | Receiving Tubes Units | Receiving Tubes Dollars |
|---|---|---|---|---|
| January | 707,835 | $14,430,755 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| Jan.-Feb. 1961 | 1,436,824 | $28,826,736 | 52,146,000 | $44,092,000 |
| Jan.-Feb. 1960 | 1,536,483 | 30,326,910 | 64,101,000 | 54,753,000 |

**Trade Personals:** Amory Houghton Jr. appointed pres., Corning Glass Works, succeeding William C. Decker, now chmn. & chief exec. officer. Decker succeeds Amory Houghton Sr., who becomes exec. committee chmn.

Carlisle P. Myers, Westinghouse gen. counsel & corporate secy., elected a vp . . . George K. Bryant, formerly RCA consumer-products mgr., appointed operations vp, Esterbrook Pen Co. . . . John E. Meegan named sales-promotion mgr., Admiral Sales Corp.

John W. Carley named product mgr., Stromberg-Carlson automotive products . . . Robert A. Donner, ex-Telectro Industries, named sales vp, Datom Industries consumer-products div. He'll head sales for their Jewel radio line . . . James J. Cassidy, associate managing editor of McGraw-Hill's *Electrical Merchandising Week* and onetime associate editor of TELEVISION DIGEST, will join *Home Furnishings Daily* in new post of coordinator of hard-goods depts.

Richard T. Orth, ex-RCA & Westinghouse, now operations vp of Eitel-McCullough, elected to Eimac's board; Gould Hunter, Eimac administration vp, elected secy., succeeding E. E. McClaren, who has joined Telsta Corp., Redwood City, Cal. . . . Richard P. Gifford, mgr. of GE communication products dept., named to the EIA-IRE Joint Technical Advisory Committee (JTAC) to fill the vacancy created by the death of John V. L. Hogan.

Tucker Madawick named mgr. of industrial design, RCA Sales Corp.; he formerly held same post with RCA Victor TV Division . . . George B. Estes, management consultant, named mgr. of Sorenson & Co. and other industrial operations units of Raytheon's Commercial Apparatus & Systems Division . . . George F. Houlroyd promoted from plant mgr. to mfg. vp., Foto-Video Electronics.

**Admiral's Transistor Line:** "Smallest all-American shirt-pocket radio ever produced" highlights the eight 1962 sets announced last week. The 6-transistor set weighs 5 oz., measures 3⅜ x 2 7/16 x 1-in., lists at $24.95. Also in the line are 7- & 8-transistor pocket sets at $34.95 & $44.95, three portables beginning at $34.95, an 8-transistor 3-band portable at $99.95 and a 9-transistor, 9-band "All World" portable at $275.

**Donald Parris,** electronics chief of the Commerce Dept.'s Business & Defense Service Administration, who left March 29 for Hong Kong & Tokyo, is scheduled to return about May 15. His mission is to discuss exports, imports, technical developments, etc. On April 14, he was to address the Tokyo chapter of the Armed Forces Communications & Electronics Assn., discussing U.S. electronics.

**Galvin Left $13 Million:** The estate of Paul V. Galvin, founder & chairman of Motorola, who died in Nov. 1959 (Vol. 15:45 p17), totaled $13,095,644, according to an inheritance-tax return filed in Chicago court. He left nearly $2 million to 9 relatives, half of the remainder to his widow, and the other half in trust for scientific, educational, religious & charitable endeavors.

## Finance

**Magnavox,** which produced peak sales & profits in 1960 (Vol. 17:15 p20), opened the new year still on the rise. First-quarter sales were up 11.6% to a record $32 million from $28.7 million in Jan.-Mar. 1960. Earnings were slightly higher than the 54¢ a share reported for the year-ago quarter. Pres. Frank Freimann reported that "we anticipate strong gains for sales & earnings for the balance of 1961." Orders for TVs & stereo-hi-fi-radio-phonographs were up 10% for the quarter, although shipments approximated the year-ago volume. The govt. & industrial electronics div., which produced about 40% of total 1960 sales, recorded a sales gain of nearly 50% in the first quarter, compared with a year ago. Freimann also noted last week that Magnavox will consider splitting its stock or authorizing a stock dividend at the May 4 board meeting. The common was split 2 for 1 in November 1959, and a 5% stock dividend was paid in April of that year.

**Admiral** sales slipped in 1961's first quarter to about $42-43 million from $48.4 million in Jan.-Mar. 1960, but operations are expected to be in the black. Pres. Ross D. Siragusa told the annual meeting last week: "This represents a reversal of the historic trend [in which] the first 3 months run substantially behind the previous quarter [1960's 4th-quarter sales: $42.8 million]. The trend displayed during the past 3 months seems to point to the business recession having passed its lowest point." Siragusa noted also that inventories at both factory & distribution levels were at their lowest point in 7 years, down 20% from a year earlier.

**Hallicrafters** plans a 100% stock dividend, contingent on stockholders approving at a special meeting May 4 a proposal to double the authorized shares to 3 million. The company currently has 1,108,400 of its 1.5 million shares outstanding.

**Rumor of the Week:** A West Coast movie trade paper reports Paramount Pictures is negotiating to buy Litton Industries. Litton's sales for the fiscal year ended July 31, 1960 totaled $187.8 million. Paramount's 1959 sales: $111.9 million. Paramount vp Paul Raibourn's reaction to the report: "Ridiculous. Forget it."

**GT&E's Record 1960:** The 249,000 holders of General Telephone & Electronics shares last week received the annual report—and confirmation of February's cheerful preliminary financial statement (Vol. 17:9 p20). Profit & sales in 1960 set records (see financial table). Sales rose 9% to $1.18 billion from $1.08 billion. Earnings increased fractionally to $72.4 million from $72.3 million.

Net sales of GT&E's manufacturing group, led by Sylvania, slipped 1% to $701,287,000 from 1959's $705,926,000. The decrease reflected the "lower demand in certain product lines because of the business adjustment," explained the annual report. However, sales & revenues from telephone operations rose 27% to $477,188,000 from $375,130,000—and "increased earnings more than offset lower total income of the manufacturing group caused by the reduced sales & intensified competition in some fields."

The manufacturing group in 1960 employed more than 40,000 of GT&E's total 90,000 workforce. Its U.S. facilities comprised 53 manufacturing plants & 26 labs in 45 communities in 15 states. Approximately 80% of 1960 manufacturing sales came from consumers & industrial customers; the remaining 20% from defense business. At year's end, property, plant and equipment of the manufacturing group totaled $233,091,000—up 11% from the 1959 valuation of $209,608,000. Telephone-operation property, plant and equipment totaled $1,815,072,000—up 31% from $1,380,821,000 in the preceding year.

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**Wometco Enterprises** posted a 33% increase in gross income to $3.5 million in 1961's first quarter, compared with a year ago, Pres. Mitchell Wolfson told the annual meeting last week. He said Wometco plans to expand its TV, theater and vending divisions this year.

**Warner Bros.** is setting aside 122,700 common stock shares for use in its stock option plan for key employes, according to an SEC registration (File 2-17953).

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, April 13, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 24¼ | 26½ |
| Aerovox | 9 | 10¼ |
| Allied Radio | 26 | 28¼ |
| Astron Corp. | 1⅝ | 2⅛ |
| Baird Atomic | 23½ | 24⅝ |
| Control Data Corp. | 131 | 139 |
| Cook Elec. | 13 | 14⅛ |
| Craig Systems | 16¼ | 17¾ |
| Dictaphone | 34⅜ | 37¼ |
| Digitronics | 33½ | 36⅝ |
| Eastern Ind. | 21¼ | 22⅝ |
| Eitel-McCullough | 18 | 19⅝ |
| Elco Corp. | 15⅝ | 17½ |
| Electro Instruments | 27 | 30⅝ |
| Electro Voice | 12¼ | 13⅝ |
| Erie Resistor | 17¼ | 18⅝ |
| Executone | 23 | 25⅛ |
| Farrington Mfg. | 21⅝ | 23⅝ |
| Foto Video | 6⅝ | 7⅝ |
| Four Star TV | 20½ | 22½ |
| FXR | 22 | 25⅛ |
| General Devices | 19¼ | 21 |
| G-L Electronics | 9½ | 10⅝ |
| Gross Telecasting | 24¼ | 26½ |
| Hallicrafters | 52 | 56⅝ |
| High Voltage Eng. | 217 | 232 |
| Infrared Industries | 23⅝ | 25⅞ |
| Interstate Eng. | 27 | 29⅛ |
| Itek | 59½ | 64 |
| Jerrold | 8½ | 9¼ |
| Lab for Electronics | 64¼ | 68¼ |
| Magna Theater | 3¼ | 3-9/16 |
| Magnetics Inc. | 10¾ | 12 |
| Maxson Electronics | 30¾ | 33 |
| Meredith Pub. | 42 | 45⅝ |
| MetroMedia | 23⅝ | 25⅝ |
| Milgo Electronics | 26¼ | 28½ |
| Narda Microwave | 6¾ | 7⅜ |
| Nuclear of Chcago | 45 | 48⅝ |
| Official Films | 3⅞ | 4⅜ |
| Pacific Automation | 5¼ | 6 |
| Pacific Mercury | 7 | 8⅛ |
| Phillips Lamp | 161¾ | 167½ |
| Pyramid Electric | 2½ | 2⅞ |
| Radiation Inc. | 29½ | 31½ |
| Howard W. Sams | 49¾ | 53 |
| Sanders Associates | 57½ | 61 |
| Silicon Transistor | 7¾ | 8⅞ |
| Soroban Engineering | 67½ | 72 |
| Soundscriber | 17 | 18¾ |
| Speer Carbon | 22½ | 24⅜ |
| Sprague Electric | 64¾ | 68 |
| Sterling TV | 3½ | 4⅛ |
| Taft Bcstg. | 21½ | 23 |
| Taylor Instrument | 45½ | 48¾ |
| Technology Inst. | 7 | 8⅛ |
| Telechrome | 16 | 17¼ |
| Telecomputing | 6⅞ | 7½ |
| Time Inc. | 98 | 102½ |
| Tracerlab | 12¾ | 14⅛ |
| United Artists | 6½ | 7⅜ |
| Universal Trans. | 1¾ | 2⅜ |
| Vitro | 24 | 25⅝ |
| Vocaline | 2⅝ | 3-1/16 |
| Wells-Gardner | 29½ | 32 |
| Wometco Ent. | 20 | 21¾ |

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| AT&T | 1961—year to Feb. 28 | $8,001,146,000 | — | $1,226,746,000 | $5.56 | 220,708,000[4] |
| | 1960—year to Feb. 28 | 7,484,129,000 | — | 1,127,782,000 | 5.27 | 213,876,000[4] |
| | 1961—qtr. to Feb. 28 | 2,028,852,000[2] | — | 304,018,000[2] | 1.36 | 223,602,000[4] |
| | 1960—qtr. to Feb. 28 | 1,908,089,000 | — | 283,226,000 | 1.32 | 214,733,000[4] |
| Audio Devices | 1960—year to Dec. 31 | 6,562,992 | 280,308 | 142,308 | .17 | 831,652 |
| | 1959—year to Dec. 31 | 5,719,762 | (420,445)[5] | (195,445) | — | 806,796 |
| Capitol Records | 1960—6 mo. to Dec. 31[6] | 25,420,280 | 2,213,187 | 1,079,787[7] | 2.27 | 475,817 |
| | 1959—6 mo. to Dec. 31[6] | 26,177,243 | 2,671,665 | 1,348,807 | 2.83 | 476,167 |
| Clarostat Mfg. | 1960—53 wks. to Dec. | 8,487,850 | — | 222,932 | .49 | 451,753 |
| | 1959—year to Dec. 31 | 8,998,940 | — | 265,512 | .60 | 437,867 |
| Erie Resistor | 1960—53 wks. to Dec. 31 | 25,902,646 | 1,160,187 | 616,517 | .66[1] | 798,806 |
| | 1959—52 wks. to Dec. 27 | 24,506,569 | 679,002 | 359,340 | .35[1] | 768,083 |
| GT&E<br>Story on p. 19 | 1960—year to Dec. 31 | 1,178,475,000[2] | — | 72,430,000[2] | 1.01 | 69,000,000[4] |
| | 1959—year to Dec. 31 | 1,081,056,000 | — | 72,253,000 | 1.13 | 62,990,000[4] |
| IBM | 1961—qtr. to Mar. 31 | 389,062,378[2] | 99,176,669 | 48,826,669[2] | 2.67 | 18,318,918 |
| | 1960—qtr. to Mar. 31 | 339,852,677 | 72,028,509 | 35,178,509 | 1.92 | 18,280,759 |
| MGM | 1961—28 wks. to Mar. 16 | 75,778,000 | — | 6,684,000 | 2.65 | 2,521,529 |
| | 1960—28 wks. to Mar. 17 | 65,147,000 | — | 3,739,000 | 1.47 | 2,539,988 |
| | 1961—qtr. to Mar. 16 | 45,686,000 | — | 4,507,000 | 1.78 | 2,521,529 |
| | 1960—qtr. to Mar. 17 | 37,514,000 | — | 1,887,000 | .76 | 2,539,988 |
| Movielab Film Labs | 1960—year to Dec. 31 | 5,046,889[2] | — | 198,663[2] | .64 | 312,500 |
| | 1959—year to Dec. 31 | 4,221,300 | — | 149,660 | .60 | 250,000 |
| Pacific Mercury Electronics | 1960—6 mo. to Dec. 31 | 10,976,609 | — | 130,808 | .19 | 700,000 |
| | 1959—6 mo. to Dec. 31 | 12,723,525 | — | 258,345 | .37 | 700,000 |
| Raytheon | 1961—qtr. to Mar. 31 | 138,158,045 | — | 1,365,000 | .33 | 3,855,045 |
| | 1960—qtr. to Mar. 31 | 134,752,000 | — | 2,160,000 | .56 | 3,714,418 |
| Storer Bcstg.<br>Story on p. 9 | 1961—qtr. to Mar. 31 | — | — | 1,055,417 | .43 | 2,474,950 |
| | 1960—qtr. to Mar. 31 | — | — | 1,423,079 | .58 | 2,474,750 |
| Thompson-Starrett[8] | 1960—year to Dec. 31 | 13,950,568 | — | (654,033) | — | 2,666,363 |
| | 1959—year to Dec. 31 | 13,126,342 | — | 328,525[9] | .10 | 2,630,265 |
| Trans-Lux | 1960—year to Dec. 31 | — | 1,040,109[10] | 502,217 | .90 | 554,900 |
| | 1959—year to Dec. 31 | — | 744,786 | 332,288 | .60 | 554,900 |

Notes: [1]After preferred dividends. [2]Record. [3]Including $991,567 net loss on sale of subsidiary. [4]Average. [5]Before $225,000 tax credit. [6]From SEC report. [7]Includes $246,000 in extraordinary items. [8]Includes Delmonico International Division. [9]Before special credit of $108,849. [10]Includes $46,290 net gain on sale of copyright & lease.

**Reports & Comments Available:** Philco, review, Goodkind, Neufeld Co., 400 Park Ave., N.Y. 22 • Avnet Electronics, report, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • TelePrompTer, discussion, Bear, Stearns & Co., One Wall St., N.Y. 5 • Dynamics Corp. of America, review, Courts & Co., 11 Marietta St. N.W., Atlanta 1 • Capital Cities Bcstg., discussion, Sutro & Co., Van Nuys Bldg., Los Angeles 14 • Taft Bcstg., analysis, Westheimer & Co., 322 Walnut St., Cincinnati 2 • Storer Bcstg., analysis, Francis I. duPont & Co., One Wall St., N.Y. 5 • Shepherd Electronics Industries, offering circular, D. Klapper Associates, 68 William St., N.Y. 5 • Mercury Electronics, offering circular, S. Schramm & Co., 143 W. 29th St., N.Y. 1 • International Rectifier, Amphenol-Borg Electronics, "TV Set Makers," profiles in April 12 *Financial World*.

| *Corporation* | *Period* | Common Stock Dividends *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Allied Radio | Q | $0.08 | May 23 | May 9 |
| AB-PT | Q | .25 | Jun. 15 | May 19 |
| Andrea Radio | Q | .12½ | Jun. 15 | Jun. 1 |
| United Artists | Q | .40 | Jun. 30 | Jun. 16 |
| Wometco "A" | Q | .17½ | Jun. 16 | Jun. 1 |
| Wometco "B" | Q | .06¼ | Jun. 15 | Jun. 1 |

**AB-PT Stock Increase:** Stockholders will be asked to approve a proposal to double the authorized shares of common stock to 10 million at the May 16 annual meeting. The proxy statement says the action is advisable for "general business & corporate purposes," but that AB-PT has "no present intention regarding issuance of these shares." Stockholders will also be asked to approve an incentive compensation plan for executives & key employes and to elect Jack Hausman to the board of directors. Hausman is pres. of M. Hausman & Sons (textiles) and vp & chmn. of the finance committee of Belding Heminway Co. On another front, meanwhile, the Edward John Noble Foundation, set up in the estate of the late one-time AB-PT chmn., is offering 140,000 of its 344,050 AB-PT common stock shares for public sale. AB-PT's SEC registration statement (File 2-17951) listed Merrill Lynch, Pierce, Fenner & Smith and Cyrus J. Lawrence & Sons as underwriters of the sale, which would reduce Noble holdings to 4.83% of the company's 4,226,536 outstanding shares. The preliminary SEC filing didn't specify the offering price of the shares. AB-PT also registered 368,165 shares for use in its 1950 & 1959 restricted option plans for officers & key employes. (For more on AB-PT, see p. 8.)

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** Text of FCC Rules on Stereophonic FM Broadcasting (Supplement)

## SUMMARY-INDEX OF WEEK'S NEWS

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**FCC's SECOND LOOK AT OPTION TIME** is voted under Chmn. Minow. Court is expected to return case. Commission is expected to reverse itself, vote for abolition (pp. 3 & 5).
**FCC GRANTS MONTH RESPITE ON PROGRAM FORM,** setting a June 1 comments deadline after meeting with industry group (p. 3).
**FCC's FIRST MOVE ON NBC-RKO DEAL** says "no sale" without a hearing; Philadelphia portion to be heard first (p. 4).

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**WORLD TV SET TOTAL** passes 100 million, transmitters total 2,254, according to new Television Factbook tabulation (pp. 5 & 16).

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### *Consumer Electronics*

**SET MAKERS PLAN** stereo FM receivers. First ones will come on market in June. Dispute rages over converters and "cheap-&-dirties" (p. 18). Industry roundup (p. 19).

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**MINOW INFLUENCE FEARED** by Rep. Avery (R-Kan.) of Rules Committee, who says Democratic regime at FCC is taking broadcasting down the road to govt. program controls (p. 16).

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**GE's FIRST-QUARTER SAG** produced a $10-million drop in profit despite a $35-million jump in sales (p. 22).

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**FCC WISHES FM STEREO 'GODSPEED':** The awakening FM industry—both broadcasting & manufacturing—looks for another lift from FCC's final adoption of a stereo system. In a unanimous & well-guarded decision, Commission picked a slight modification of the virtually identical GE & Zenith proposals, turning down all other competing systems. Eight had entered the race at one time or another.

Industry was gratified by decision, and all segments began moving—at varying speeds—to make the most of this new dimension in broadcasting (see pp. 6 & 18). To aid broadcasters, set makers and transmitting-equipment manufacturers, we are sending you with this issue—as 1961 Supplement No. 4—the full text of amended Commission rules, showing exact engineering standards.

Any station may start stereocasting after June 1, FCC said, provided that it complies with rules, including proper notification to Commission's district offices.

• • • •

Decision was hailed by transmitter & receiver manufacturers, as well as some FM broadcasters we contacted, as heralding new era in radiocasting. But at week's end, it appeared unlikely that many stations would be able to begin stereocasting by time of June 1 opening gun or that significant number of receivers would be available by that time.

Transmitter makers were vague as to when stereo modification kits would be ready, how much they would cost, etc. The consensus, however, was that anywhere from 10-to-20% of FM broadcasters would be shopping for stereo origination gear right away—and some transmission-equipment makers said they hoped to reveal production plans, prices, etc., and take orders for stereo modification kits at the NAB convention beginning May 7 in Washington. Transmitter manufacturers' comments are rounded up on p. 6.

FCC decision set off flurry of activity among radio-receiver manufacturers, many of which had already finalized designs for 1962 models. Unanimously, they expressed satisfaction with the ruling and saw it as opening up a big new radio market. Plans for converters & stereo receivers are now being made full blast —and at least some will be on market by July 1, which means overtime work for engineers & die-makers. For plans of receiver-manufacturing industry, see stories on pp. 18 & 19.

• • • •

Commission discussed pros & cons of each system at length, summarized its findings as follows:

"We find that [the Calbest Electronics and Multiplex Development systems] must be rejected because of inferior frequency response & stereo separation together with excessive cross-talk & high stereo subchannel noise characteristics. [The EMI system], despite impressive theoretical advantages, must be rejected because of its inability to handle orchestral dynamics in a manner that will produce an acceptable subjective stereophonic effect. [The GE Alternate and Philco systems] were withdrawn by their proponents . . .

"The adoption of national FM stereophonic broadcast standards therefore reduces to a selection of either [the Crosby-Teletronics system] or [the Zenith-GE system]. With respect to the technical criteria of frequency response & stereophonic separation, these 2 systems compare favorably on a thoretical as well as practical basis. However, we find that [the Zenith-GE system] has the clearly decisive advantage of being able to provide stereophonic broadcast service with negligible effect on the monophonic listener and that the correlative disadvantage of [Crosby] is its detrimental effect on the monophonic listener. As stated in the Notice of Proposed Rule Making, we feel that '. . . any stereophonic system adopted should be based upon standards capable of rendering as high a quality of service as the art can provide, consistent with economic & other factors involved, without significant degradation of the service now provided under existing FM rules.' "

Commission added in a footnote: "We are also impressed by the apparent lower cost of [the Zenith-GE system], its comparative freedom from distortion, and the fact that its use does not ipso facto displace SCA operation." By "SCA," Commission refers to "subsidiary communications authorizations"—the multiplexed services offered by some 200 stations, giving background music, storecasting, etc. in addition to regular FM.

FCC didn't have much to go on in estimating costs. It did note that a GE survey reported that the cost of subcarrier signal generators "would be acceptable to the majority of FM broadcasters." It said that when the Crosby system was broadcast by some stations, under temporary developmental authorization, receiver adapters sold for $50-$100. Then, Commission said, GE had described an adapter for Zenith-GE system which "would be a relatively small device which could be manufactured for a parts cost of less than $8." However, Commission went on:

"The cost of the adapter to the ultimate consumer will represent only a fractional part of the cost of conversion to stereophonic reception; the necessity for an additional amplifier & speaker must also be taken into account. And, if the field test results are indicative of the true performance capabilities of present stereo receivers & adapters, we must conclude that receiver development to date has been inadequate for stereo reception of optimum quality. It is therefore to be expected that good stereo receivers will be considerably more costly than monophonic receivers, irrespective of the system adopted."

As for patents, the Commission said that it was satisfied with proponents' representations that they'd grant licenses on a reasonable basis and wouldn't tend to monopoly.

NAB engineering chief A. Prose Walker was particularly pleased by decision, not only because NSRC and his field-test panel were complimented by FCC for their contributions—but because Commission came to same conclusion he did 2 months ago (Vol. 17:9 p15).

He said it would be extermely difficult to guess what it would cost FM stations to stereo-equip themselves—but he thinks that $2,000-$4,000 might cover it. He also warned that no more than 25% of existing stereo records are completely compatible, and told us that NAB plans to spearhead formation of compatible stereo recording standards.

NAB radio vp John Meagher looks for no sudden land rush among FM-casters. "Revenues are the great enigma," he said, "and we plan to explore the subject during FM Day at the convention. There will be a period of evaluation, while the pioneers pioneer."

FCC isn't through with stereo yet. You'll recall that it has before it proposals for AM stereo—and that it said it would take them up after deciding FM. And after AM—maybe TV stereo.

**FCC'S SECOND LOOK AT OPTION TIME:** Doom of network option time may have been foreshadowed last week when FCC voted 5-2 to ask Court of Appeals to remand the case to it for reconsideration. Commission said it will cancel its original decision, before taking another look, if court agrees to remand.

Case has been in Court because non-affiliated KTTV Los Angeles has been appealing Commission's 4-3 decision which held that option time is "reasonably necessary" but should be cut from 3 to 2½ hours per segment (Vol. 16:38 p1, et seq.). KTTV argues that the practice violates antitrust laws, must be prohibited; Justice Dept. has similar views.

Ever since FCC's original vote, there has been lively speculation FCC might reverse itself. With Commission spit 3-3, Comr. King had cast his vote with majority to retain option time in what some lawyers claimed was a fuzzy concurring opinion. The speculation was accurate, because King's replacement, Chmn. Minow, voted last week to convert the minority to the majority—at very least for purpose of taking another look at case. Comr. Craven went along with the majority to bring case back—but most observers believe that eventually he'll again vote for option time.

It's assumed FCC will order oral argument—if Court remands case as expected. It's conceivable that Minow will be persuaded to keep option time, or that Comr. Hyde, Ford or Bartley will switch original vote. But this isn't considered likely—so ultimate lineup anticipated is: Minow, Hyde, Ford & Bartley against option time—Lee, Cross & Craven for. In last week's move, Lee dissented (Cross joining him) in statement belaboring the majority for requesting remand "without the benefit of any review of the record heretofore compiled." He said he'd be satisfied to let courts decide validity of FCC's original decision.

Commission's action was precipitated by fact that briefs had to be filed last week. Network and their special affiliate committees filed a single joint brief, as directed by Court, and 18 lawyers signed 53-page document defending FCC's decision. Brief is remarkably clear despite hands of 18 cooks in broth. It summarizes the network-affiliate view as follows:

"[KTTV and Justice Dept.] fail to recognize that the Commission here did all it was required to do by law. They misconstrue the clear admonition of the courts that the Commission has no power or duty to adjudicate the validity of specific practices under the antitrust laws. We respectfully urge that there is no need for a remand and no necessity for a declaratory judgment of abstract antitrust principles.

"We think it plain that the Commission properly weighed all the factors, including the competitive factors, affecting the public interest, in accordance withits statutory authority. The Commission, in comprehensive & detailed findings supported by the evidence, stated that the elimination of option time would create a likelihood that networking, which has been and will continue to be vital to the growth & development of TV broadcasting, would be undermined or destroyed. Those findings amply support the determination that option time is in the public interest and should not be abolished. The Commission's findings and conclusions were not vague or arbitrary and must be sustained."

(For network & affiliate reaction to FCC move, see p. 5).

**FCC GRANTS MONTH RESPITE ON PROGRAM FORM:** Industry obtained from FCC a month's grace in which to come up with counter-suggestions to the Commission's controversial proposed program form (Vol. 17:9 p2, et seq.).

After an FCC-industry conference last week, Commission extended deadline for comments from May 1 to June 1. Industry's hope now is to come up with complete suggested revisions including, importantly, separate forms for radio & for TV—for which there's growing support at Commission. Industry conferees wanted more time than another month, but FCC couldn't see it that way.

Representing Commission were Chmn. Minow, Broadcast Bureau chief Kenneth Cox and Minow's special asst. James Sheridan. For industry: NAB Pres. LeRoy Collins, NAB general counsel Douglas Anello, FCBA Pres. Robert Booth, ex-FCBA Pres. Frank Fletcher.

Commission made it clear to conferees that it wouldn't sponsor a formal FCC-industry committee to work on revisions. But it will allow staff to consult freely with broadcasters' representatives.

(We now have ample supply of FCC's full proposal for those subscribers interested in what the shooting's all about. Write our publication offices, Radnor, Pa.)

**FCC'S FIRST MOVE ON NBC-RKO DEAL:** FCC started to sort out the long-pending NBC-RKO station-swap (Vol. 15:51 p7, et seq.) by issuing a notice of its plans. Full text of the order hasn't been released yet, so all parties are puzzling over many aspects. A few things are definitely ascertainable, at any rate:

(1) FCC says it can't grant any of the transfers without a hearing.

(2) Philadelphia angles will be heard first—namely, renewal of NBC's WRCV-TV (Ch. 3), the deal to swap it with RKO's WNAC-TV Boston, and Philco's application for the channel.

(3) RKO got turned down in its request for approval of Philadelphia & Washington transfers prior to renewal hearings.

(4) Philco was rejected in its petition for a separate contest with NBC over WRCV-TV's channel.

(5) After the Philadelphia hearing, the examiner will issue an initial decision on that phase—then FCC will decide what to do next.

Commission's notice was, in part, a customary "McFarland letter," telling parties why it can't approve the transfers. Therefore, participants have 30 days in which to try to change Commission's mind.

**DIXON & COLLINS FIRE AT ADMEN:** Club-like conventions of advertisers & agency men, accustomed to hearing polite remarks from invited guests, were subjected successively instead last week to sharp criticism of their habits. The guests who belabored their hosts were FTC Chmn. Paul Rand Dixon & NAB Pres. LeRoy Collins.

"Heavier, faster-firing guns" will be aimed by his agency at "unfair & deceptive" advertising, FTC's newly-installed Dixon (Vol. 17:13 p8) assured Assn. of National Advertisers April 17 in Washington. In pungent phrases expressing distaste & impatience, he warned advertisers to shun "brinkmanship" in seeing how far they can go before FTC policemen catch up with them. He poked at FTC-cited TV commercials in recent cases as loathesome examples of advertising evils.

"So-called mass-appeal programs" sponsored by advertisers can drag broadcasting & country toward "mediocrity," NAB's Collins said in speech prepared for American Assn. of Advertising Agencies 5 days later at White Sulphur Springs. His words were less blunt than Dixon's, but the barbs were there. Collins said tartly: "I can think of nothing that will do our country more harm than mass conformity engineered to the lowest common denominator of our culture."

It was Democrat Dixon's first major public pitch since he took over FTC office from Republican Earl W. Kintner. Scoffing at trade reports that he's more interested in trust-busting than in ad-policing, Dixon promised that there'll be stepped-up—not relaxed—FTC operations on ad fronts in his regime.

"We're going to move faster at FTC," he told ANA members, scorning past FTC procedures under GOP which he said too often exposed the fraud only after the ad campaign had been "buried by its sponsors." From now on, Dixon said, FTC will use "a squad car instead of a hearse" in pursuing malefactors. Case-hearing routines will be streamlined and FTC staffers will be assigned singly to "development, trials and forward progress of each case." Dixon went on: "I don't mean to imply that justice will be dispensed at TV speed, but I think we ought to be able to get it off of horseback."

Exhortations to advertisers to sponsor "blue-ribbon" shows peppered the scheduled 4A speech by Collins April 22. Carrying on the network campaign he launched at RTES luncheon in N.Y. in March (Vol. 17:12 p2), he called on agencies to enlist with NAB to help prevent broadcasting from drifting into low-level program standardization. "Mediocrity," said Collins, "can only be the goal of mediocre people."

Collins also laid down 4 NAB Code rules for admen to observe in commercial copy practices: (1) Check with Code staffers on potentially questionable campaigns "before costly dies are cast." (2) Don't try to get on air with commercials which have been rejected by Code authorities. (3) Reserve patronage for Code-subscribing stations. (4) Make sure that sponsored programs "fully meet Code standards." Collins added: "Code influence for higher quality in the field of programming must—& will—become more active."

"We need & anxiously seek your help in these efforts," Collins said. "These Codes, like your own efforts at self-discipline, represent the best possible insurance for the continued advancement of broadcasting as the world's most effective medium for advertising." In his ANA speech, Dixon also had some comments on Codes: "I suspect that for some they provide welcome guidance and for others they serve as nicely tailored sheep's clothing. In short, we welcome any & all self-policing as a turn in the right direction. But we're still going to read & listen to the ads."

**WORLD TV SET TOTAL PASSES 100 MILLION:** More than 100 million sets-in-use, and 2,254 transmitters on the air in 72 countries. That's the status of world TV this spring, as shown in the Foreign TV Directory, a feature of our Television Factbook No. 32, to be published in June.

Outside the U.S., sets-in-use totaled 47,787,000 as of March 1—an increase of more than 20% in 12 months (Vol. 16:16 p13). Foreign stations rose to 1,639 from 1,220 during the same period, at a growth rate of 35% in the year. At the same time, U.S. sets-in-use increased about 7%—to 56.3 million from 52.6 million. Indications are that there will be more TV sets in foreign countries than in the U.S. by late 1962 or early 1963.

In terms of sets-in-use, these are the leading TV countries: U.S., 56.3 million; U.K., 11.2 million; Japan, 6.65 million; USSR, 5 million; West Germany, 4.8 million; Canada, 3.9 million; Italy, 2.36 million; France, 2 million; Brazil, 1.2 million; Australia, 1.17 million; Sweden, 1.15 million; East Germany, 1 million. West Germany has passed Canada in sets-in-use; Austria, Sweden & East Germany passed the million-set mark in the 12-month period.

Countries in which TV started in the last 12 months: Ecuador, Ireland, Kuwait, Netherlands Antilles, New Zealand, Rhodesia, Syria, Trinidad, United Arab Republic.

The Television Factbook's Foreign TV Directory lists all foreign stations on the air or planned, with licensee, channel, power and other information. We believe it's the most accurate & up-to-date directory of its kind. All of the information (except in the cases of a half-dozen countries) was obtained directly from responsible sources in the countries involved. In the few cases where direct information was unavailable, embassy sources and USIA data have been used. (Table of world stations & sets on p. 16.)

## The FCC

***More about***

**IF OPTION TIME GOES:** Network executives in N.Y. were unruffled by FCC's plans to open once more the question of network option time (see p. 3). The topmost network brass was out of town (CBS-TV's James Aubrey and ABC-TV's Oliver Treyz were attending the 4A meeting in White Sulphur Springs; NBC-TV's Robert Sarnoff was attending a meeting in Indianapolis) but high-ranking vps and others holding the network fort generally took the following line:

1. The case for network option time has been proved once, and can be proved again.

2. Option time protects the weak (in the sense of mass popularity) programming of an informational or cultural nature even more than it protects strongly rated shows like *Gunsmoke* or *The Untouchables*.

3. Some affiliates don't like network option control of time segments, but most successful affiliates realize it's needed to provide a well-rounded network schedule.

4. If option time is eliminated, it will "seriously cripple" (as a CBS vp declared) or "definitely hurt" (as an ABC vp stated) nighttime public-affairs programming, since it would force networks into the position of being suppliers, basically, of popular-appeal-only programs for which mass audiences could be guaranteed to advertisers.

"The FCC," said a CBS executive who asked not to be named, "would like to think that stations are not in favor of network option time, because it appears to be in violation of antitrust laws. What FCC just won't realize is that you have to waive any such laws in special cases in order to have a good broadcast system. You can't gamble huge sums of money on programming, if you are a network, unless you have assurance that you can get your programs on the air."

Added an NBC source: "As a practical matter, the value of network affiliation in major markets is such that you hardly need a guarantee that stations will carry the best TV shows. On the other hand, if you have a contractual arrangement with stations which enables you to supply a broad range of programs—including many which the critics like but TV audiences sometimes spurn in favor of popular entertainment—why give it up?"

Jack Harris, KPRC-TV Houston, head of the NBC-TV affiliates committee, said: "I don't think anyone really knows what would happen immediately. We have a workable arrangement, highly satisfactory to the networks and to the affiliates. Loss of option time could have an adverse effect on the service to the public. FCC has held that option time is reasonably necessary for some 25 years, and we subscribe to that view. There's an inherent danger to service to the public without it. The erosion of clearances could come about."

Head of the CBS affiliates group, John Hayes, WTOP-TV Washington: "Clearances will erode if a program is a clunker. But let's see what the FCC does first."

■

CPs Granted: Ch. 56, Binghamton, N.Y., to Alfred E. Anscombe; Ch. 3, Alamosa, Colo., Alamosa Telecasting. Vhf translator: Ch. 3, Delta Junction, Alaska, to Northern TV.

**Syracuse & Rochester Drop-ins:** Some dozen comments were filed last week in FCC's proposal to add another vhf to Syracuse and Rochester—all favoring the proposals except one (WKBW-TV [Ch. 7] Buffalo), although some parties offered qualifications. The Commission has proposed to add Ch. 9 to Syracuse, shift Ch. 5 from Rochester to Syracuse and Ch. 8 from Syracuse to Rochester, add Ch. 13 to Rochester. This would require WHEN-TV Syracuse to shift from Ch. 8 to Ch. 5, WROC-TV Rochester from Ch. 5 to Ch. 8. WROC-TV favored the proposal but said it believes it shouldn't shift until a CP is issued for Ch. 9 in Syracuse. WHEN-TV says it sees no need for delay. WVET-TV (Ch. 10) Rochester, which is acquiring Ch. 5 from WROC-TV in a sale (Vol. 17:5 p14), goes along with WROC-TV's comments.

**WNBH Due in New Bedford:** The New Bedford Ch. 6 case, one of the dustier ones in FCC's files (Vol. 16:1 p7 *et seq.*), may be settled. In an initial decision, hearing examiner Herbert Sharfman recommended award of a CP to radio WNBH (E. Anthony & Sons Inc.) following a merger with it of remaining applicants Eastern States Bcstg. Co. and New England TV Co. Inc. His decision was conditioned on an understanding that WNBH will suspend construction of a 350-ft. tower in the event that the Coast Guard on Martha's Vineyard finds it interferes with Loran-C navigation beams. Sharfman also pointed out that all New Bedford Ch. 6 signals will be called off if the Commission shifts Ch. 6 to Providence in still-pending proceedings.

**Landis Hails "New Era":** Lawyers who practice before govt. agencies have been called on by President Kennedy's special advisor James M. Landis to get in tune with the new Administration. "A new era is here," he said in a dinner speech to the administrative law section of the D. C. Bar Assn., asking the attorneys to help the agencies speed up their work. Landis urged them to play a more "affirmative role" in developing new administrative techniques to cut legal red tape in processing of cases. He said nothing specific about FCC.

**FCC Translator Forms:** Revised vhf & uhf translator Form 347 should be used by all applicants, FCC advised last week, urging parties to get rid of their old July 1956 forms —to speed up processing. The Commission also noted that uhf booster application Form 344 is available. Such boosters are used by regular uhf stations to fill holes in their Grade A coverage areas.

**More N.Y. Uhf Project Bids:** FCC is soliciting bids for a contract to process & analyze data to be received at 5,000 receiving locations during its N.Y. uhf experiment. The Commission said that the job would involve "the processing of about 5,000 punch cards, or the equivalent for other systems, per month," for 10 months. Deadline for bids is May 11.

**Ford Speaks:** Upcoming addresses by FCC Comr. Fred Ford, ex-chmn., include: April 28, Institute for Education by Radio-TV, Deshler-Hilton Hotel, Columbus, O.; June 27, Northwestern U. Communications Symposium, Evanston, Ill.; June 28, Advertising Assn. of the West meeting, Olympia Hotel, Seattle.

**Allocations Actions by FCC:** Reserved Ch. 10 for ETV in Augusta and Presque Isle, Me., and shifted commercial Ch. 7 from Calais to Bangor. Bates College holds a CP for WPTT on Ch. 10 in Augusta. The FCC also proposed to assign ETV Ch. 20 to Athens, O., substituting Ch. 71 for Ch. 20 in Coshocton.

## Stations

***More about***

**STATION EQUIPMENT FOR STEREO:** At least 10% of the approximately 835 FM stations now in operation will be shopping for stereo-modification equipment at the May 7-10 NAB convention in Washington—although they almost certainly won't find anything for immediate delivery. That's the general tenor of trade appraisals we were able to obtain in the flurry of excitement & confusion which followed the Commission approval of the GE & Zenith systems (see p. 1).

There's little information available so far as to availability dates or prices. And while some individual stations —such as Zenith's non-commercial WEFM Chicago and GE's WGFM Schenectady—have announced they will broadcast in stereo as soon as possible, it's still too early to gauge the full impact of the new rule. For example, *The New York Times'* QXR Network (WQXR N.Y.) merely states: "We will take full advantage" of the newly approved stereocasting standards, "but we have no definite plans yet."

That also seems to sum up transmitting-equipment makers' comments. GE, which doesn't make FM transmitters, says its technical-products operation in Syracuse "intends to furnish broadcasters with modulators & modification kits to convert FM transmitters to stereophonic broadcasting . . . within a reasonable amount of time."

RCA "plans to offer an FM-stereo adapter for FM broadcast stations [and expects to] disclose details of products in this field at the NAB convention."

Gates Radio Co. is "in excellent position to be the first in supplying FM-stereo generating equipment," sales vp Larry Cervone told us, pointing out that Gates manufactured some of the transmitting equipment used by the winning stereo system in the National Stereo Radio Committee's field tests. "There is every evidence," he said, "that we can start production immediately," but he couldn't estimate delivery dates. He estimated that 10-to-25% of FM broadcasters would be in the market for stereo equipment immediately, with probably 25-to-50% "interested."

Cervone warned that some older FM transmitters probably could not be satisfactorily modified to put out a good stereo signal. "We do not suggest to interested broadcasters the modification of existing FM tranmitters manufactured prior to 1958," he said. "We suggest that broadcasters make serious appraisal of whether new generating equipment is required." In almost every instance of conversion, he said, a new exciter (about $1,200) would be advisable.

Collins Radio sales & contracts supervisor Robert E. Richards said conversions probably won't be readily available until late 1961 or early 1962. He said he expects FM-stereo interest to "develop very rapidly in the next 6 months" however, and, on the basis of requests for information from broadcasters, expects 25-to-30% of major-market FM stations to shop for stereo equipment right away.

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**GE Equipment Shipments:** A newly-developed TF-14-A 35-kw amplifier has been shipped to WSTV-TV (Ch. 9) Steubenville, O., which plans to boost to 316-kw ERP in May. GE has also sold $250,000 worth of transmitting equipment to KOOL-TV (Ch. 10) Phoenix, Ariz. After being displayed at the NAB convention in Washington in May, the equipment will be shipped to the station.

**IS VIEWING DOWN—OR UP?** An offhand remark by Lever Bros. exec. vp Henry M. Schachte, made at WBC's recent Pittsburgh conference on programming, was still stirring up a research ruckus last week. During a panel discussion, Schachte had said that his firm—which spent $28.6 million for gross network TV time last year—had obtained research evidence to the effect that network TV viewing, on a long-term basis, was declining—not growing.

Schachte couldn't have drawn a bigger reaction from the networks if he had said Lever was switching its entire budget to skywriting. When Schachte headed for the ANA meeting in Washington last week, he discovered that 2 of NBC's high-ranking brass, exec. vp Walter Scott and research vp Hugh M. Beville, had trailed him there to make a personal pitch with a counter-study worked up on a crash basis by NBC research. And on Madison Ave., "Schachte's shellburst" was becoming a *cause celebre.*

These were the gist of the figures prepared for Lever Bros. by A. C. Nielsen:

1. Prime-time (7:30-11 p.m.) set usage dipped slowly from a 1957-58 season (Oct.-Sept.) average of 58.8% of TV homes watching to a 1959-60 figure of 55.8%—a 5% drop.

2. The drop applied to both winter & summer, with winter viewing off 5% and summer nighttime usage off 6%.

3. Daytime viewing, on the same yardstick, was off 1% in year-long comparisons. In winter, daytime usage was down 7% but up 12% in summer.

4. There was also a decrease at night of about 1% in the November-March period of 1960-61, as compared with the same period of 1959-60.

These figures apparently clashed with recent studies showing that TV is booming along (Vol. 17:14 p3). But Lever's nighttime figures were for a 3-year period ending in 1960. The more recent Nielsen figures for Feb. 1961 show an all-time high in viewing on a "total day" basis, which would indicate that gains in daytime set usage are tending to offset any drops at night. Besides Nielsen researchers in N.Y. pointed out that "any usage decline is tending to 'bottom out' and should start climbing again."

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**Sequel to WMBD-TV Peoria** success story (Vol. 17:8 p11) has been sent to us by Gen. Mgr. Harold C. Sundberg who reports that Bergner's department store has renewed its schedule of 10- & 20-sec. commercials for another year with an increased budget.

**Capitol Hill Lowdown:** Kennedy Administration leaders will be questioned May 5 in the Senate Caucus Room by delegates to the 10th anniversary Washington convention of American Women in Radio & TV. Featured at the special news conference will be Senate Majority Leader Mansfield (D-Mont.) & Labor Secy. Arthur J. Goldberg. Other participants will include Sen. Neuberger (D-Ore.) & Rep. Bolton (R-O.). NAB Pres. LeRoy Collins will be the keynoter at the opening session of the May 4-7 convention.

**Guide to Free Time:** A new TV-radio handbook—*If You Want Air Time*—has been produced by NAB's PR service under mgr. John M. Couric to help civic clubs & other non-profit organizations find their way around stations. Intended for distribution by NAB members to the organizations, the guide contains lists of "do's" & "don'ts" for seekers of free time. Single copies are available to members only at NAB hq for 15¢ each. Lots of 100 or more are 12¢ per copy.

**WNTA-TV Sale to ETV Group Is Set:** NTA is in the process of selling WNTA-TV N.Y. for $5,750,000 to an ETV group represented by station broker Howard Stark—rather than to an alliance of David Susskind & Paramount Pictures. Chief reason: Although the Susskind-Paramount group's offer was actually larger on a long-range basis, it was to have been a part-cash, mostly-film deal. But NTA, needing immediate cash to pay some heavy obligations (such as an annual tab of over $2 million in interest charges on money owed), decided that nearly $6 million in hand was worth more than a larger sum in the syndication bush.

By all indications, the deal will be announced between NTA & the ETV group (which is forming a non-profit corporation to acquire the station) some time this week. The ETV group, whose names Stark didn't reveal, is allied with the National ETV & Radio Center and the Lincoln Center for the Performing Arts. One of its members is John D. Rockefeller III. No plans have been announced by the ETV group concerning its operation of WNTA-TV.

Meanwhile, WNEW-TV made a firm offer of over $600,000 for the N.Y. rights to reruns of WNTA-TV's *The Play of the Week*, and $260,000 for the rights to 26 more taped dramas planned for the series next season.

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**RKO in Griffing Deal:** Control of the late Henry Griffing's Video Independent Theatres Inc. of Oklahoma City and its theater-CATV-TV-radio-microwave combine is being bought by RKO General Inc. in deals which will total $4,620,234. RKO General reported to FCC that it already had bought 25,001 of 50,000 Video Independent voting shares held by the Griffing estate for $1,312,552. RKO has made agreements with other stockholders to purchase 69,635 of the remaining 76,999 voting & non-voting shares for $3,307,682. Video Independent's holdings include 128 movie houses, 15 CATV systems, FM radio KIHI Tulsa, a CP for FM radio KVIT Oklahoma City and 12.5% of KWTV Oklahoma City. RKO told FCC it would dispose of the KWTV holdings, which would put it over its TV ownership limit in view of its Boston-Philadelphia-Washington TV swap deals with NBC.

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**Radio Sale:** KCMJ Palm Springs, Cal. & a real estate-investment firm have been sold by Louis Wasmer and Cole E. Wylie to N.Y. attorneys Morris & Bernard Bergreen for $490,000. Wasmer is the former owner of KREM-TV & KREM Spokane. Wylie owns radio KREW Sunnyside, Wash. The broker was Blackburn & Co.

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**Salisbury Facilities Sold:** WBOC-TV (Ch. 16), WBOC and a CATV system, all in Salisbury, Md., have been bought by the A. S. Abell Co., owner of WMAR-TV Baltimore and Baltimore Sunpapers. Price wasn't disclosed but reportedly is between $1 & $1.2 million. The purchaser said that it was "assisted with negotiations" by Washington management consultant Howard S. Frazier.

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**Add Payola Settlements:** FTC has wound up another case in its anti-payola campaign, which is coming to a halt (Vol. 17:16 p8). Apex Producing Corp. and its Pres.-treas. Dempsey Nelson Jr. have signed a consent order forbidding them to give payola to anybody as an inducement to play recordings on TV & radio. The Apex case had been pending since May 20, 1960.

Pay Exemptions Broadened: Small-town broadcasting stations, located within county-wide metropolitan areas whose populations are more than 50,000, were given exemptions from overtime requirements in an amendment to minimum-wage legislation approved by the Senate last week. As first written, the Senate's wage-hour bill provided overtime exemptions only for announcers, news editors and chief engineers employed by TV & radio stations in less-than-metropolitan areas with populations under 50,000 (Vol. 17:16 p6). But Sen. McCarthy (D-Minn.) pointed out that the exemptions wouldn't take care of stations in such home-state towns as Ely, Hibbing, Virginia and Eveleth, which are within the metropolitan-area boundaries of plus-50,000 St. Louis County, whose center is Duluth. Accepted without debate by the Senate was McCarthy's amendment extending the exemptions to towns with less than 25,000 population within metropolitan areas—so long as a station's "major studio is at least 40 airline miles from the principal city in such area."

Cuba on APBE Agenda: Exiled Cuban broadcaster Goar Mestre will address a May 6 luncheon session of the Assn. of Professional Bcstg. Education at a day-long meeting preceding NAB's May 7-10 Washington Convention. He will relate how he fled Cuba and the take-over of TV & radio facilities there by the Castro government. Broadcast news coverage in the U.S. will be reviewed at APBE's morning session by Daniel W. Kops (radio WAVZ New Haven) & NBC's Washington news mgr. Elmer W. Lower. N.Y.U.'s Richard J. Goggin will moderate an afternoon panel session. Participants will include William A. Bates (WDAF-TV & WDAF Kansas City), George F. Hartford (WTOP-TV Washington), Merrill Lindsay (radio WSOY Decatur, Ill.), G. Pearson Ward (KTTS-TV & KTTS Springfield, Mo.).

FM Day Panel Set Up: "The Multiplexities of Multiplexing" will be discussed by FCC's gen. counsel Max Paglin and Broadcast Bureau engineer Harold L. Kassens in an FM Day panel May 7 at NAB's convention (Vol. 17:15 p12). Other participants in the afternoon session will include Everett L. Dillard (WASH Washington), NAB's FM Radio Committee chmn., and Ted Kenney (KDKA Pittsburgh). Other features of the day-long observance: "FM Profile 1961," presented by station managers from across the country. "What Young & Rubicam Has Discovered About FM," presented by the agency's Raymond E. Jones Jr. & Dr. Frank Mayans Jr., who will report on Chrysler's big FM buy. "The Changing Scene," a talk by NAB radio vp John F. Meagher. The National Assn. of FM Bcstrs. joined NAB in planning the program.

Pittsburgh Hit is Booked: A telescoped version of a featured presentation at Westinghouse Bcstg. Co.'s public-service conference in Pittsburgh (Vol. 17:16 p11)—"Changing Community"—will be spotlighted at a May 8 TV-radio session of NAB's May 7-10 convention in Washington. Participants in the clinic on broadcasting's community responsibilities will include WBC Pres. Donald H. McGannon, WBC vp Frank Tooke, Pa. Attorney General Anne X. Alpern, Lake Forest College Pres. Dr. William G. Cole, U. of Southern Cal. Prof. Dr. Frank Baxter, *Harpers* editor Russell Lynes, Case Institute of Technology Prof. James A. Norton. WBC's dramatization ("Great Debate, Part I") of an essay by Columbia U.'s Dr. Bernard Berelson also will be included in the special convention program.

KOXO (Ch. 2) Portland, Ore., previously reported as KCXO, plans to begin operation next fall.

## Advertising

**—BUT NO TRIPLE SPOTTING:** After a week of ad-world criticism of its intention to go to 40-second station breaks in the fall, ABC-TV had news it could be sure admen would like. At the 4A's meeting in White Sulphur Springs, the network's vp for o&o's Stephen Riddleberger announced that none of its own stations would ever carry more than 2 announcements—whether "commercial, promotional or of a public service nature"—in the 40-second break. Should 2 such announcements take up only 30 seconds, the remaining time would have to be devoted to news & weather. There would be no triple-spotting.

Throughout the week, ABC-TV's decision to expand the station-break time between nighttime programs (Vol. 17:16 p7) had been the most debated subject on Madison Ave. Adding their protests to those filed the week before by Y&R Pres. George H. Gribbin and the ANA were:

Lee Rich, Benton & Bowles senior vp: "We were shocked . . . This would be a great disservice to the TV industry and hope you will reconsider. But if ABC persists, we would be forced to apply some depressing adjustment factor to its performance data in order to take into consideration the adverse effect on ABC vs. other networks."

Jack Van Volkenburg, M-E Productions pres.: "It will only lead to increased triple-spotting on stations, which will greatly decrease the value of the network advertisers' commercial announcements."

Emil Mogul, Mogul, Williams & Saylor pres.: "It is like thumbing a corporate nose at the govt., the advertisers and the public, whose ultimate recourse to this assault on its patience will be a grateful acceptance of pay TV."

Despite this barrage of criticism, ABC is proceding with its plan for longer breaks. Whatever risk it runs of displeasing some major advertisers & agencies may well be outweighed by the strategic advantage the additional station revenue gives ABC in getting affiliates away from NBC & CBS, and in strengthening ABC's share of prime time on dual affiliates. CBS & NBC are likely to meet the lure of additional revenues with plans of their own. CBS is considering a 42-second station break "for competitive reasons," and intends to discuss the matter at its May 4-5 affiliates meeting in N.Y. NBC is keeping "close watch" on CBS moves, we were told, and will do "whatever is required to compete while serving the best interests of affiliates & advertisers."

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New Challenge for Commercials: Longer station breaks (see above) will prove "a challenge to ad agencies" because increased multiplicity will "put new emphasis on the effectiveness" of all commercials. That's the opinion of Harold Hackett, ex-chmn. of Official Films who's currently pres. of Sturm Studios Inc., a N.Y. commercial-production house now planning to branch into program & syndication fields as well (Vol. 17:15 p11). Although fall program buying is nearly completed, advertisers are only now beginning to place orders for fall TV commercials, Hackett said. Trends noted so far by Hackett and vp William Sturm in fall commercials: (1) A further trend to hard-sell techniques among highly competitive products such as soaps & dentrifices. (2) Little or no attempt to relate commercials to program content (mostly because so many advertisers are making "scatter buys" of multiple-sponsorship 60-minute film programs).

**Elman Wins FTC Job:** President Kennedy's selection of politically-independent Philip Elman as an FTC member for a term ending Sept. 26, 1963 has finally been approved by the Senate. The nomination had been held up since January in the Senate Commerce Committee by the press of other business (Vol. 17:16 p13), but Chmn. Magnuson (D-Wash.) pushed it through to the floor April 18 and confirmation was voted in routine the next day. Elman, 43, a Harvard Law School graduate & govt. career man, was an FCC attorney in 1940-41, spent 2 years as Supreme Court Justice Felix Frankfurter's law clerk, worked for the State Dept., then joined the Justice Dept. in 1944. Since 1946 he has been an assistant to a succession of Solicitors General, specializing in regulatory-agency litigation in the Supreme Court. Elman was sworn in April 21 by Frankfurter. He will fill out the unexpired 7-year term of FTC Comr. Edward T. Tait, who returned to law practice.

**Code Doesn't Apply to Longer Break:** There is nothing in NAB's TV Code to prevent ABC-TV from increasing nighttime station-break commercial time from 30 to 40 sec., Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) pointed out last week. Taking note of "confusion" caused by protests by ad agencies against the network's plan for the 1961-62 season (Vol. 17:16 p7), Hartenbower reminded them that since June 15, 1960 the Code has permitted a maximum of 70 sec. for station breaks between prime-time programs. Commercial time standards are "an extremely difficult & delicate area of self-regulation," Hartenbower said, adding that "re-evaluation" by the Review Board is under way. "The station-break allowance, along with all other parts of the time standards, will be thoroughly studied to see what changes, if any, should be made," he promised.

**At 4A's White Sulphur Springs Meeting:** Said Arno H. Johnson, vp & senior economist, J. Walter Thompson, (discussing advertising's role in the economy): "To support an $800 billion production economy in the U.S. by 1971—which is the minimum to anticipate if we are to avoid general unemployment & under-utilization of our productive ability—we must add to our level of domestic sales to consumers the huge amount of about $182 billion. Total advertising of about $13 billion or 17% above the 1959 investment may be required to encourage the needed increase in living standards to $340-350 billion of personal consumption in 1961." Said E. G. Gerbic, co-chmn. of ANA-4A committee for improvement of ad content: "There has been a notable improvement."

**Do Housewives Trust Ads?** Yes & no, according to Opinion Research Corp. Pres. Walter G. Barlow. He told the Assn. of National Advertisers spring meeting in Washington (see p. 4) that 71% of housewives sampled in a special poll agreed that "you can generally believe what you read or see in advertising." But 71% also were convinced that "some advertising is an insult to people's intelligence." There was nearly-unanimous (99%) concurrence with another statement proposed in the poll: "Advertising is often helpful in giving people information about new products that have just come on the market."

**"Wholesale" Prices Challenged:** Rep. McFall (D-Cal.) has introduced a bill (HR-6539) amending the Federal Trade Commission Act to prohibit false claims in advertising that the retail selling prices of products are the wholesale prices.

**MAGAZINES SHOOTING AT TV AGAIN:** In outsized headline type last week a 7-column ad placed by the Magazine Advertising Bureau rhetorically asked admen in newspapers of the nation's major advertising centers: "Where do you find the better customers . . . magazines or TV?" MAB's ad then furnished its own answer:

"There seems to be strong evidence that no matter how much an advertiser spends on TV, he can't get real frequency against the heavier magazine-reading families. Instead, he seems to pile up more TV messages against families which watch TV most, and which, family-for-family, are poorer purchasers of most products & services."

Other pro-print points: "For the second year running, magazines have gained in their share of the advertising dollar . . . last year advertising in magazines stood at an all time high, up 9%. Circulation of magazines also is at an all time high—over 18 million copies per issue . . . There is a strong tide running toward magazines."

Predictably, TvB didn't share MAB's enthusiasm, we learned when we called TvB research dir. Dr. Leon Arons for his reaction. Not mentioned by MAB, but cited by Arons:

1. Magazines (according to *Printers' Ink* tabulations) have indeed increased their share of the ad dollar in the past 2 years. Of total ad spending, magazines received 7.4% in 1958, 7.8% in 1959, and 8.1% in 1960. However, this has been achieved (said Arons), not because linage has been booming, but because gradually declining linage has been offset by increased space costs.

2. Magazines aren't keeping pace with U.S. adult population growth. In the past 5 years, magazines have increased their total circulation about 2% while the adult population has increased 5.4%.

3. The number of magazines per U.S. household has dropped from 3.8 to 3.6 copies in the past 5 years. (But the amount of time spent daily by adults with magazines has risen. In 1957 eleven minutes daily, in 1960, twelve.)

4. "There's no real evidence to support a claim that magazines & TV are separate markets," said Arons. "Research indications are that heavy users of one medium tend to be heavy users of all media. If anything, magazines are trying to climb on a TV bandwagon."

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**Why Korvette Loves TV:** A 6-week TV test campaign, the first undertaken by the E. J. Korvette discount-store chain, worked so well that it will be the first of many, reported *Printers' Ink* April 14. The co-operative effort—with Zenith, Webcor, Emerson, Motorola, Norge and Admiral—consisted of 21 one-min. commercials each week on 3 WNTA-TV N.Y. shows in the pre-Christmas period. *The Play of the Week*, *The Picture of the Week* and *The New Movie* were chosen for their wide appeal to adults (predominantly women) and their ability to deliver an unduplicated audience. "We experienced a tremendous increase in the hard-goods division," said Korvette sales promotion dir. Eve Nelson. "A good part part of the increase has to be attributed to the campaign as 1960 appliance sales were down generally throughout the nation—but not for Korvette."

**Ad People:** **Bren Kelley** named a Benton & Bowles vp . . . **Frank M. Leonard** named vp, Dancer-Fitzgerald-Sample . . . **Robert W. Castle** named a senior vp, Ted Bates . . . **Donald H. Halsey** named a Compton vp.

**Autos Step Up TV Use:** 1960 gross TV billings for the automotive industry climbed to $58,233,995—a 19% increase over the $48,966,026 spent in 1959. Gains were made in both network ($41,421,485 vs. $37,492,882) and national spot TV ($16,812,510 vs. $12,143,000). "The trend toward increasingly varied & expanded use of the medium will continue into 1961," said TvB, reaffirming our March report (Vol. 17:13 p8).

As recently as 1958, auto ads on network TV "were confined largely to 10 prime-time programs & a number of specials," TvB noted. But in the fall of 1960, auto firms bought 18 prime-time programs, specials as well as sporting events & daytime programs. (A 13-week daytime order was placed just last week by General Motors for quarter-hours in 4 NBC summer shows.)

Spot-TV patterns have changed also, the bureau reported; "all types of programs have been used, with a large concentration in the evening and occasional use of early morning TV."

General Motors led the industry with 1960 gross-time billings of $21.6 million (up from $17.3 million in 1959), followed by Ford with $15.5 million (vs. $16 million) and Chrysler with $10.2 million (down from $11.1 million). The 1960 breakdown (passenger cars only):

| | Network | Spot | Total |
|---|---|---|---|
| American Motors Corp. | $ 426,297 | $2,677,130 | $ 3,103,427 |
| Chrysler Corp. | 8,529,308 | 1,716,270 | 10,245,578 |
| Ford Motor Co. | 10,328,980 | 5,143,720 | 15,472,700 |
| General Motors Corp. | 16,436,692 | 5,173,600 | 21,610,292 |
| Kaiser Industries | 1,771,249 | 23,430 | 1,794,679 |
| Renault Co. | 1,939,857 | 412,970 | 2,352,827 |
| Studebaker-Packard Corp. | 1,064,249 | 879,520 | 1,943,769 |

Gross-time TV billings of the top 10 car brands ran as follows:

| | Network | Spot | Total |
|---|---|---|---|
| Ford | 4,423,389 | 4,641,140 | 9,064,529 |
| Chevrolet | 5,281,243 | 2,523,120 | 7,804,363 |
| Oldsmobile | 3,100,881 | 936,990 | 4,037,871 |
| *Corvair | 3,829,108 | 3,120 | 3,832,228 |
| *Rambler | 426,297 | 2,677,130 | 3,103,427 |
| Plymouth | 2,444,984 | 523,630 | 2,968,614 |
| Dart | 2,361,857 | 14,990 | 2,376,847 |
| Pontiac | 1,261,415 | 1,110,700 | 2,372,115 |
| *Dauphine | 1,850,575 | 412,970 | 2,263,545 |
| *Falcon | 2,109,513 | 4,470 | 2,113,983 |

*Compact cars. Only 2, Dauphine and Rambler, were in 1959's top 10.

Profits Down for Ad-Media Companies: "Operating costs outraced revenues," concluded April 14 *Printers' Ink* after a study of 25 ad-media companies showed that 13 slumped in profits in 1960 from 1959, despite near-record revenue. Twenty-one of the 25 publicly-held concerns produced increased revenues in 1960, but 9 of the 21 were down in earnings. Of 9 broadcast-media companies, 8 were up in revenue but 5 were down in profits. Of 7 magazine publishers studied, 5 showed revenue gains, but 4 showed profit declines. Each of the 4 newspapers surveyed was up in revenue, but 3 were down in profit.

British Bookselling: Americans lag behind England in the use of TV & radio programs to sell books, Alan Pryce-Jones, English author & former editor of the *Times Literary Supplement*, told the Publishers Adclub recently in New York. He said that increased book sales often resulted in England after an author met his critics on a TV program. He also described a radio series in which critics discuss the arts, and the subsequent sales hike of a book discussed on the show. Concluded Pryce-Jones: "There's lots to be done [for U.S. bookselling] in TV that isn't being done."

Ad Agency Selected: Transcontinent TV Corp. has appointed Jones & Hanger Inc., Kansas City, as its corporate agent for national advertising, effective May 15.

## Networks

**CBS's FIRST-QUARTER RISE:** An optimistic picture of 1961's operations was painted for stockholders last week by CBS Inc. Pres. Frank Stanton at the annual meeting in N.Y. Having reported record sales of $464.6 million and near-record net income of $23.2 million ($2.77 per share) for 1960 (Vol. 17:7 p23), CBS is experiencing a continued sales increase, on the basis of preliminary figures.

Stanton said total sales of the corporation, and sales of 6 of its 8 operating divisions, were higher in first-quarter 1961 than in the same 1960 period. For all of 1961, he said: "If the general economy improves this year, as most economists expect, our sales will be somewhat better than in 1960. Our effort will be to try to produce profits at the 1960 level or better." He gave this division breakdown:

TV network: "During the first quarter, for the 7th consecutive year, the CBS-TV network attracted larger audiences than any other network [and it] shows real promise of making this the 8th year in a row in which it has maintained its position as the world's largest advertising medium.

TV stations: "Leadership in their markets is also held by our 5 TV stations. . . . All 5 lead in sales, and 4 out of the 5 are in No. 1 position in both audience & sales."

Radio: During the first quarter of this year, CBS Radio averaged 17 of the top 25 sponsored programs, up from 14.

News: "The vigorous new leadership of this division is already making its mark."

Columbia Records: This division "has for a number of years led the record industry in total consumer sales. On the basis of its first quarter, [it] is clearly going to have another excellent year . . . The Columbia Record Club is the world's largest mail-order subscription club with a current membership of over 1.6 million."

CBS Electronics: "The first quarter was unsatisfactory. Hurt by the recession, by drastic price-cutting and by imports, sales were less than anticipated. Production of some product lines has accordingly been reduced, and operating costs lowered." Under new management, "many steps are being taken to remedy the division's difficulties."

CBS Labs: Principal projects include silicon switching transistors, jet plans intercom systems, dry-film lubricants for outer-space use, and the VIDIAC character generator for electronic printing.

CBS International: "The division expects another good year." CBS Newsfilm is bought by stations or networks in 25 countries and "reaches 7 out of 10 TV homes throughout the world." More than 60 other CBS program series are seen in 51 countries for a total of more than 1,250 program half-hours weekly.

In answer to questions from stockholders, Chmn. William Paley made these points:

Color TV: "We are geared up to start to broadcast color TV on very short notice . . . When color TV becomes universal in terms of receivers in the hands of the public, we will serve this demand."

Pay TV: "CBS will be watching all developments."

Mergers & acquisitions: "There is nothing at hand immediately, but we are always open to opportunities or suggestions."

New financing: "Nothing is planned this year, but outside financing probably will be needed before 1972 for construction of our new N.Y. hq on the Avenue of the Americas."

A stockholder who identified himself as a CBS employe told Paley that employe morale had been shattered by the trend away from live programming, and the consequent dismissal of 45 workers. "The pioneering spirit is lost," he said. Replied Paley: "I share your enthusiasm for live programming . . . It is the desire of the company to maintain a high percentage of live programming, but this is sometimes difficult [because of the preferences of actors & producers] . . . I cannot accept your statement that the pioneering spirit is dead . . . but we cannot fight against the tide."

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**ABC Wins Orange Bowl:** A 10-year CBS-TV sports-event standard, the Orange Bowl football game, is now part of ABC's sports calendar. CBS reportedly dropped the event rather than enter into general bidding. Exclusive TV rights to the game, the regatta, the parade and the junior Davis Cup tennis matches will cost ABC $256,000 annually.

## NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri. 4-5:30 p.m., part. eff. April.
*Warner-Lambert* (Lambert & Feasley)

Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. April.
*Johnson & Johnson* (Young & Rubicam)
*North American Philips* (C. J. LaRoche)

Daytime programming, Mon.-Fri., part. eff. May.
*Lehn & Fink* (G ,M, M & B)

CBS-TV

I Love Lucy, Sun. 6-6:30 p.m. Father Knows Best, Tue. 8-8:30 p.m., part. eff. April 30 & May 30.
*Van Camp Sea Food* (E,W, R&R)

P.G.A. Tournament, Sat. July 29, 5:30-6:30 p.m., Sun. July 30, 4:30-6 p.m., participations.
*Renault* (Needham, Louis and Brorby)

Baseball Game of the Week, Sun. April 16, participations.
*Colgate-Palmolive* (Ted Bates)

CBS Reports, Thu. April 27; fall, full-sponsorship.
*AT&T* (N. W. Ayer)

NBC-TV

Wagon Train, Wed. 7:30-8:30 p.m., part. eff. fall.
*National Biscuit* (McCann-Erickson)
*R. J. Reynolds* (William Esty)

Captain of Detectives, Fri. 8:30-9:30 p.m., part. eff. fall.
*Brown & Williamson Tobacco* (K, M & J)
*Colgate-Palmolive* (Ted Bates)

Thriller, Mon. 10-11 p.m., part. eff. fall.
*Colgate-Palmolive* (Ted Bates)

87th Precinct, Mon. 9-10 p.m., part. eff. fall.
*Liggett & Myers Tobacco* (M-E)

Tales of Wells Fargo, Sat. 7:30-8:30 p.m., part. eff. fall.
*Warner-Lambert* (Lambert & Feasley)

Hollywood, the Golden Years, Wed. Nov. 22, 7:30-8:30 p.m., Full-sponsorship.
*Procter & Gamble* (Benton & Bowles)

Pro Bowl Game, Sun. Jan. 14, co-sponsorship.
*Liggett & Myers* (D-F-S)

East-West Football Game, Sat. Dec. 30, participations.
*R. J. Reynolds* (William Esty)

The Pro Championship Game, Sun. Dec. 31, participations.
*Philip Morris* (Leo Burnett)
*Ford Motor* (J. Walter Thompson)

Daytime programming, part. eff. May 3, June 20 & Oct. 2.
*Ex-Lax* (Warwick & Legler)
*Pillsbury* (Leo Burnett)
*Thomas Leeming* (William Esty)

**2ND CANADIAN NETWORK APPROVED:** A new coast-to-coast TV network, embracing 8 independent stations which compete directly with CBC, was officially born April 21. The Board of Broadcast Governors authorized Toronto film producer Spencer W. Caldwell and the 8 stations to form Canadian Television Network Ltd. (Vol. 17:16 p8) and commence operation by the start of the professional football season in August. The network license runs to June 30, 1968, and calls for a review of operations by August 31, 1964.

The 8 stations: CFTO-TV Toronto, CFCF-TV Montreal, CJOH-TV Ottawa, CJCH-TV Halifax, CFRN-TV Edmonton, CJAY-TV Winnipeg, CFCN-TV Calgary and CHAN-TV Vancouver. Caldwell said CTN would be ready to televise the first football game August 11.

BBG's authorization requires CTN to operate on affiliated stations an average of 10 hours weekly in any 12-month period. This represents a compromise of the programming differences between BBG & CTN Pres. Caldwell. The former had stipulated originally (Vol. 16:50 p3) that the new network operate a minimum of 10 hours weekly regardless of program sponsorship. Caldwell had been unable to guarantee that volume of programming by starting date. Other BBG actions:

Denied the application of CFTO-TV Toronto for a temporary Toronto-Montreal-Ottawa TV network (Vol. 17:16 p8) to carry Canadian pro football games.

Liberalized its regulations for TV-radio advertising of beer & ale. It is now permissible to identify product as well as sponsor and to show the label.

Approved licenses for new TV stations at Flin Flon, Man. and Cranbrook, B.C.; denied application from Ste. Anne des Monts, Que.

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**Networks Call "Time":** Sen. Proxmire (D-Wis.), who alternately praises & denounces TV programs on the Senate floor, has obtained an accounting from all 3 networks on what they have in store for the public next season by way of public-service shows. Seizing on a "show business" TV roundup in the March 31 *Time* as evidence that the outlook is dim, Proxmire called on the networks to defend themselves. Unanimously, CBS Inc. Pres. Frank Stanton, NBC Pres. Robert Kintner and ABC Pres. Leonard H. Goldenson replied that *Time* erred. They told Proxmire that network schedules will be chock full of public service next season. The correspondence provided "a useful dialogue" anyway, Proxmire told the Senate.

**High Price of Public Affairs:** Addressing the Hartford Advertising Club (Hartford, Conn.) April 21, CBS News Pres. Richard Salant let his audience in on some of the costs of electronic journalism. "If the CBS-TV network, a not unprofitable enterprise, dropped all its news & public-affairs programs," Salant said, "and substituted the ordinary mass-entertainment programs, and making the assumption that [it] could sell all the substitute programs at the going rates, the network could increase its pre-tax profits by as much as 65%. And that is many, many millions of dollars."

**New CBC-NABET Pact:** A new agreement involving some 1,400 technical employes of the Canadian Bestg. Corp. has been ratified by NABET & the network. The agreement, effective as of April 1, provides a 4% salary rise for the 12 months to Jan. 31, 1962 and a 3% increase for the subsequent 14-month period.

**Wolper Finds His Own 'Network' Again:** David Wolper's latest TV documentary, "Project: Man in Space," will be spot-placed by Tidewater Oil Co. in the company's 44 markets. This is the 2nd time the independent Hollywood producer has circumvented TV network opposition and has managed to garner near-national exposure for his program on a market-by-market basis. Operating under the same no-outside-produced-documentaries policy which prompted refusal of "Race for Space" in 1959-60, the networks apparently are still wary of Wolper.

Last year, Wolper obtained exclusive 4-year U.S. rights to Soviet space films, including footage on 3 years of preparation for the Russian man-into-space shot. Tidewater purchased TV rights from Wolper and recently tried to buy network time for a 60-min. program. The oil firm reportedly offered to turn over 4 hours of footage to an interested network, which could then produce the show itself. The network would pay Wolper $25,000 and Tidewater would sponsor the program—at a 60% discount because it has no Midwest distribution.

ABC-TV news vp James C. Hagerty called this financial arrangement "distasteful" and said he wouldn't use "foreign-govt. films given exclusively to one producer." CBS, after refusing the films, later tried in vain to buy a 6-min. segment for use in the April 14 *Eyewitness to History* report on the space trip of Major Yuri A. Gagarin.

Rerunning "Race for Space" for the 3rd time last week under Tidewater sponsorship, WPIX N.Y. drew an April 13 Arbitron of 11.8, almost equal to ratings scored on the 2 previous showings. It topped all 3 April 12 network space specials in the N.Y. market.

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ABC's Oscar Performance: Having out-maneuvered NBC & CBS for the TV rights to the annual Hollywood Oscar show (Vol. 16:36 p6), ABC kept its fingers crossed April 17. Would the Academy Awards show draw a larger audience on ABC than it had in the previous season on NBC? When the Trendex returns were in, ABC breathed easier. Trendex estimate of the audience: "Over 100 million viewers watched all or part," or about 9 out of every 10 TV homes. In the 10:30-11 p.m. period, ABC drew a 51.0 rating and 82.5 share in nearly 30 major cities, and an 11-midnight rating of 62.5 and an 89.0 share. NBC quickly countered with a which-rating-d'ya-read? reply, pointing out that Arbitron gave NBC a 54.4 rating, 83% share in 1960 for the Oscarcast, but gave ABC's 1961 coverage a 45.0 rating and 73% share.

CBS Foundation Names 8 News Fellows: Fellowship grants, for 1961-62, providing a year's study at Columbia U., were awarded by CBS recently to Stephen Banker (WCBS N.Y.), Thomas Dorsey (WBNS-TV Columbus), Morris Hepler (WWL-TV New Orleans), Peter Herford (KTVA Anchorage), David Nellis (U. of Miami), Thomas Petry (WQED Pittsburgh), William Seamans (WCBS-TV N.Y.) and Sanford Socolow (WCBS-TV N.Y.). Applications had been open to all staff members of CBS News, CBS o&o's and affiliate stations, personnel of non-commercial ETV stations and broadcasting educators.

New ABC Overseas Offshoot: ABC's booming international TV-radio activities achieved a new status last week when ABC International TV Inc. was created as a new, wholly-owned subsidiary of AB-PT. Donald W. Coyle, who has been serving as vp in charge of ABC's old international div., was named pres. of the new subsidiary.

## Programming

**Block-Booking Pleas Filed:** Neither the Justice Dept. nor the defense is satisfied with N.Y. District Court Judge Archie O. Dawson's antitrust decision in February against block-booking practices of major TV film distributors (Vol. 17:7 p15). Complaining that terms of Judge Dawson's injunctions in the case won't be effective, the govt. has appealed directly to the Supreme Court to order them tightened. In cross-appeals, attorneys for the 6 film companies protested the District Court's orders were too stringent.

The Justice Dept. said the orders left loopholes for "temporary block-booking" of films by stations, that the distributors should be required to offer their wares on a picture-by-picture basis under separate price tags, and that the films should be described—not just listed by title. "The companies will be able to finagle all over the lot if the lower court's order stands as is," a Justice attorney told us.

"Nonsense," attorneys for the distributors said in effect. They had first indicated that they wouldn't appeal Judge Dawson's decision, but the govt.'s move to make it tougher changed their minds. Among other things, they told the Supreme Court that they needed relief from block-booking prohibitions he imposed, that the govt. had failed to prove any widespread illegal practices in the case, that Judge Dawson had relied on irrelevant legal precedents in his decision. The Supreme Court probably won't list the appeals for arguments until next term.

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White House TV Scorned: President Kennedy's televised news conferences are "a mess," the American Society of Newspaper Editors was assured by one of the regular participants—Peter Lisagor of the *Chicago Daily News*. As a matter of fact, Lisagor told the ASNE's Washington convention, the TV-covered conferences are so "disorderly & disorganized" that they're "almost chaotic." Calling for "a better way of handling it," he said: "The reporters have become little more than props for a show. It's like making love in Carnegie Hall, but not that intimate." Lisagor spoke his piece in a panel discussion of Kennedy administration news policies. Max Freedman of *The Manchester Guardian* said that if the conferences' TV format is faulty, then the Washington press corps itself is largely to blame for making it so. The President himself, Freedman said, has been giving "incisive answers" to on-camera questions. The format also was defended by a 3rd panelist —White House press secy. Pierre Salinger. It's "here to stay," he said flatly.

TV's Political Power: "Independent" voters in the 1960 Presidential election were 2-to-1 in favor of John F. Kennedy vs. Richard M. Nixon after watching one or more of the campaign's televised debates. That's one finding by a U. of Mich. Survey Research Center team which sampled voters in a Rockefeller Foundation-financed study. The report also confirmed that the TV debates won a huge audience—at least 80% of the voting population.

Schools to Get NBC Documentaries: Over 40 NBC historical & informational TV films are being made available to U.S. schools & film libraries. McGraw-Hill Publishing Co. and Encyclopaedia Brittanica Films will distribute prints of *Project 20*, "The Twisted Cross," "Nightmare in Red," "Meet Mr. Lincoln," "Mark Twain's America," "3-2-1-Zero," and 30 episodes of the *Wisdom* series, under a deal with NBC Enterprises. To be released soon: *NBC White Paper*, David Brinkley's *Hong Kong*.

**More Fall-Schedule Information:** Although nearly all the fall shows are now securely set, the following changes in the 1961-62 schedules have been reported since our last checkup (Vol. 17:15 p7).

ABC-TV: *The Force*, Warner Brothers' 60-min. show scheduled for Wed. 7:30-8:30 p.m., has been forced out. Replacing it will be a pair of Goodson-Todman Civil War shows: *The Rebel* and *The Yank*. The former, now on ABC, and the latter, a pilot holdover from last season, will be combined as a 60-min. show. *Ben Casey*, a 60-min. medical drama series produced by Bing Crosby, will fill the Mon. 10-11 p.m. berth recently vacated by *Adventures in Paradise*.

NBC-TV: Tennessee Ernie Ford's defection from the fall schedule (Thu. 9:30-10 p.m.) has made room for *Hazel*, a Screen Gems package which has been making the network rounds. NBC, unwilling to buck the Las Vegas lobby, has dropped plans for Goodson-Todman's *Las Vegas Beat*. A 60-min. version of a Four Star show currently on ABC, *Captain of Detectives*, will take over the Fri. 8:30-9:30 p.m. spot.

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**Cuban Invasion Coverage:** CBS News chalked up some coups in telling the story of the preparations & the landings, including: (1) Exclusive story, in pictures & words, reported from Florida by Stuart Novins before the invasion, of recruiting & preparations by anti-Castroites. (2) Interview with Abel Mestre, former pres. of Cuba's CMQ TV & radio network (now taken over by Castro), Minister of Information in the anti-Castro Revolutionary Council. (3) Daily video-tape rebroadcasts of Cuban TV newscasts, with running English translation, recorded in Key West—virtually the only direct communication from Havana. NBC News on April 18 telecast what it described as the "first TV pictures from Havana since Cuba was invaded by rebel forces." Using a long-range receiver in Naples, Fla., NBC taped telecasts from CMQ-TV Havana, showed excerpts on *Huntley-Brinkley Report*.

**"Bullets" Shoots Up Show:** Jackie Gleason's ex-agent George (Bullets) Durgom obtained a court injunction last Thursday to stop "Million Dollar Incident"—an April 21 CBS-TV special—in the event that his name should be used in the show. Taped last August, the show stars Gleason as a TV star who is kidnapped for $1 million ransom, and includes a Harvey Lembeck-characterization of Durgom. CBS, in true showbusiness style, said "the ($500,000) show must go on." A speedy editing job electronically obscured the names of "George," "Durgom," and "Bullets" some 19 times.

**"Best Sellers Week":** KMOX-TV St. Louis unveils a bright bit of showmanship in the presentation of movies early next month. The station will put on a "Best Sellers Week," featuring 7 movies based on best-selling novels. Kickoff on Sunday May 7 (10:30 p.m.) is Marcia Davenport's *Valley of Decision*, to be followed throughout the week by Lloyd C. Douglas's *Green Light*, Ernest Hemingway's *To Have & Have Not*, Cornelia Otis Skinner & Emily Kimbrough's *Our Hearts Were Young & Gay*, Sinclair Lewis's *Cass Timberlane*, Pearl Buck's *The Good Earth*.

**KING-TV** Seattle and Boeing Airplane, producer & sponsor respectively of a televised documentary on the centennial of the U. of Wash., have been commended by a resolution of the Washington state senate "for this unique example of excellence in the field of public service & technical achievement."

**Awards & Honors:** The George Foster Peabody Awards were presented April 18 in N.Y. The winners: TV contribution to international understanding: CBS 1960 Olympic coverage. TV education: *NBC White Paper*. Local programs: KPFK (FM) Pasadena, WCKT, Miami, WOOD-TV & WOOD Grand Rapids, WCCO-TV Minneapolis. Radio children's programs: *The Singing Lady*, WNYC N.Y. Radio entertainment: Musical spectaculars, WQXR N.Y. TV public service: *CBS Reports*. Radio-TV education: *Look Up & Live*, CBS; *Frontiers of Faith*, NBC; *Pilgrimage*, ABC. TV children's programs: *The Shari Lewis Show*, NBC. TV news: *Texaco Huntley-Brinkley Report*, NBC-TV. Radio public service: Metropolitan Opera network. TV youth programs: *GE College Bowl*, CBS-TV. TV entertainment: "Fabulous Fifties," CBS-TV. A special award of outstanding public service: Dr. Frank Stanton for his part in bringing about "The Great Debates" • **Saturday Review** voted a special citation to 5 sponsors for "leadership in support of quality TV & radio programming and non-client interference with the creative heads of the programs they are sponsoring." Honored were Bell & Howell, Purex, Standard Oil of N.J., Gulf Oil and Nationwide Insurance. 10 programs were also cited: Texaco: *Huntley-Brinkley Report*, NBC. Ford: *Leonard Bernstein & the N.Y. Philharmonic*, CBS. Phillip Morris: *CBS Reports*. Standard Oil of N.J.: *Play of the Week*, WNTA-TV N.Y. U.S. Time: *NBC White Paper*. Texaco: *The Metropolitan Opera*. Shell Oil: *N.Y. Philharmonic Young People's Concerts*, CBS. Bell & Howell-Mead Johnson: *Winston Churchill: The Valiant Years*, ABC. NBC: NBC Opera Company • **WFIL-TV & WFIL** Philadelphia received an award for their *One Nation Under God* series from National Religious Publicity Council.

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**Unions Plan Infiltration Pact:** A "concerted effort" is being made by foreign-Comumnist-dominated unions to infiltrate the ranks of U.S. & Canadian entertainment unions, charged Herman Kenin, pres. of the American Federation of Musicians, last week. Kenin has called a May 19-26 conference of union heads in the U.S., Canada, Central and South America and the Caribbean. The conference, to be held in San Jose, Costa Rica, hopes to establish an international trade secretariat as "a nucleus to encompass all the democratic show business unions in the free world." Among those attending will be representatives of IATSE, IBEW, AFTRA, SAG and NABET. . . . On another entertainment union front, DGA and the U.S. networks still disagree on the new contract terms for 900 directors, asst. directors and stage managers (Vol. 17:16 p8). The union has granted its members "temporary permission" to continue work without a contract.

**Canon 35 Criticized:** It's time for lawyers to "take a fresh look" at the American Bar Assn.'s rule banning cameras & microphones from courtrooms, Meredith Bcstg. Co. exec. vp Frank P. Fogarty told the Omaha Bar Assn. Deploring refusal of the ABA to revise or relax its Canon 35, Fogarty said: "If you will admit cameras & microphones to the courtrooms you will not jeopardize the rights of your clients. On the contrary, you will actually insure them. You will reaffirm the right of the people to know what is going on in the courtroom—by the most faithful means of reporting there is."

**OCDM Offers Public-Service Films:** *Retrospect*, a series of 13 quarter-hour historical programs, is being offered to all U.S. commercial TV stations via Sterling.

## Film & Tape

**LESS VIOLENCE NEXT SEASON:** That's the word from the network censors, who have previewed the bulk of pilots & early episodes of next season's programming. This is attributed to (1) better balanced programming, with comedies & animation playing important roles; (2) awareness by producers & networks of criticism from the trade, press and govt. against "violence for the sake of violence," and (3) what one executive described as a switch from physical to "emotional" violence.

Here's a sampling of what network executives in charge of script policing told us:

Robert Wood, West Coast mgr. of best. standards, NBC-TV: "Violence in emotions will be stressed, rather than physical violence. There will be more character study because there will be more 60-min. shows. Hour shows allow time for such delineation, and don't have to depend on violence. I think next season will be a better year with less violence."

Dorothy Brown, dir. of continuity acceptance, Western div., ABC-TV: "We will have a balanced & lighter program schedule next season, which makes for a less violent picture over-all. The schedule has been lightened by comedies & animation shows to the point where any angle which has been criticized will be taken care of. There will be considerably less violence, [but] sex is here to stay. We are cognizant of criticism against violence by the govt. & the trade. The picture is very bright for us next season."

William Tankersley, West Coast dir. of program practices, CBS-TV: "I don't think there will be any remarkable change regarding violence next season, but the situation will be slightly better. That's because the majority of our new shows aren't of the violent type—they're comedies. We will have *Frontier Circus*, which will have little violence; *The Investigators*, which will have about the same amount as *Checkmate*. The number of acts of violence in *Route 66* is very low. *Rawhide* has violence, but it's not excessive. The only way to improve matters actually is to get out of the violence field."

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**40 SHOWS KILLED TO DATE:** Ad-agency & network executives aren't through, but so far the Hollywood casualty list is up to expectations, with approximately 40 network shows terminated. Of that total, 30 are film. This is about par for the course at this point in the season.

Comedies dominate the casualty list, 10 of them being guillotined. Next come Westerns and action-adventure, 7 each. Three anthology series and a like number of private eyes have been evicted. And veteran performers whose series will not return include Ann Sothern, Barbara Stanwyck, Loretta Young, Hugh O'Brian, Groucho Marx and Henry Fonda.

Four Star Television has lost the largest number of shows—8. Next are Revue and Ziv-UA, 4 each. Screen Gems has lost 2, and the rest are scattered among various companies, some with only one series.

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MGM-TV begins production late in May on its *Dr. Kildare* series, on which Norman Felton is exec. producer and Herbert Hirschman producer. Richard Chamberlain & Raymond Massey star. The show will have 9 writers.

## HOLLYWOOD ROUNDUP

**MGM-TV Maps Plans for 1962-63:** MGM-TV, busy on plans for the 1962-63 season, is considering a 90-min. weekly anthology series, we're told by production vp Robert Weitman. Although this length has never before been attempted in TV film, it wasn't too long ago that TV executives were saying 60-min. shows were economically unfeasible. Weitman also said his studio had staked out a dozen ideas for 60-min. shows and 8 for 30-min. The 60-min. ideas are comedy-drama and action & adventure with strong character delineation. The 30-min. projects include situation comedy and offbeat ideas. "We will probably wind up with 5 or 6 hour shows and 3 half-hours," but these figures are tentative, Weitman said.

The film executive is now preparing his staff for the busiest TV season in the studio's history, with *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride* as new entries for next season, and *National Velvet* renewed.

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**No New Sales for Warner:** For the first time since it entered TV film, Warner Bros. may not have a new series for the coming season. It would be quite a setback for the studio even though it is retaining its current shows.

Warners this spring offered *Las Vegas File*, *Solitaire*, *The Force* and *Room for One More*. At this date, ABC-TV, which normally has first call on WB product, has no place for the properties on its fairly firmed schedule for 1961-62.

Warners does have renewals on *77 Sunset Strip*, *Hawaiian Eye*, *Lawman*, *Bugs Bunny*, *Cheyenne*, *SurfSide 6*, *The Roaring 20's* and *Maverick*, all on ABC-TV. The *Maverick* deal is for only 13 first-runs.

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Production resumes May 15 on *Crime & Punishment*, syndicated tape series, on location at San Quentin, Folsom and Corona prisons in California. Exec. producer is Collier Young, and co-producers are Homer H. Canfield & Ludwig Gerber. Newscaster Clete Roberts is featured as interviewer. Young is marketing & distributing the series, having sold it in 7 major markets, including N.Y. & L.A.

Four Star Television has picked up its option to headquarter at Republic Studios for another year. Four Star Pres. Powell plans a mid-May start on several new series.

Revue Studios has begun production on a new series, *Holiday House*, starring the comedy team of Wayne & Shuster. Producer is Cecil Barker.

Loretta Young's daughter, Judy Lewis, played a role in a *Surfside 6* segment at Warner Bros.

MGM-TV has signed 7 writers to its 60-min. *Cain's Hundred* series, bowing on NBC-TV next fall.

People: Winston O'Keefe named producer of Screen Gems' *Dennis the Menace* for next season . . . **James Fonda**, former *Dennis* producer, will produce *Hazel* for SG . . . **Louis Gray** appointed dir. of production for MGM-TV . . . **Tony Rizzo** named sales vp of Audio Visual Research Co. . . . **Marion Hargrove** has joined 20th Century-Fox TV as a producer, and has been assigned to its new 60-min. series, *Follow the Sun* . . . **Ralph Senensky**, ex-*Playhouse 90* production aide, named asst. to producer Herbert Hirschman of MGM-TV's *Dr. Kildare*.

## NEW YORK ROUNDUP

**Screen-to-TV Time Lag Decreases:** The length of time a feature film sits on the shelf after completing its theatrical run and before it goes into a TV package somewhere is getting shorter all the time. So reported Judy Dupuy, editor of Broadcast Information Bureau's TV-film source books, last week. Since last August, 957 features have been released to TV, of which 481 are post-1948s. And most of the latter had theatrical runs during the 1950s. Currently, Miss Dupuy stated, a whopping total of 12,209 features from all sources—Hollywood-made, independent productions, foreign films, etc.—are now available to TV, with 2,651 of them in the post-1948 category. Westerns, added Miss Dupuy, "represent only 10% of the total." BIB's latest reports include a new yardstick for film buyers—"audience tune-in expectancy"—an index of each film's potential rating based on the original box office receipts.

**WBC Enters Syndication:** *PM-East & PM-West*, the 90-min.-nightly variety show being launched in station sales by Westinghouse Bcstg. Co. (Vol. 17:15 p6) won't be handled by an outside syndicator. Instead, WBC Productions, the station group's production offshoot, has created a new program-sales div. to be directed by former *Variety* staffer Mike Roberts. The WBC div. will also syndicate *Intertel*, an International TV program project in which WBC participates. WBC launched a filmed documentary series, *The American Civil War*, into syndication last season, but used Trans-Lux as distributor . . . *PM-East & PM-West* will not, as previously reported, replace *The Jack Paar Show* on the 2 NBC-TV affiliates WBZ-TV Boston & KYW-TV Cleveland; these stations do not carry the show.

**TV Marketeers** will syndicate Roland Reed Productions' action series, *Waterfront*, once handled by MCA-TV. The 78-episode, 30-min. series, starring Preston Foster, will be offered on a daytime-strip basis. The new firm (Vol. 17:16 p13) will also market a first-run, 30-min. adult cartoon series called *Straight Talk Jackson*, the pilot of which was recently completed.

**Add Syndication Sales:** ZIV-UA has scored 63 station sales for *King of Diamonds*, only 2 weeks after release. Newest sales include: WHDH-TV Boston, KABC-TV Los Angeles, KTVK Phoenix . . . **Trans-Lux** added 4 new markets for *The American Civil War*, raising the total to 76 . . . **ABC Films'** *Consult Dr. Brothers* has been sold in 18 markets to date.

**Next Season's Categories:** Situation comedy represents the biggest segment of the fall programming picture at this writing—28 of 105 shows, or 27%. Westerns are 2nd with 16 (15%), reports *Sponsor*, suspense-crime 3rd with 15 shows (14%) and adventure 4th with 14 (13%). The remaining 32 (31%) are (in order of quantity): Comedy variety, anthology drama, quiz-panel, public affairs, music, straight variety, sports and feature films.

**Advertising Radio & TV Services** has formed a Canadian branch, with offices in Toronto & Montreal. ARTS Ltd. will book, distribute and stockpile TV shows & commercials in Canada & the U.S.

**People: Harvey Chertok** has been named Seven Arts dir. of advertising, sales promotion and publicity . . . **Barbara Wilkens** has been appointed Trans-Lux dir. of sales promotion & publicity.

**Dissidents Win NT&T Proxy Fight:** Dissident NT&T stockholders Leonard Davis and Philip L. Handsman were elected to the board, as results of annual stockholders meeting & election were announced last week. And just before the April 19 meeting at which results were made known, B. Gerald Cantor, ex-NT&T pres., resigned as chmn., asserting that he found himself "handicapped" by the criticism leveled at him at the April 11 stockholders session (Vol. 17:16 p12).

Commented Cantor: "We will present a full answer to these allegations [of conflict of interest & mismanagement] in court. We will prove the falsity of their charges and clearly establish our consistent efforts in the best interests of the company, as evidenced by the upturn in profits."

Davis & Handsman, who aimed the charges at Cantor, had no comment on his action, but as to their election. Davis did not attempt to conceal his satisfaction. He said that as a director he would attempt to have the company pursue "a more conservative policy. We are primarily a theater operation, and I would like to see more expansion in that line," he said. He acknowledged that he & Handsman had spent at least $25,000 on the proxy fight, and indicated he would seek to have NT&T compensate them for this expenditure.

Asked about NTA, of which NT&T owns 38%, and which he attacked during his proxy campaign as a "debacle," Davis replied it would be "one of the first things we'll give our attention to. It's in jeopardy." He explained that his mention of a more conservative policy specifically referred to NT&T's "substantial" investment in NTA. As a director, he will call for major changes in the management of NTA, he said. He said he might someday favor NTA becoming a subsidiary of NT&T again, but was "not absolutely sure."

When someone pointed out that Handsman & he are only 2 of a board of 12, Davis said: "We don't think of the lineup as 2 against 10. If policies we push are good for the company, the other directors will go along."

NT&T Pres. Eugene Klein said he considered the 82% vote favoring 10 of the 12 management nominees a vote of confidence. He added that he was "not prepared to make any statement as to what my policy will be yet [but] I am sure that Davis & Handsman will join in support to help the corporation."

Re-elected to the board were Cantor, Klein, Joe Benaron, John B. Bertero, Samuel Firks, William J. Friedman, Richard W. Millar, Jack M. Ostrow, A. J. Gock and Willard W. Keith. Each of the 10 won about 1.8 million votes; Davis and Handsman each received 2.2 million. Management nominees defeated were William H. Hudson & Graham L. Sterling. Samuel Kurland, an independent nominee, was unsuccessful in his bid, with 72,711 votes.

Klein was re-elected NT&T president at the new board's initial meeting, April 20. Also re-elected were Sheldon Smerling, exec. vp; Alan May, vp-treas.; M. Spencer Leve, vp; Laurence A. Peters, secy,; and Paul F. Scherer, asst. secy. & asst. treas. Leonard Davis failed in his effort to be elected to the executive committee.

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**Four Star Television** has sold a 60-min. version of *Robert Taylor's Detectives*, now on ABC-TV, to NBC-TV. It will be produced by Jules Levy, Arthur Gardner and Arnold Laven. Starring are Taylor, Russ Thorsen, Mark Goddard, Tige Andrews and Ursula Theiss The show will be on at 8:30 p.m. Friday.

## Foreign

***More about***

**FOREIGN TV GROWTH:** How each country stands in number of TV stations & sets-in-use (data as of March 1, 1961) is shown in this table based on the Foreign TV Directory section of our upcoming TELEVISION FACTBOOK No. 32 (see p. 5).

| Country | Stations | Sets |
|---|---|---|
| Algeria | 6 | 60,000 |
| Argentina | 5 | 650,000 |
| Australia | 16 | 1,173,000 |
| Austria | 20 | 215,000 |
| Belgium | 6 | 675,000 |
| Bermuda | 1 | 8,500 |
| Brazil | 25 | 1,200,000 |
| Bulgaria | 1 | 5,000 |
| Canada | 89 | 3,900,000 |
| Chile | 3 | 500 |
| China | 18 | 20,000 |
| Colombia | 14 | 150,000 |
| Costa Rica | 1 | 10,000 |
| Cuba | 27 | 500,000 |
| Cyprus | 1 | 3,000 |
| Czechoslovakia | 11 | 850,000 |
| Denmark | 11 | 545,000 |
| Dominican R. | 4 | 15,000 |
| Ecuador | 1 | 2,000 |
| El Salvador | 3 | 30,000 |
| Finland | 19 | 98,000 |
| France | 94 | 2,000,000 |
| E. Germany | 10 | 1,000,000 |
| W. Germany | 280 | 4,800,000 |
| Guatemala | 2 | 35,000 |
| Haiti | 1 | 1,800 |
| Honduras | 1 | 4,500 |
| Hong Kong[3] | 1 | 7,000 |
| Hungary | 7 | 110,000 |
| India | 1 | 400 |
| Iran | 2 | 38,000 |
| Iraq | 1 | 35,000 |
| Ireland[2] | 1 | 100,000 |
| Italy[5] | 424 | 2,360,000 |
| Japan | 125 | 6,643,000 |
| Korea | 1 | 8,000 |
| Kuwait | 1 | 700 |
| Lebanon | 2 | 20,000 |
| Luxembourg | 1 | 7,000 |
| Malta[6] | — | 10,000 |
| Mexico | 23 | 700,000 |
| Monaco | 1 | 11,000 |
| Morocco | — | 5,000 |
| Netherlands | 7 | 812,000 |
| Neth. Antilles | 1 | 5,000 |
| New Zealand | 1 | 3,500 |
| Nicaragua | 1 | 5,000 |
| Nigeria | 3 | 6,000 |
| Norway | 12 | 53,000 |
| Okinawa | 2 | [1] |
| Panama[4] | 1 | 20,000 |
| Peru | 5 | 71,500 |
| Philippines | 4 | 45,000 |
| Poland | 17 | 456,000 |
| Portugal | 7 | 63,000 |
| Rhodesia | 1 | 6,000 |
| Rumania | 5 | 45,000 |
| Saudia Arabia | 1 | 6,500 |
| Spain | 8 | 300,000 |
| Sweden | 45 | 1,150,000 |
| Switzerland | 20 | 129,000 |
| Syria | 1 | [1] |
| Taiwan | — | 100 |
| Thailand | 2 | 60,000 |
| Trinidad | 1 | 24 |
| Turkey | 1 | 1,000 |
| United Arab Republic | 4 | 50,000 |
| United K'dom. | 35 | 11,200,000 |
| Uruguay | 1 | 25,000 |
| USSR | 173 | 5,000,000 |
| Venezuela | 14 | 250,000 |
| Yugoslavia | 6 | 18,000 |
| FOREIGN TOTAL | 1639 | 47,787,024 |
| U.S. | 582 | 56,300,000 |
| U.S. Military | 33 | — |
| GRAND TOTAL | 2254 | 104,087,024 |

[1] Sets-in-use estimate unavailable.
[2] Viewers tune to British stations.
[3] Closed-circuit cable system.
[4] Tunc to Armed Forces stations.
[5] Includes 396 satellite stations.
[6] Viewers tune to Italian stations.

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**Foreign TV Report:** USIA summarized last year's overseas TV developments in a report pointing up the Soviet bloc's stepped-up propaganda use of TV. The agency reported: (1) Bloc countries increased the number of stations from 189 to 264, receivers from 5,294,000 to 7,407,000. (2) Non-bloc countries' stations rose from 899 to 1,224, sets from 26,796,000 to 35,535,000. (3) Russia reportedly is building a station meant to reach Norway & Finland. (4) Cuban-bloc country program-exchange agreements. (5) Great increase in Communist China TV activity. (6) "Highly propagandistic" East German programming aimed at West Germany.

**Intertel Praised:** The 4-country Intertel TV public-service programming project set up by the Westinghouse Bcstg. Co. and National Educational TV & Radio Center has been lauded by Sen. Keating (R-N.Y.) as a "bright new prospect" in the field of international relations. In a *Congressional Record* statement, Keating said he has "great enthusiasm & high hopes" for the TV venture in which Canada, Australia and U.K. are participating.

**Another Soviet "First":** Russia's recent triumph in space was immediately followed by another—in TV. For the first time, Moscow & London (and other Western European centers in between) were linked in a live TV transmission. The televised event: The hero's welcome given spaceman Yuri Gagarin on his arrival in Moscow.

## Congress

**Minow Influence Feared:** Rep. Avery (R-Kan.), recently promoted by the Republican leadership from the House Commerce Committee to the more powerful Rules Committee, says he's afraid FCC under Democratic Chmn. Minow is aiming at govt. control of TV-radio programming.

Referring to such recent FCC developments as the Commission's proposals for station program forms (see p. 3), Avery said in a House statement that there's been "an increasing tendency [by FCC] to intervene into radio & TV programming"—and that Minow is pushing his colleagues in that direction.

Avery said that as a Commerce Committee member he always stoutly defended the right of station licensees to solve their own programming problems without direct or indirect interference from the govt. That's being changed now, he warned:

"With the New Frontier came an increasing influence toward greater federal control in every field of jurisdiction of the federal govt. Nearly every proposal that has come to Capitol Hill from President Kennedy has reflected his philosophy that there should be increasing control . . .

"This philosophy has been further evidenced in this instance through statements made by [Minow]. He frankly states—and I admire him for his frankness—that it is his belief that [FCC] should become increasingly concerned with programming for broadcasters."

**JFK's FCC Plan Due:** Following up his special message on regulatory agencies (Vol. 17:16 p1), President Kennedy is expected to give Congress his FCC reorganization plan this week. The White House proposals to revamp FCC & SEC had been scheduled for delivery on Capitol Hill April 20, but were delayed until at least April 25 by other business—such as the Cuban situation. The White House gave no inkling meanwhile as to what the President may have in mind specifically for FCC. But in his special message he called for increased authority for agency chairmen, delegation of authority in cases to panels, and more responsibility for hearing examiners. Under extension of the Reorganization Act of 1957 approved by Congress (Vol. 17:14 p16), the President's reorganization plans become effective within 60 days after they are submitted unless they are vetoed by a majority vote in either Senate or House. Both Senate Commerce Committee Chmn. Magnuson (D-Wash.) & House Commerce Committee Chmn. Harris (D-Ark.) have served notice that they want to have a close look at plans for FCC & other agencies.

**"Ethics" Bill Killed:** The House Rules Committee has pigeonholed a bill (HR-2397) by Rep. Ashley (D-O.) that requires members of Congress as well as other govt. officials to make "public financial reports" on outside business interests—including those in broadcasting. In voting to table the measure, the Committee probably killed chances for any other such full-disclosure measures at this session. Many members of Congress object to the proposals on grounds that they are fully answerable to their constituents for their conduct—public & private.

**Radio Month Backed:** Members of Congress have joined in NAB's promotion of National Radio Month in May (Vol. 17:15 p12). Endorsements received by NAB radio vp John F. Meagher include letters from Sens. Magnuson (D-Wash.), Gruening (D-Alaska), Mundt (R-S.D.), Byrd (D-W. Va.), Reps. Colmer (D-Miss.) & Kowalski (D-Conn.).

**Paglin on Patents:** FCC has few problems involving patents, gen. counsel Max D. Paglin testified at Senate hearings on proposals (S-1084 & 1176) to give control to the govt. over patents developed by federally-financed contractors (Vol. 17:15 p19). "It is believed that FCC contributions to the group of patents to be administered under the provisions of these bills will be very small," Paglin told the Judiciary Patents Subcommittee headed by Sen. McClellan (D-Ark.). He pointed out that the Commission itself makes few research & development contracts with private companies. Voicing no FCC objections to the proposed legislation (beyond "the additional work that would be required of the Commission"), Paglin said that FCC's involvement with patent questions comes when "dominant patent holders may become the primary beneficiaries of new or revised technical standards" for equipment. Cases in point: Color TV standards developed in 1949-50 and FM stereo standards specified last week (see p. 1). But no matter what company may benefit from such standards, Paglin added, it's the primary "duty & responsibility of the Commission to adopt technical standards which will result in the securing by the public of the best communication service obtainable." In later testimony at the Senate hearings, Raytheon's Paul F. Hannah & Elmer J. Gorn vehemently denounced the proposed patent legislation. Speaking for EIA, they said it would do "incalculable harm" to the electronics industry and result in near-confiscation of private property by the government. They argued that Congress should reaffirm the "traditional principles of private ownership of patents" with reservation to the govt. of royalty-free licenses.

**Those Debatable Great Debates:** After CBS Pres. Dr. Frank Stanton received his special Peabody Award for "his initiative in suggesting the [Great] Debates and his courageous leadership in bringing about the joint resolution of Congress which made the Debates possible," Stanton courteously stated that he felt he hadn't played "a sufficient part in bringing about the Debates" to deserve the citation. He added that "credit . . . belongs to many people." Stanton received several congratulatory wires, including messages from President Kennedy, Sen. John O. Pastore, Rep. Oren Harris, MBS Pres. Robert F. Hurleigh, and AB-PT Pres. Leonard H. Goldenson. Not included in the list of congratulators: NBC, which privately feels that its Chmn. Robert W. Sarnoff played at least an equal role in sparking the Debates. Goldenson was tactful; he congratulated Stanton for "incubating" the idea—a concept not necessarily synonymous with "originating."

***Obituary***

**Kenyon Brown,** 47, TV-radio executive, died of a heart attack at his home in Los Angeles April 19. He was on NAB's board for 8 years and was chmn. of its 1953 convention. He was also a partner with Bing Crosby in the purchase of KCOP Los Angeles, and was pres. of the station. When the station later was sold to NAFI Corp., he was named pres. of NAFI-owned Oregon TV, NAFI Telecasting Inc., and KXYZ Inc. He resigned from these posts and as KCOP president last December. Brown owned radio KITO San Bernardino, KSON San Diego, KGLC Miami (Okla.) and KANS Kansas City, and had an interest in KFOX Long Beach. In recent weeks he had been seeking a TV license in Honolulu. He was active in baseball investments, having once been a vp of the Detroit Tigers, and, more recently, he acquired an interest in the Los Angeles Angels of the American League. Surviving are his wife, 4 children and a brother, Don, KCOP director of educational affairs.

**Television Digest**

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WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
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MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** **John J. Heywood,** ex-NBC-TV, appointed vp-treas., Crosley Bcstg. Corp. . . . **Seymour (Hap) Eaton** named national sales mgr., WJBK-TV Detroit, succeeding **Keith T. McKenney,** recently appointed general sales & administration manager.

**Frank Mangan** promoted from mgr. of Chicago office of NBC-TV Spot Sales to TV sales dir., WRCV-TV Philadelphia, succeeding **Theodore H. Walworth Jr.,** recently named vp-gen. mgr., WNBC-TV & WNBC N.Y. . . . **Frederick S. Beebe** elected chmn., Washington Post Co. (WTOP-TV & WTOP Washington) WJXT Jacksonville, Fla. He was also named vice-chmn. of Newsweek Inc. . . . **William A. Exline** promoted from gen. sales mgr. to mgr., KIRO-TV Seattle . . . **John F. Hardesty** promoted to pres. of Hamilton-Landis, station brokerage firm; Ray V. Hamilton becomes chmn.

**Lester S. Clarke** named to new post of research dir., KABC-TV Los Angeles . . . **Mac Tichenor** elected pres., KGBT-TV Harlingen, Tex., succeeding the late Troy McDaniel. **Mal Kasanoff,** program dir., and **George Elliott,** retail sales dir., named vps.

**George Bunn,** ex-Arnold, Fortas & Porter, named legal advisor to John J. McCloy, President Kennedy's disarmament policy advisor.

**James Burke,** ex-CBS News, joins WGR-TV & WGR Buffalo as news & public affairs dir. . . . **Ned Cramer** promoted from asst. dir. public affairs, to public affairs dir., WCBS-TV N.Y. . . . **Stanley Present,** from Young & Rubicam's legal staff, joins USIA as deputy gen. counsel.

The new OCDM deputy dir. is Dubuque attorney **Edwin A. McDermott.**

TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**SET MAKERS PLAN STEREO FM RECEIVERS:** Radio manufacturers were thrown into a happy tizzy by FCC's announcement of stereo broadcast standards last week (see p. 1). Almost unanimously they hailed the decision as opening a big new field which should help greatly to boost sales of radios & stereo phonos. Some manufacturers were still vague about their plans. Others said they were "ready to go" and will have receiving equipment to sell the public this summer.

Because of the importance of the new stereocasting medium to everyone connected with the consumer-electronics trade, we have reprinted the FCC's rules for stereo FM broadcasting as a Supplement with this issue. Limited quantities of extra copies are available to subscribers free of charge. We have also surveyed many major manufacturers in the radio field on their FM stereo plans & comments which are digested on pp. 19 & 20. In summary, here are the major aspects & trade implications of this week's development:

The system chosen: FCC picked the GE & Zenith proposals, which were nearly identical, and established a single system of stereo FM broadcasting—pilot subcarrier at 19 kc, stereo subcarrier at 2nd harmonic of the pilot, amplitude modulated. Pres. Murray Crosby of Crosby-Teletronics, proprietor of the leading also-ran system, said he would not appeal or fight FCC's choice.

Starting date for stereo: Date that stereocasting starts obviously will determine when there will be a market. Although FCC said it can begin June 1, it's obvious that most stations won't be able to get equipment that quickly (see p. 6). A few will start in June & July, however, and our guess is that first FM stereo markets will be the major FM & "good music" markets—N.Y., Los Angeles, Chicago, Boston, San Francisco, Philadelphia, Washington. These locations are where first sets should go.

Timing of receivers: Most manufacturers say they'll have something in stereo for the fall or winter market. GE appears to be furthest along, promising stereo table radios & adapters "shortly after June 1." Pilot says it will have "approved-type instrument on the market by June 1." Granco plans to have sets on market by July 1, "assuming stations go on the air in June." RCA promises an adapter in about 90 days. Others are less specific in their timing estimates. For details, see survey, pp. 19 & 20.

Types of receivers: First complete sets on the market probably will be stereo-FM-phono combinations —simplest because there are fewer tooling problems, the stereo-FM tuner merely replacing monophonic tuner. First table models probably will be 2-piece sets, a master unit with all or most of the "guts," connected to a slave speaker unit by a slim cable—and both speakers will play monophonically when set is tuned to non-stereo program. (GE, incidentally, is working to get rid of the cable, and at its stockholders meeting next week will show prototype of "Beam-a-Light" system in which the 2 cabinets are connected only by beam of "black light.") Next will come ventures into single-cabinet table models, with 2 speakers and provision for optional 3rd speaker. Later: automobile stereo radios.

Converters: Hot dispute will rage over practicality of conversion of existing sets. Prices being quoted already range from $15 to $75. One of the proponents of the chosen system—GE—says conversion is practical, and that a converter can be made for about $8 (manufacturer's cost). The other proponent—Zenith—has no intention to enter converter business and says cost of proper stereo adapter for FM would be prohibitive.

Public reaction: Some manufacturers fear that imminence of stereo FM, misinformation and poor products-in-a-hurry could hurt the stereo phono & monaural FM markets. Motorola radio & phono sales mgr. W. E. Laswell points out that big problem for trade will be "how to assure people that consoles sold between now & this fall can be converted." Zenith Sales Corp. Pres. Leonard C. Truesdell expresses hope that no "cheap-&-dirty" version of stereo FM will be introduced to give public bad impression of the new medium and "depreciate it like stereo phonographs." GE has decided to steer entirely clear of the word "multiplex" to avoid confusing public.

Patent situation: "Who do we pay?" This question has been popping up this week. Both GE & Zenith have patent applications covering various phases of the so-called GE-Zenith system, and it's understood Crosby-Telectronics patent applications also claim to cover some aspects of the system. Zenith Pres. Joseph Wright told us at week's end that his company is more interested in the development as a contribution to radio than as a proprietary product. He frankly admitted he didn't know what outcome of patent situation would be. GE, too, indicated it was too early to say whether it had any definite rights. Obviously, manufacturers are just going to go ahead with production, and any unscrambling of the licensing egg will have to come in the years ahead.

Impact on market: "It heralds a new dimension in FM broadcasting and the enjoyment of FM radio listening," said Zenith's Wright. "Next year will be very, very big. This is the first product to give me a real thrill and a real lift in 7 or 8 years," said Zenith's Truesdell. "The most stimulating development in the radio industry in the past 15 years," said GE radio receiver dept. gen. mgr. Robert C. Wilson. "An opportunity to upgrade the whole picture of radio prices & profits," said Motorola's Laswell. "This is going to put stereo over," said Pilot Radio sales vp L. M. Sandwick. "The beginning of a real FM boom," said Granco Pres. Henry Fogel. "A step in the right direction, but we don't believe it will be a big smash," said Columbia Phono Dept. sales mgr. Milton Selkowitz in a minority report. "We're going to treat it as an improvement, but we'll also continue with monophonic FM radios."

Summing up: By all indications, a great new market is about to open—one which can benefit not only radio sales but phono sales and upgrade product prices & profits. By booming all stereo, it can also help sales of phono records & tape recorders. But the pitfalls of public confusion, poor demonstrations and untrained salespeople can be just as dangerous as they were in the stereo phono field.

**TV-RADIO PRODUCTION:** EIA statistics for week ended April 14 (15th week of 1961):

| | April 8-14 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 112,364 | 93,530 | 105,251 | 1,518,667 | 1,791,185 |
| Total radio | 268,604 | 275,842 | 311,974 | 4,140,546 | 5,077,622 |
| auto radio | 83,645 | 92,677 | 91,642 | 1,258,055 | 2,059,917 |

***More about***

**STEREO RADIO PLANS:** With the opening of the vast new stereo FM market (see p. 1), we sampled leading set manufacturers at last week's end for their comments & plans. Here's a distillation of the replies of those who were willing to comment (alphabetical order):

**Admiral:** All present sets have provisions for adapter, and presumably the company will market adapters. No further comment, except that Admiral is currently working on its new line.

**Columbia Phono Dept.** (Milton Selkowitz, national phono-sales mgr.): "We have no immediate plans for FM stereo. We think it will be a slow process, will take explanation & education. It's a step in the right direction, but we don't believe it will be a big smash. We will introduce it on interim models, drop-ins which may come in the fall, or at year's end. We have no plans for adapters, don't believe in adapters of any kind. We don't feel about FM stereo as we did about reverb. That, in our opinion, was strictly a gimmick that didn't enhance music. FM stereo is an improvement—but it will take time."

**GE:** Will be "ready to supply radio sets & adapters shortly after June 1." Radio-receiver dept. gen. mgr. Robert C. Wilson said the design for a new twin table-model receiver is complete. "As quickly as modifications of the set are made in accordance with FCC standards, it will be put into production and will be made available to the consumer." (It's expected the prototype will be shown at the GE district sales rep meeting in Chicago May 1.)

Audio-products section gen. mgr. Charles J. Coward said an FM-stereo adapter will be made for all GE console stereo combinations now on the market, with the exception of 2 non-adaptible low-priced models. The TV-receiver dept. announced that all 1962 TV-radio-phono combos will be adaptible. Later this year, all GE phono & TV-phono combos are expected to incorporate stereo tuners.

**Granco** (Henry Fogel, pres.): The chosen system was the best one for the general public, is "just what is needed to make FM really different from AM," and won't add too much to the cost of sets. If broadcasting begins in June, first Granco stereo sets will be on the market by July 1. "Our designs are pretty well frozen."

Granco's program, in the order in which products will be introduced: (1) "Stereo-Companion" kit, consisting of decoding system, amplifier & speaker, in cabinet to match present Granco FM & FM-AM sets. The kit will adapt sets now in the field and will probably retail at about $19.95. (2) A complete new line of FM & FM-AM sets designed to be used with Stereo Companions. (3) Packaged line of 2-piece sets (each package consisting of a master set & a Stereo Companion), with FM-only packages priced under $50 and AM-FM packages under $60. (4) All-in-one stereo 2-speaker table models, with provision for adding external speaker—one FM and 2 AM-FM models at $50-90. Stereo FM will add $10-15 to the price of Granco FM-phono consoles.

**Motorola** (W. E. Laswell, national radio & phono sales mgr.): "We hope to be able to satisfy any receiver demand as quickly as it develops, and to have sets this fall in those areas where stations are broadcasting stereophonically." Phono-FM consoles will come first, table models later. Simple conversion will have to be available

for any monophonic consoles sold from now on, although history indicates the public shies away from converters.

"FM stereo is a quality service and should be treated that way—not with the quick *ersatz* approach. If the public doesn't hear it at its best on the first exposure, it's going to hurt the whole industry. It also could hurt if we don't have answers for the people who come to buy stereo phonos in the fall . . . Table models will pose a real design problem."

Philco: Stereo will help the radio market, but must be properly merchandised & explained to the customer. The company will announce its plans in the near future, probably at its June 4-7 convention in Atlantic City. An official expressed doubt whether converters are technically feasible for packaged goods.

Pilot (L. M. Sandwick, sales vp): "We think this has been a very wise decision and we are extremely enthusiastic. We will have an approved-type instrument on the market by June 1." Production plans are now being solidified. All post-1958 Pilot instruments have provisions for an adapter. "This is going to put stereo over. It will hypo the stereo market just as early radio hypoed the phono market. Now people will be able to hear stereo on radio and will be exposed to stereo recordings that they'll want to hear again & again."

RCA Sales Corp.: Is expected to market an adapter in about 90 days. All FM tuners in recent RCA stereo lines contain multiplex jacks.

Stromberg-Carlson (Arthur J. Hatch, vp-gen. mgr. General Dynamics/Electronics commercial-products div.): Working in the FM stereo area, but can't yet reveal plans. Automobile stereo is "entirely a possibility, but further off" than home radio.

Symphonic Electronic Corp.: Expects to have FM stereo in its fall line.

Zenith Sales Corp.: (Leonard C. Truesdell, pres): "Next year will be very big. Don't look for too much this year. This is a wonderful opportunity to come up with fine products & legitimate profits at the dealer level. Let's not depreciate it." Zenith plans no converters. As Truesdell sees it, the only use for a monophonic set in FM stereo is as a 2nd speaker. A multiplex stereo tuner will cost $30-50 more than a conventional tuner. Real marketing won't begin until early next year, and Zenith will have FM-phono stereo combinations & table-model sets with auxiliary speakers. "On a quality instrument, FM stereo sounds even better than a stereo phono. It's so highly demonstrable that the public will want it."

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**Will "Snowball" Snowball?** Corning Glass hopes it will —"Operation Snowball," that is. Reporting to set & tube manufacturers on the April 19 opening day of the 11-day TV promotion at the Northshore Shopping Center in Peabody, Mass. (Vol. 17:16 p18), Corning said it attracted 46,000 people to the center, despite snow flurries & overcast weather. Participating distributors—Sylvania, Philco, Olympic—gave 4,000 demonstrations to shoppers interested in winning a prize trip to Miami or one of 22 sets (11 major makes) which were purchased by Corning for the event and were demonstrated in a circus tent.

**Union Calls Off Japanese Boycott:** The Amalgamated Clothing Workers, responding to "the national interest" & President Kennedy's request, last week canceled its proposed boycott of Japanese textiles (Vol. 17:9 p17).

**Add New Line Showings:** Philco will hold its commer-electronics convention June 4-7 in Atlantic City, N.J.

**Trade Personals:** Gene K. Beare named Sylvania president, succeeding Robert E. Lewis, who resigned to become president of Perkin-Elmer Corp. Beare had been pres. of GT&E International after serving with Automatic Electric Co. (now a GT&E subsidiary) since 1939. Leslie H. Warner, who has headed several General Telephone subsidiaries, was elected GT&E pres., succeeding Don G. Mitchell, now vice chairman . . . Dr. Leonard S. Sheingold, dir. of Sylvania's Applied Research Lab, named chief scientist, U.S. Air Force, succeeding Dr. Alesander H. Flax, who returns to his former post as vp of Cornell Aeronautical Lab.

Ross D. Siragusa, Admiral pres., named a dir. of General Aniline & Film Corp. . . . Ray R. Serenbetz named finance dir., ITT Europe, headquartering in Brussels . . . Dr. J. Robert Downing named technical dir. of advanced development, Kollsman Instrument . . . Rear Adm. William L. Freseman (USN ret), ex-International Standard Engineering vp, named to new post of asst. to the pres., Radio Engineering Labs.

Alvin Barshop, sales mgr. of Du Mont Emerson Corp.'s Granco div., named also sales mgr. of the newly-acquired Telectro div. (tape recorders). Robert A. Cohen promoted from Eastern regional sales mgr. to asst. sales mgr., Telectro div. . . . Rollin M. Russell, ex-Electronic Specialty Co., elected exec. vp & chief operating officer, Acoustica Associates . . . Reginald A. Young named mgr., Sylvania's subminiature receiving tube plant, succeeding Eugene E. Broker, recently named gen. mfg. mgr., parts div.

Frank F. Cleminshaw, ex-ACF Industries, elected treas., General Instrument . . . Howard B. Jansen appointed Midwestern regional sales mgr. for Du Mont TV, radio & stereophonic hi-fi instruments, Du Mont Emerson Corp. . . . Marshall S. Orr, asst. chief of FCC's Safety & Special Radio Services Bureau, retires after 31 years of govt. service . . . L. Edward Scriven, N.Y. Management consultant (Wallace Clark & Co.) and former A. C. Nielsen Co. executive (Chicago vp, managing dir. in Great Britain), appointed director of Commerce Dept.'s Office of International Trade Fairs.

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RCA Scholarships for Dealers: Twelve RCA Victor dealers will be awarded scholarships to NARDA's annual Institute of Management, to be held August 6-12 at American U., Washington. Marketing vp Raymond W. Saxson said that RCA is participating because "we feel we can help qualified dealers become more aware of present day business conditions & practices."

**Emerson Advertises Telectro Recorders:** Emerson, which has acquired an option to purchase control of Telectro Industries (Vol. 17:11 p19), hit the trades last week with full-page ads for the Telectro tape recorder line—which ranges in price from $89.95 to $349.95.

**$32,000 Employe Idea:** A suggestion for a design change in the drive units of magnetic tapes used in high-speed computers was worth $32,000 to IBM system specialist Herbert F. Owens. The award for a suggestion was the highest ever made by IBM and is probably a record for the electronics industry. IBM said Owen's recommendation will reduce maintenance time for thousands of units in use.

## *Obituary*

Hugh J. Casey, 70, Tung-Sol mgr. of export sales from 1945 until his retirement in 1957, died April 16 of a heart attack in his Glen Ridge, N.J. home. He is survived by Mrs. Casey, 3 sons & 7 grandchildren.

**Mergers & Acquisitions:** Hewlett-Packard and Sanborn Co., Waltham, Mass. maker of industrial & medical electronic equipment, have tentatively agreed to merger terms (Vol. 17:14 p21), subject to the approval of stockholders of both concerns. Under proposed terms, each share of Sanborn would be exchanged for 1.4 shares of H-P common and one share of a new cumulative convertible preferred • ITT has agreed to acquire for an undisclosed exchange of stock Surprenant Mfg. Co., Boston & Clinton, Mass. manufacturer of high-test plastic insulated wire & cable products. Latter's sales in its current fiscal year are estimated at $17 million. Although the exact number of shares involved has not yet been determined, it's understood that ITT plans to exchange less than 60,000 shares of a new class of cumulative preferred (Vol. 17:15 p19) that is expected to be created at the May 10 annual meeting • Dynamics Corp. of America has acquired for 30,000 shares of common International Fermont Machinery Co., Ramapo, N.Y. producer of power generators and other electrical equipment • Muter Co. proposes to acquire in a stock exchange General Magnetic Corp., Detroit magnet maker. General's directors & stockholders have approved the amalgamation, which now awaits only the approval of Muter shareholders.

**New Plants & Expansions:** Olympic Radio & TV Div. of Siegler Corp. has opened a 200,000-sq.-ft. assembly & warehousing plant at Glendale, Long Island, N.Y. The new facility will supplement Olympic's 300,000-sq.-ft. hq plant in Long Island City • GE will complete by 1962 a $750,000 addition which will increase capacity by 30% at its phenolic plastics plant in Pittsfield, Mass. • Snyder Mfg., Philadelphia maker of TV-radio antennas & tables, radio importers, has added 10,000 sq. ft. to its hq plant, plans another 50,000-sq.-ft. addition this year. The company also will establish a buying office in Tokyo shortly.

**Hot News Heats Up Radio Sales:** Queried by MBS last week on sales effect of fast-breaking news these days, 6 major retail chains in N.Y. reported radios selling hotter & heavier than a year ago. Stern's reported a 20% surge in the past 3 weeks. Korvette said first-quarter volume was 10% ahead of a year ago. The Vim group termed "radio business good—and it held up better than TV or any other appliance in our stores." Equally cheery reports came from Macy's, Davega and Master's.

**Closed-circuit 3-D:** Stereo TV kit, to convert closed-circuit TV to 3-D with no electronic modifications, is being marketed by Stereotronics Corp., 1717 N. Highland Ave., Los Angeles 28, for $895. Suggested applications are viewing dangerous material handling, environmental lab observation, monitoring underwater manipulation, ETV. The kit consists of "Stereo-Captor" which fits on TV camera lens, "Stereo-Screen" to replace the glass plate in the monitor, and stereo eyeglasses.

**Tube Complaint Settled:** Electronic Video Inc., Brooklyn, has agreed to an FTC order prohibiting it from misrepresenting rebuilt TV picture tubes as new. The company had been accused by FTC in 1960 of deception in advertising its tubes as "brand new—fully guaranteed." The consent order settling the case specified that Electronic Video must make disclosure of "the true nature of such tubes."

**Magazine Sold:** *Record & Sound Retailing* has been sold by M. & M. Harrison Inc. to Cadel-Kaye Inc., owners of *Print* and *Packaging Design* magazines.

**New Andrea Set:** 23-in. lowboy console at $340 & 350.

**Canada Seeks Import Relief:** The Electronics Industry Assn. of Canada has petitioned the govt. to help stem the tide & effects of electronics imports. Among its recommendations: Limit the imports of TVs, radios and electronic tubes to 10% of the preceding year's domestic shipments; remove 15% excise tax on all electronic equipment. The EIAC noted that imported Japanese tubes "now equal 29% of total Canadian shipments in 1960" and have Canadian production "facing imminent collapse." Half the radios now sold in Canada are imported, the group said, and 70% of the imports are from Japan. Since 1957, Japanese imports have mushroomed from $639 to $1,226,354 last year. In the same period, Canada's imports of U.S. electronics have decreased to $5,643,216 from 1956's $8,479,633. Canadian production from 1956 to 1960 also decreased, to $9,790,951 from $10,291,750.

**Now It's 4-Channel Stereo:** A tape-recording system using 4 microphone pickups & 4 amplifier-speaker combinations is described by Nortronics Co. chief engineer John W. Hogan in the May *Electronics World*. For playback, 3 speakers are mounted in a line on the wall, and the 4th is hung from the ceiling in the center of the room. Hogan says this method provides "closeness" & "depth" impossible to duplicate in 2-channel stereo. For audio enthusiasts who wish to construct their own 4-track tape players, Nortronics has a pre-recorded 4-channel test tape at $8.95.

**Electronics Firms Lead Nippon Advertisers:** Japan's 1960 ad volume jumped 25% above the 1959 level to $500 million. Leading the ad parade were the country's electronics manufacturers, which took the first 3 and 5 out of the top 10 spots among the ad spenders. Win, place and show were taken by Matsushita Electric ($13,148,000), Toshiba ($13,092,000) and Hitachi ($10,980,000). Sanyo Electric placed 6th with $5,448,000. Mitsubishi ranked 8th with $4,632,000. TV was 21.5% of total 1960 ad spending.

**GD/E Auto-Radio Sales Gain:** The share of market for Stromberg-Carlson auto radios tripled in 1961's first quarter from a year ago, reports Arthur J. Hatch, vp-gen. mgr. of General Dynamics/Electronics' Commercial Products Division. He terms the sales gain "particularly impressive in view of the fact that output by the U.S. automobile industry during the first quarter is down 41% from the same period in 1960." He attributes S-C's increasing share of market to a wider range of radio models and an expanding distributor organization.

**Zenith's $1.5-Million Ad Campaign:** Zenith has scheduled a $1.5-million ad campaign in local & national printed media "to provide powerful support for a new series of TV receivers & radios developed for introduction during the spring months." Sales Corp. Pres. Leonard C. Truesdell said more than $1 million will go into local newspaper ads, the balance into national magazines.

**Canadian TV Sales to Dealers:** February sales of TVs totaled 28,004 units—up from January's 24,563, but slightly behind Feb. 1960's 28,564 sets, EIA of Canada reported recently. The total for 1961's first 2 months increased to 52,567, compared with 53,381 for Jan.-Feb. 1960. The 2-month breakdown (1960 figures in parentheses): Portables, 10,371 (7,681); table models, 9,656 (10,688); consoles, 29,351 (32,171); combinations, 3,189 (2,841). For February (vs. Feb. 1960): Portables, 6,393 (4,552); table models, 5,247 (5,692); consoles, 14,592 (17,028); combinations, 1,772 (1,292).

## Finance

**GE's First-Quarter Sag:** In addition to its other troubles, GE wound up 1961's first quarter on a downbeat note. Profits declined by more than $10 million from the year-ago level despite a $35-million jump in sales (see financial table). Included in Jan.-Mar. 1961's $42.5-million profit is a non-recurring income of about $5 million "from recovery of certain war losses incurred during World War II."

Cordiner said he anticipates "a firming up in major areas of business in the months ahead as the economy regains strength." He noted that first-quarter orders are ahead of a year ago, that the order backlog is "improved."

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Magnavox Stock Soars: Merger rumors were discounted by company management, as the stock continued the rise which brought its value up nearly 30 points in 5 weeks. "We are always interested in favorable acquisitions," said a company spokesman, "but we are not now negotiating in any way that would give rise to such a rumor." The stock opened Wednesday (April 19) at a new high of 84¾, climbed 3¾ points to close at 88¼. Next day it opened at 88⅞, and by closing it had climbed another 4⅛ points to 92⅜. It ended the week by settling to 88.

Small Business Purchase: The Franklin Corp. (3 W. 57th St., N.Y. 19), a small-business investment company, announced recently it had purchased $350,000 in installment notes with warrants for 75,000 common shares of Astrex Inc., electronics distributor which handles Du Mont tubes, and $350,000 in installment notes with warrants for 77,750 shares of Systems Inc., Orlando, Fla.

Electronics Capital Corp., the small business investment company, has added a 16th company to its portfolio with an $800,000 investment in Transistor Specialties Inc., Plainview, N.Y. maker of transistor circuits. ECC has purchased $300,000 of Transistor's convertible debentures (convertible into 33⅓% of the total common stock) and has agreed to buy $500,000 of senior notes.

Small Business Administration has licensed as an investment company Television-Recreation Capital Corp., 111 Broadway, N.Y.C. The new company, with an initial capital of $305,000, will specialize in financing small businesses in the TV & motion picture field. Its vp is George J. Schaefer, onetime head of RKO.

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Conrac, now a subsidiary of Giannini Controls (Vol. 17:6 p16), earned $100,000 in 1960 on $1.6-million sales, reports Giannini Pres. Donald H. Putnam.

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**Officers-&-Directors** stock transactions as reported to SEC for March:

**Allied Artists.** Sherrill C. Corwin sold 4,500, held 17,400. Roger W. Hurlock bought 700, held 21,700.

**AB-PT.** Simon B. Siegel exercised option to buy 1,785, held 4,947.

**Arvin Industries.** Orphie R. Bridges sold 300, held 1,025. Glenn W. Thompson sold 100, held 5,900.

**Audio Devices.** C. J. LeBel sold 600 in private transactions, held 67,814. Joseph K. McCammon sold 200, held 10,171.

**Avco.** D. K. Ludwig bought 1,000, held 1,000.

**Avnet Electronics.** Leonard Carduner sold 6,800, held 13,233. Simon Sheib sold 6,900, held 31,087. Louis A. Tepper exercised option to buy 445, held 2,661.

**Beckman Instruments.** George J. Renne exercised option to buy 266, held 1,061. W. W. Wright exercised option to buy 5,000, held 5,000.

**Belock Instrument.** Harry D. Belock sold 4,000, held 217,495. Jack F. Fischer sold 3,100, held 30,770. Stanley R. Grant sold 1,091, held 4,502 personally, 2,250 as trustee.

**Capital Cities Bsctg.** Lowell J. Thomas sold 50,000 in private transaction, held 114,567 personally, 4,267 for wife.

**Cinerama.** Wentworth D. Fling exercised option to buy 15,000, held 16,050. John H. Hartley exercised option to buy 15,000, held 18,125. Morris Schechter sold 100, held none.

**Clarostat.** George J. Mucher exercised option to buy 5,304, held 15,906 personally, 29,010 in trust. Victor Mucher sold 2,000, held 17,203 personally, 29,010 as trustee.

**Collins Radio.** Max W. Burrell sold 3,244, held 3,377.

**Columbia Pictures.** Alfred Hart bought 100, held 10,073 personally, 114,189 in Fico Corp. Leo Jaffe bought 5,805, held 5,976 personally, 114,188 in Fico Corp. Abraham Montague sold 600, held 5,266 personally, 114,188 in Fico Corp.

**Corning Glass.** Amory Houghton sold 2,300 form trusts, held 1,035,387 in trusts, 52,350 personally.

**Daystrom.** Samuel M. Kinney Jr. sold 100, held 500. Edward G. Williams sold 600, held 551.

**Electronic Communications.** Donald D. King sold 700, held none. Lorian W. Willey bought 500, held 1,100.

**Emerson.** D. D. Israel exercised option to buy 6,569, held 9,262.

**General Dynamics.** Lisle W. Adkins sold 300, held none. J. V. Naish sold 600, held 7,100. Patrick J. Sullivan sold 300, held 100.

**GE.** George L. Irvine exercised option to buy 900, held 6,095. Sidney J. Weinberg bought 500, held 2,000.

**General Instrument.** Moses Shapiro bought 7,500, held 36,100.

**General Precision Equipment.** James W. Murray bought 1,000, held 1,500. Gaylord C. Whitaker sold 400 and 1,260 more from trusts, held 5,176 personally, 21,065 in trusts.

**General Telephone & Electronics.** Carl D. Brorein exercised option to buy 7,500, held 7,869. Russell B. Stearns sold 1,000 from trusts, held 4,064 in trusts, 26,190 personally.

**ITT.** John G. Copelin sold 500, held 3,825. Frederick R. Furth sold 500, held 3,404. M. Richard Mitchell sold 400, held 3,148. Edward D. Phinney sold 100, held 3,913.

**Litton Industries.** Roy L. Ash transferred 1,500 in community property interest, sold 2,500 and 500 more as custodian, held 113,894 personally, 1,785 as custodian, 14,178 in partnership. Henry Salvatori sold 13,000, held 65,470 personally, 13,325 subject to escrow by issuer. Carl A. Spaatz sold 100 held 5,025. Charles B. Thornton transferred 1,200 in community property interest, sold 4,800, held 276,626 personally, 31,191 in partnership.

**Loew's Theatres.** Arnold M. Grant sold 10,500, held none.

**Loral Electronics.** Bernard R. Garrett sold 900, held 75. William Lorenz sold 9,100, held 327,950.

**MPO Videotronics.** Arnold Kaiser sold 750, held none.

**Magnavox.** Richard A. O'Connor sold 6,657, held 87,297. Gerard M. Ungaro sold 2,000, held 8,629.

**MGM.** Raymond A. Klune exercised option to buy 1,200, held 1,300. Robert Mochrie exercised option to buy 600, held 650. Howard Strickling exercised option to buy 600, held 825.

**Microwave Associates.** Dana W. Atchley Jr. sold 1,300, held 10,200. Joseph C. Bothwell Jr. sold 1,000, held 4,000. Lawrence Gould bought 1,250, held 2,000. Herman H. Kahn sold 5,400 through Lehman Bros., held 14,600 in Lehman Bros., 200 personally. Walter P. Marshall sold 100 and 400 more for minor children, held 100 personally, none for minor children. Thomas F. McMains sold 1,000, held none. Richard M. Walker sold 508, held 35,252.

**Minn. Mining & Mfg.** Carl E. Barnes bought 1,500, held 1,530. Herbert P. Buetow exercised option to buy 4,000, held 78,274. Archibald G. Bush transferred 25,000, sold 10,000, held 1,809,695 personally, 25,000 in General Guarantee Insurance Co. Lloyd A. Hatch sold 500, held 23,514. Robert W. Mueller sold 1,000, held 12,947. Maynard H. Patterson exercised option to buy 350, held 5,950 personally, 284 jointly with wife. Cyril P. Pesek exercised option to buy 3,000, held 21,064. Clarence B. Sampair bought 6,000, held 26,770. Hubert J. Tierney sold 2,000, held 10,590. Louis F. Weyand sold 500, held 222,075.

**Muntz TV.** Ben Regan bought 4,000, held 4,000.

**National Theatres & TV.** B. Gerald Cantor bought 10,000, sold 2,600 through Cantor & Son Inc., held 110,000 personally, none in Cantor & Son Inc.

**National Video & Rico Electronics.** Harold Cole sold 800, held 700.

**Paramount Pictures.** Y. Frank Freeman sold 1,000, held 500. Louis A. Novins sold 100, held 691.

**Pentron Electronics.** Richard F. Donley sold 500, held 1,363.

**Philco.** Robert F. Herr sold 500, held 23,453.

**RCA.** Ewen C. Anderson received 142 under incentive plan, held 933. Elmer W. Engstrom received 130 under incentive plan, held 4,144. Charles M. Odorizzi received 117 under incentive plan, held 9,305. Robert W. Sarnoff exercised option to buy 3,121, held 13,730. Robert L. Werner exercised option to buy 2,496, held 4,074.

**Raytheon.** Allen Reed exercised option to buy 4,003, held 5,110. W. E. Stevenson exercised option to buy 1,150, held 4,238.

**Siegler.** Merrill L. Bengtson received 1,925 in exchange for Jack & Heintz common in merger, sold 1,400, held 7,780. John G. Brooks sold 8,034, held 27,652. Robert L. Purcell sold 2,000, held 8,720.

**Texas Instruments.** P. E. Haggerty sold 500, held 118,646. W. F. Joyce sold 1,000, held 6,045. R. W. Olson sold 100, held 10,322. Bryan F. Smith sold 900, held 7,759 personally, 172 in trust. E. O. Vetter sold 400, held 6,277.

**Thompson Ramo Wooldridge.** Harold L. George sold 500, held 25,435. Guy Richard Moore exercised option to buy 368, held 4,700. Raymond S. Livingstone bought 1,600, held 6,600. Edward P. Riley exercised option to buy 550, held 2,080.

**Trans Lux.** Harry Brandt bought 19,300 and 100 more for foundations, held 190,164 personally, 38,989 in foundations, 17,850 for wife, 210 in Marathon Pictures.

**Transitron Electronic.** Leo Bakalar sold 587,500, held 2,633,875.

**Tung-Sol.** Louis Rieben bought 730, held 12,704. Anthony Scala bought 600, held 2,730 personally, 30 in joint tenancy.

**20th Century-Fox.** J. B. Codd sold 100, held none. Peter G. Levathes bought 1,500, held 1,500. James A. Van Fleet sold 200, held 300.

**Varian Associates.** William H. Chandler sold 500, held 1,185. Theodore Moreno sold 500, held 8,740. Howard R. Patterson sold 367, held 116. H. Myrl Stearns sold 300, held 27,434 personally, 3,800 as trustee, 20 in joint tenancy. Siguard F. Varian sold 200 from community property, held 72,648 in community property, 22 personally.

**Victoreen Instrument.** D. M. Mayhew sold 1,000, held 2,160.

**Westinghouse.** Albert Boyd bought 100, held 100. J. K. Hodnette exercised option to buy 5,000, held 13,376. George G. Main sold 400, held 5,200 personally, 800 in trust. W. C. Rowland sold 1,000, held 2,516.

**Zenith.** Hays MacFarland sold 100, held 100 personally, 500 in corporation. Leonard C. Truesdell sold 100, held 1,500.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| American Electronics | 1961—qtr. to Mar. 31 | $ 5,441,695 | $ 30,622 | $ 30,622 | $0.03 | 1,177,708 |
| | 1960—qtr. to Mar. 31 | 6,938,208 | 225,310 | 204,139 | .23 | 876,880 |
| Corning Glass | 1961—12 wks. to Mar. 26 | 48,364,944 | 8,993,056 | 4,847,056 | .71[1] | 6,770,003 |
| | 1960—12 wks. to Mar. 26 | 51,169,075 | 11,667,782 | 5,947,782 | .87[1] | 6,754,600 |
| Electronic Specialty | 1961—qtr. to Mar. 31 | 6,188,074 | —— | 185,000 | .21 | 543,885 |
| | 1960[10] | —— | —— | —— | — | —— |
| GE | 1961—qtr. to Mar. 31 | 992,622,000 | 84,689,000 | 42,476,000[2] | .48 | 88,860,183[3] |
| Story on p. 22 | 1960—qtr. to Mar. 31 | 957,433,000 | 107,300,000 | 52,614,000 | .60 | 88,332,778[3] |
| GT&E | 1961—qtr. to Mar. 31 | 287,672,000 | 15,513,000 | 15,481,000 | .22 | 70,600,000[3] |
| | 1960—qtr. to Mar. 31 | 291,232,000 | 18,279,000 | 17,731,000 | .26 | 66,902,000[3] |
| P. R. Mallory | 1961—qtr. to Mar. 31 | 19,745,337 | 1,640,406 | 781,797 | .50[1] | 1,469,739 |
| | 1960—qtr. to Mar. 31 | 22,410,026 | 2,256,238 | 1,073,068 | .71[1] | 1,442,178 |
| Minneapolis-Honneywell | 1961—qtr. to Mar. 31 | 103,152,981 | —— | 4,303,719 | .61 | 7,015,898 |
| | 1960—qtr. to Mar. 31 | 100,441,803 | —— | 6,161,293 | .88 | 6,998,478 |
| Muter Co. | 1961—qtr. to Mar. 31 | 2,656,735 | —— | (13,894) | — | 880,461 |
| | 1960—qtr. to Mar. 31 | 3,076,944 | —— | 41,154 | .05 | 839,523 |
| Storer Bcstg. | 1960—year to Dec. 31 | 30,562,176 | 10,236,201 | 5,062,667 | 2.05 | 2,474,750 |
| | 1959—year to Dec. 31 | 28,114,937 | 9,367,906 | 5,336,682[4] | 2.16[4] | 2,474,750 |
| TelePrompTer | 1960—year to Dec. 31 | 4,841,043 | —— | 51,969 | .09 | 685,811 |
| | 1959—year to Dec. 31 | 3,761,721 | —— | (161,496)[9] | — | 599,794 |
| Texas Instruments | 1961—qtr. to Mar. 31 | 58,977,000 | 7,737,000 | 3,773,000 | .95[1] | 3,929,226 |
| | 1960—qtr. to Mar. 31 | 56,198,000 | 8,490,000 | 3,930,000 | .99[1] | 3,916,921 |
| United Artists | 1960—year to Dec. 31 | 108,531,000[5] | —— | 4,295,000[5-8] | 2.58 | 1,664,218 |
| | 1959—year to Dec. 31 | 95,068,000 | —— | 4,111,000 | 2.47 | 1,664,218 |
| Wilcox-Gay[7] | 1960—year to Dec. 31 | 9,495,498 | —— | 311,741 | .38 | 830,149[8] |
| | 1959—year to Dec. 31 | 7,534,721 | —— | 26,245 | .01 | 3,326,998 |

Notes: [1]After preferred dividends. [2]Includes non-recurring income of approximately $5 million resulting from recovery of certain war losses incurred during World War II. [3]Average. [4]Includes non-recurring gain of $581,614 (24¢ a share) from sale of radio WAGA Atlanta. [5]Record. [6]Includes special net credit of $797,000 from adjustment of prior years' reserves. [7]Parent of Majestic International, other subsidiaries. [8]Reflects reverse 1-for-4 split. [9]Includes special charge of $39,752. [10]Unavailable because of merger with D. S. Kennedy & Co. (Vol. 17:14 p21) and switch to calendar-year accounting Jan. 1.

**ATR Offering Suspended:** Permanent suspension of a public offering of stock by American TV & Radio Co., St. Paul, under a Securities Act Regulation "A" exemption, has been ordered by SEC. A final decision by SEC in the long-pending case (Vol. 16:18 p21) said that stock-promotion circulars issued by ATR were "materially false & misleading regarding its production & sales." The suspension order also criticized alleged failure by the company to disclose that its market for auto-radio vibrators had suffered "material decline" because of their displacement by transistor radios.

**Reports & Comments Available:** General Instrument, analysis, Tucker, Anthony & R. L. Day, 120 Broadway, N.Y. 5 • Hazeltine, report, Thompson & McKinnon, 2 Broadway, N.Y. 4 • Globe-Union, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • Capital Cities Bcstg., memo, Pistell, Crow Inc., 50 Broadway, N.Y. 4.

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Avco | — | $0.15 | May 20 | Apr. 28 |
| Electronics Investment. | Q | .02 | May 31 | May 1 |
| Electronics Investment. | Ex. | .47 | May 31 | May 1 |
| GE Ltd. | Q | 7½ | Jun. 9 | Apr. 25 |
| GT&E | Q | .19 | Jun. 30 | May 22 |
| Indiana General | Q | .15 | Jun. 12 | May 19 |
| National Video "A" | Q | .22½ | May 19 | May 1 |
| TV Shares Mgmt. | SA | .20 | May 31 | May 5 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, April 20, 1961

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 19½ | 22 |
| Aerovox | 8¾ | 10 |
| Allied Radio | 26 | 28¼ |
| Astron Corp. | 1¾ | 2¼ |
| Baird Atomic | 20½ | 22¼ |
| Cetron | 15⅝ | 16 |
| Control Data Corp | 116 | 124 |
| Cook Elec. | 12⅝ | 13¾ |
| Craig Systems | 16 | 17½ |
| Crosby Teletronics | 6 | 6⅞ |
| Dictaphone | 33 | 35⅝ |
| Digitronics | 34 | 37⅛ |
| Eastern Ind. | 20⅞ | 22⅜ |
| Eitel-McCullough | 17 | 18⅜ |
| Elco Corp. | 14½ | 16¼ |
| Electro Instruments | 28 | 31⅜ |
| Electro Voice | 11¾ | 13⅛ |
| Electronic Associates | 37 | 39⅞ |
| Erie Resistor | 15⅞ | 17⅛ |
| Executone | 20½ | 22¼ |
| Farrington Mfg. | 20½ | 22 |
| Foto Video | 6¾ | 7⅝ |
| Four Star TV | 20½ | 22½ |
| FXR | 22½ | 25⅝ |
| General Devices | 18 | 19⅝ |
| G-L Electronics | 9¾ | 11 |
| Gross Telecasting | 24½ | 26¾ |
| High Voltage Eng. | 217 | 231 |
| Infrared Industries | 23 | 25⅛ |
| Interstate Eng. | 25¼ | 27 |
| Itek | 58½ | 63 |
| Jerrold | 7½ | 8⅝ |
| Lab for Electronics | 61¾ | 65¼ |
| Lel Inc. | 9½ | 11 |
| Magna Theater | 3⅛ | 3-13/16 |
| Magnetics Inc. | 11¾ | 13⅛ |
| Maxson Electronics | 28¾ | 30⅞ |
| Meredith Pub. | 41½ | 45⅛ |
| Metro Media Inc. | 22⅝ | 24¼ |
| Milgo Electronics | 25½ | 27¾ |
| Narda Microwave | 6½ | 7⅝ |
| Nuclear of Chicago | 46 | 49⅞ |
| Official Films | 3⅞ | 4⅜ |
| Pacific Automation | 4¾ | 5½ |
| Pacific Mercury | 8 | 9⅛ |
| Philips Lamp | 161½ | 167¼ |
| Pyramid Electric | 2¾ | 3-3/16 |
| Radiation Inc. | 27½ | 29⅞ |
| Howard W. Sams | 54 | 58⅜ |
| Sanders Associates | 58 | 62 |
| Silicon Transistor | 8 | 9⅛ |
| Herman Smith | 13¾ | 15¼ |
| Soroban Engineering | 72 | 77¾ |
| Soundscriber | 16¼ | 17⅝ |
| Speer Carbon | 21½ | 23⅝ |
| Sprague Electric | 66¼ | 69½ |
| Sterling TV | 3⅞ | 4½ |
| Taft Bcstg. | 20¼ | 21¾ |
| Taylor Instrument | 46 | 49¼ |
| Technology Inst. | 6⅝ | 7⅝ |
| Tele-Broadcasters | 2½ | 3-1/16 |
| Telechrome | 14 | 15⅜ |
| Telecomputing | 6¾ | 7⅜ |
| Time Inc. | 97½ | 102 |
| Tracerlab | 14½ | 16 |
| United Artists | 8½ | 9½ |
| United Control | 23½ | 25⅜ |
| Universal Trans. | 2 | 2½ |
| Vitro | 23 | 24⅝ |
| Vocaline | 2⅝ | 3-3/16 |
| Wells-Gardner | 28¼ | 30⅝ |
| Wometco Ent. | 19¾ | 21½ |

## Auxiliary Services

**Admen View Pay TV:** How pay TV and its commercial counterpart will interact when both are available will be researched by ARB once the Hartford pay-TV test by Zenith gets rolling. And advertisers will have their eyes on the results, according to Charles Benesch, Young & Rubicam asst. dir. of media research, addressing an April 20 meeting of the American Mktg. Assn., N.Y. chapter.

John F. Maloney, *Reader's Digest* dir. of research, praised pay TV as "good business," and said that "a well-engineered but expensive type of pay-TV installation like Telemeter can be profitable in a short time, even among a relatively small share of the total TV audience." A recent MAB study in Toronto reflected "a group of pretty well-satisfied customers," Maloney said. "They don't find pay TV replacing regular TV. It is an adjunct, liked for quality, convenience and, above all, lack of commercials." But, he added, "new methods of communicating have a cyclical pattern of a fast rise, then a plateau period. This we can look forward to from the newest entry."

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Medical TV Gains: At least 26 of 85 U.S. medical schools and 18 of 47 dental schools regularly use closed-circuit TV to supplement education & research, according to the Council on Medical TV. It estimates that the total investment in TV equipment in the centers & govt. health institutions has reached $3 million, and that by 1970 the potential health-science TV market may amount to $45-50 million. The Council (an affiliate of the Institute for Advancement of Medical Communication) has no statistics on how many of the country's 10,000 hospitals now use closed-circuit TV for ward-monitoring and in-service training programs—but reports that "many" do.

CIBA-TNT Medical-TV Pact: Ten closed-circuit telecasts for medical groups across the country will be produced in the next 2 years by Theatre Network Television for CIBA Pharmaceutical Products. The first of the contracted series was CIBA's 60-min. colorcast for April 19 annual meeting of the American Academy of General Practice in Miami. CIBA's Eidophor projector was used.

N.Y. Tests TV Traffic Control: A closed-circuit demonstration was recently staged by Motorola for traffic commissioner T. T. Wiley, using 8th Ave. between 50th and 57th streets as the test area. Four cameras relayed pictures to a control center in a nearby vacant store. Wiley is now considering a full-scale test on 3rd Ave.

NT&T Acquires Fifth CATV: The latest is in Alpena, Mich. (Vol. 17:16 p10). Samuel P. Norton, pres. of National Amusement, an NT&T div., told us that the purchase price of the system, which serves almost 3,800 subscribers, was approximately $550,000.

TV Cutback Critic Is Out: The pioneering medical TV center in Washington's Walter Reed Hospital complex, closed Jan. 30 in an Army economy move (Vol. 17:6 p11), may be revived—but with its civilian director missing & programming curtailed. A report by senior Army officers at Walter Reed recommends that the civilian position of Dr. Paul W. Schafer, outspoken critic of the Army's shutdown decision, be abolished if the TV facilities are reactivated.

Vhf Translator CPs: Ch. 11 & 7, Belt, Mont., to Bert B. Williamson.

## Educational Television

**MPATI Poised for Flight:** Much-postponed tests of the Midwest Program on Airborne TV Instruction (Vol. 17:13 p14) get under way this week. One of 2 DC6AB planes equipped at Baltimore for the ETV project in 6 states is scheduled to land at Purdue U.'s Lafayette, Ind. air field April 25 for the start of a week's trial flights. The 2nd plane will be placed in stand-by line on the field a few days later. No MPATI schedule for actual experimental transmission of airborne lessons to 31 elementary & secondary schools was set in advance of the test flights. But MPATI leaders hoped to get transmissions started early in May in preparation for the start of full academic ETV programming in Sept.

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Ford Foundation Surveys ETV: A 68-page pictorial report, published last week by the Ford Foundation, lauded the growth of ETV as "a new cultural asset." Highlighted: (1) Programming strides made by non-commercial stations. (2) The use of TV by 250 colleges & universities for credit courses. (3) The work of NET. (4) The growth of regional networks linked by coaxial or microwave transmission or videotape exchange. (5) The Midwest Program on Airborne TV Instruction that will beam courses to schools in a 6-state area (see story above). Ford Foundation and its 2 offspring organizations—the Fund for the Advancement of Education and the Fund for Adult Education—have contributed over $50 million for ETV development.

Ford Foundation Grants: ETV grants totaling $483,700 were announced by the Ford Foundation last week. Funds to provide visits by educators to ETV installations elsewhere: $1,400 to U. of Kentucky, $2,300 to Queens College, $4,000 to Dallas Independent School District. The U. of Florida has been given $26,000 toward the salaries of teachers who will video-tape courses in chemistry, history and English or political science. The National Program in the Use of TV in the Public Schools has received $450,000 for an additional year's experiments in the use of TV in classroom instruction.

NAEB on Sudan Mission: Under contract with the International Cooperation Administration, the National Assn. of Educational Bcstrs. has sent a team to the Sudan on a 2-year assignment to help the country develop its radio facilities. Dr. Sydney W. Head of the U. of Miami heads the NAEB mission. Clarence D. Phillips of the TV center at the State U. of Ia. is studio engineer.

## Technology

AT&T Ready To Rush Satellites: The first of several experimental communications satellites could be delivered by AT&T by Christmas, if govt. authorization is received promptly, Pres. Frederick R. Kappel told the annual meeting last week. "We can move quickly," he said. "The system we propose calls for a number of satellites orbiting a few thousand miles in space. Each would contain equipment to receive, amplify and retransmit communications signals. Continuous service to Europe could be provided with from 20 to 25 such satellites, and worldwide service with about 50. We are confident that in a very few years—3 or 4, maybe even less—we could have a full-scale system in operation. But the immediate need is this: It is to get a 'bird' in the air for testing at the earliest moment."

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

*Full text of*

# FCC Rules on Stereophonic FM Broadcasting

*New Sec. 3.297 amending Part 3 of the Commission's Rules & Regulations to permit FM broadcast stations to transmit stereophonic programs on a multiplex basis, as adopted April 19, 1961 and released April 20, 1961, to become effective June 1, 1961.*

As announced in Appendix to FCC Report and Order Docket No. 13506, FCC 61-524 3143

1. New Section 3.297 is added to read as follows:

**Sec. 3.297. Stereophonic Broadcasting.**

FM broadcast stations may, without further authority, transmit stereophonic programs in accordance with the technical standards set forth in Sec. 3.322: Provided, however, that the Commission and the engineer in charge of the radio district in which the station is located shall be notified within 10 days from the installation of type-accepted stereophonic transmission equipment of any change therein, and: Provided further, that the Commission and the engineer in charge shall be notified within 10 days from the commencement of stereophonic operation, scheduded hours of such operation or any change therein.

2. Section 3.310 is amended by adding the following paragraphs:

**Sec. 3.310. Definitions.**

(t) **Cross-talk.** An undesired signal occurring in one channel caused by an electrical signal in another channel.

(u) **FM stereophonic broadcast.** The transmission of a stereophonic program by a single FM broadcast station utilizing the main channel and a stereophonic subchannel.

(v) **Left (or right) signal.** The electrical output of a microphone or combination of microphones placed so as to convey the intensity, time and location of sounds originating predominately to the listener's left (or right) of the center of the performing area.

(w) **Left (or right) stereophonic channel.** The left (or right) signal as electrically reproduced in reception of FM stereophonic broadcasts.

(x) **Main channel.** The band of frequencies from 50 to 15,000 cycles which frequency modulate the main carrier.

(y) **Pilot subcarrier.** A subcarrier serving as a control signal for use in the reception of FM stereophonic broadcasts.

(z) **Stereophonic separation.** The ratio of the electrical signal caused in the right (or left) stereophonic channel to the electrical signal caused in the left (or right) stereophonic channel by the transmission of only a right (or left) signal.

(aa) **Stereophonic subcarrier.** A subcarrier having a frequency which is the second harmonic of the pilot subcarrier frequency and which is employed in FM stereophonic broadcasting.

(bb) **Stereophonic subchannel.** The band of frequencies from 23 to 53 kilocycles containing the stereophonic subcarrier and its associated sidebands.

3. Section 3.319 is amended to read as follows:

**Sec. 3.319. Subsidiary Communications Multiplex Operations: Engineering Standards.**

(a) Frequency modulation of SCA subcarriers shall be used.

(b) The instantaneous frequency of SCA subcarriers shall at all times be within the range 20 to 75 kilocycles: Provided, however, that when the station is engaged in stereophonic broadcasting pursuant to Sec. 3.297, the instantaneous frequency of SCA subcarriers shall at all times be within the range 53 to 75 kilocycles.

(c) The arithmetic sum of the modulation of the main carrier by SCA subcarriers shall not exceed 30%: Provided, however, that when the station is engaged in stereophonic broadcasting pursuant to Sec. 3.297, the arithmetic sum of the modulation of the main carrier by the SCA subcarriers shall not exceed 10%.

Note: Inasmuch as presently approved FM modulation monitors have been designed to meet requirements for modulation frequencies of from 50 to 15,000 cycles, the use of such monitors for reading the modulation percentages during SCA multiplex operation may not be appropriate since the subcarriers utilized are above 20,000 cycles.

(d) The total modulation of the main carrier, including SCA subcarriers, shall meet the requirements of Sec. 3.268.

(e) Frequency modulation of the main carrier caused by the SCA subcarrier operation shall, in the frequency range 50 to 15,000 cycles, be at least 60 db below 100% modulation: Provided, however, that when the station is engaged in stereophonic broadcasting pursuant to Sec. 3.297, frequency modulation of the main carrier by the SCA subcarrier operation shall, in the frequency range 50 to 53,000 cycles, be at least 60 db below 100% modulation.

4. New Section 3.322 is added to read as follows:

Sec. 3.322. Stereophonic Transmission Standards.

(a) The modulating signal for the main channel shall consist of the sum of the left and right signals.

(b) A pilot subcarrier at 19,000 cycles plus or minus 2 cycles shall be transmitted that shall frequency modulate the main carrier between the limits of 8 and 10%.

(c) The stereophonic subcarrier shall be the second harmonic of the pilot subcarrier and shall cross the time axis with a positive slope simultaneously with each crossing of the time axis by the pilot subcarrier.

(d) Amplitude modulation of the stereophonic subcarrier shall be used.

(e) The stereophonic subcarrier shall be suppressed to a level less than 1% modulation of the main carrier.

(f) The stereophonic subcarrier shall be capable of accepting audio frequencies from 50 to 15,000 cycles.

(g) The modulating signal for the stereophonic subcarrier shall be equal to the difference of the left and right signals.

(h) The pre-emphasis characteristics of the stereophonic subchannel shall be identical with those of the main channel with respect to phase and amplitude at all frequencies.

(i) The sum of the side bands resulting from amplitude modulation of the stereophonic subcarrier shall not cause a peak deviation of the main carrier in excess of 45% of total modulation (excluding SCA subcarriers) when only a left (or right) signal exists; simultaneously in the main channel, the deviation when only a left (or right) signal exists shall not exceed 45% of total modulation (excluding SCA subcarriers).

(j) Total modulation of the main carrier including pilot subcarrier and SCA subcarriers shall meet the requirements of Section 3.268 with maximum modulation of the main carrier by all SCA subcarriers limited to 10%.

(k) At the instant when only a positive left signal is applied, the main channel modulation shall cause an upward deviation of the main carrier frequency; and the stereophonic subcarrier and its sidebands signal shall cross the time axis simultaneously and in the same direction.

(l) The ratio of peak main channel deviation to peak stereophonic subchannel deviation when only a steady state left (or right) signal exists shall be within plus or minus 3.5% of unity for all levels of this signal and all frequencies from 50 to 15,000 cycles.

(m) The phase difference between the zero points of the main channel signal and the stereophonic subcarrier sidebands envelope, when only a steady state left (or right) signal exists, shall not exceed plus or minus 3 degrees for audio modulating frequencies from 50 to 15,000 cycles.

Note: If the stereophonic separation between left and right stereophonic channels is better than 29.7 decibels at audio modulating frequencies between 50 and 15,000 cycles, it will be assumed that paragraphs (*l*) and (*m*) of this section have been complied with.

(n) Cross-talk into the main channel caused by a signal in the stereophonic subchannel shall be attenuated at least 40 decibels below 90% modulation.

(o) Cross-talk into the stereophonic subchannel caused by a signal in the main channel shall be attenuated at least 40 decibels below 90% modulation.

(p) For required transmitter performance, all of the requirements of Sec. 3.254 shall apply with the exception that the maximum modulation to be employed is 90% (excluding pilot subcarrier) rather than 100%.

(q) For electrical performance standards of the transmitter and associated equipment, the requirements of Sec. 3.317(a)(2), (3), (4) and (5) shall apply to the main channel and stereophonic subchannel alike, except that where 100% modulation is referred to, this figure shall include the pilot subcarrier.

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WEEKLY

# Television Digest

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *Networks*

**LONG STATION-BREAK HASSLE** continues with Y&R appealing to FCC, NAB to halt "further over-commercialization." CBS, NBC tell affiliates they may have to follow ABC 40-sec. pattern (p. 1).

### *Congress*

**KENNEDY WANTS "FLEXIBLE" FCC** for faster case work. His reorganization plan delegates decision authority to panels & staffers, abolishes review staff (pp. 2 & 7).

### *FCC*

**FCC PROPOSES ANTI-PAYOLA RULES** to implement new law, also puts reporting burden on film producers (pp. 3 & 5).

**ALLOCATIONS STATUS STILL QUO.** No new FCC attempt to get more vhf. Hopes still rest in stronger uhf, aided by all-channel-receiver legislation (p. 4).

### *NAB*

**NEW BROADCAST EQUIPMENT** to be shown at NAB: Developmental TV tape recorders & automation systems by RCA, optical multiplexer by GE, high-definition film chain by GPL (p. 8).

**NAB CONVENTION SIDESHOWS** in conjunction with May 7-10 sessions start early & run late, featuring everything from network-affiliate meetings to business pioneers' reunions (p. 7).

### *Stations*

**STATION STEREO EQUIPMENT** will be available from ITA in 60-90 days; some stations can buy basic conversion for less than $1,000. FM station interest reported high (p. 4).

### *Consumer Electronics*

**3 MILLION TVs SCRAPPED** in 1960, indicating more than half of retail sales last year were replacements; 1.8 million sets went to multi-set homes (p. 15).

**STEREO FM ADAPTERS** planned by all component hi-fi makers by this summer. Adapters won't be interchangeable, they say (p. 16).

**SYLVANIA EXTENDS WARRANTY** on labor & parts to 5 years for transistor radios, one year on tube types (p. 16).

**SONY'S TRANSISTOR TV** with 8½-in. screen & rechargeable battery to be marketed in N.Y. next month, nationally by fall (p. 17).

### *Finance*

**ZENITH SALES & PROFIT SAG** in 1961's first quarter as "intense competition in all phases of the business" takes its toll, shareholders are told at annual meeting (p. 19).

### *Film & Tape*

**WHAT IT TAKES** to sell a series: Hollywood executives put politics & influence first; network ownership next, merit third (p. 11).

**NTA BUYS DESILU** series, pilots. Approximately $200,000 is price for Desilu interest in 6 series, 9 pilots; NTA also pays about $175,000 residuals to SAG (p. 12).

**SAG WARNS PRODUCERS** of TV commercials, charges some agencies, producers use non-SAG actors (p. 12).

**REVUE STRENGTHENS LEADERSHIP** in TV film, firming up 16 series for next season; Screen Gems, Warners runners-up with 8 each (p. 12).

### *Other Departments*

**PROGRAMMING** (p. 9). **ADVERTISING** (p. 10). **PERSONALS** (p. 14).


**'APPEAL' TO FCC IN STATION-BREAK BATTLE:** Direct appeal to FCC & NAB by a major ad agency battling the ABC-TV-proposed expansion of station breaks from 30 to 40 sec. (Vol. 17:16 p7) was the latest tactic in the Madison Ave. skirmishes surrounding this industry hassle. Appeal came from Young & Rubicam Pres. George H. Gribbin, who is already on record with a gripe about long station breaks to ABC-TV Pres. Oliver Treyz. This time, Gribbin pleaded his case in nearly identical telegrams to FCC Chmn. Newton N. Minow & NAB Pres. LeRoy Collins.

No changes in present ABC 30-sec. breaks should be made "until NAB study of TV Code has opportunity to clarify Code inconsistencies and to set standards which will be in best interest of public, broadcasters and advertisers," Gribbin urged. He added: "We are firmly convinced that any increase of local-station break time can only lead to further over-commercialization."

Gribbin's wire requested FCC Chmn. Minow to cooperate "in prevailing upon ABC and its affiliated stations to cancel proposed increase of station-break commercial time" until NAB Code study is completed. Gribbin's wire has no actual legal status at FCC. Minow was out of town on the Conelrad alert, didn't see the telegram. It's expected that he'll refer it to the Commission for consideration next week—but it's most unlikely that the FCC will intervene. It has no rules or policy on such matters. There's a remote possibility that it might indicate some impression or leaning—but very remote.

It still seemed almost a certainty—barring FCC or NAB intervention or requests—that CBS & NBC would follow ABC's suit. Indications of CBS planning went to agencies in mid-week in the form of a wire from

CBS-TV Pres. James T. Aubrey Jr. NBC senior vp David Adams handled the problem by a series of letters to top agencies with which NBC does business.

Stated Aubrey's wire: "On April 7 we issued a letter stating it might be necessary for us to follow suit if a competitive network were to extend its allowance for nighttime chain-break announcements. I want to make certain that there is no misunderstanding of the position of the CBS-TV network relative to this proposal. This network is strongly opposed to the adoption of a 40-second station break because we believe that this practice would be shortsighted. We are in complete sympathy with your motives in opposing the adoption of this measure."

NBC's letter follows a similar line, advising agencymen & clients that it may have to institute longer breaks to meet competitive pressure and to provide added revenue to stations to maintain network solidarity —even though it doesn't basically like the idea.

Taking obvious delight in the fact that an ABC-generated idea was causing CBS & NBC to alter their basic network policies, ABC issued an official statement from Julius Barnathan, affiliated stations vp, which contained more than a little tongue-in-cheeking. Said Barnathan of onetime ABC executive Aubrey's wire: "If Mr. Aubrey sincerely believes CBS should not allow the slight increase in station breaks, then we expect he will have the courage of his convictions and refuse to allow it on his network . . . "

**KENNEDY WANTS 'FLEXIBLE' FCC:** "Greater flexibility" in redtape-bound FCC case procedures—through delegation of decision-making authority & streamlining of routine—has been requested by President Kennedy in concisely-written Reorganization Plan No. 2, submitted to Congress April 27 & scheduled to become effective within 60 days.

Kennedy needed only 5 paragraphs to prescribe specific cures for some of Commission's administrative headaches—and only 9 paragraphs in accompanying special message to tell Congress why his plan "will make possible more economical & expeditious administration." (For text of plan, see p. 7.)

No opposition to FCC revamping is expected on Capitol Hill, where majority in either Senate or House must be mustered to veto it. At FCC, where Commissioners & aides have long suffered under piled-on layers of paper work, no outcries against Kennedy plan were heard. "It gives us tremendous discretion in dealing with our case load," one knowledgeable staffer told us.

General objectives of plan had been anticipated in Washington (Vol. 17:17 p16) and there were no surprises in it except for explicit abolition of FCC's Office of Opinions & Review headed by Donald J. Berkemeyer. No jobs were threatened, however. In fact, review staff will get more responsible assignments under Kennedy spread-the-work reorganization.

Plan "will relieve the Commissioners from the necessity of dealing with many matters of lesser importance & thus conserve their time for the consideration of major matters of policy & planning," President told Congress.

Major change in present FCC procedures would be discretionary delegation by Commission of adjudicatory & regulatory cases for decisions to panels of members, individual Commissioners, hearing examiners or other staffers. Commission itself could review any such decision either on its own initiative or on petitions by parties in cases. Any 3 members of 7-member FCC could call for mandatory review action by full Commission—thus making sure that present Republican minority wouldn't be steamrollered by Democratic majority. Mandatory requirement in Communications Act for oral arguments in adjudicatory cases at request of any parties would be scrapped, however. And if lower-level decisions were unchallenged on basis of record, they'd stand as actions by Commission itself. These could be enormous time savers.

FCC would make its own housekeeping rules to carry out reorganization, but Chmn. Minow would get new authority as assignment officer. He'd act for Commission in parceling out cases. President said nothing in plan about assignment of single members to write & sign opinions, but some such procedure probably will be adopted—in line with routine now followed at other regulatory agencies.

Minow would get no new powers over FCC budget-spending and appointment of top staff members —although such added authority for agency heads was recommended by President in April message to Congress on govt.'s over-all regulatory problems (Vol. 17:16 p1). In FCC plan, President obviously was setting slow & cautious pace in drawing specific organizational charts for agencies.

Special message by President on general ethics in govt. preceded his Reorganization Plan No. 2 on

Hill. (Plan No. 1 covered SEC along lines followed for FCC.) Kennedy called for sweeping rewrite of existing conflict-of-interest & ex-parte laws. Message was amalgam of reform proposals heard for years in & out of Congress. General objective: Prevention of improper use of federal jobs for private gain. In contrast to brief FCC plan, recommendations ran 6,000 words.

"Ultimate answer to ethical problems in govt. is honest people in a good ethical environment," President observed in his reform manifesto. But society's "moral tone is injured"—and govt. officials are affected—by such evils as fixed TV quiz shows, and it's necessary now to set up formal safeguards against "venality & double-dealing" within govt., Kennedy went on.

President said he's instructing FCC's Minow & all other agency heads to formulate rules-of-conduct for all employes, and that he intends to deputize White House aide (presumably agency advisor James M. Landis) as his coordinator of "ethics administration."

Kennedy also asked for new legislation to set up $10,000 fines and/or one-year jail sentences for violations of proposed bans against: (1) Outside payments to govt. employes in connection with transactions involving govt. business. (2) "Switching sides" from govt. to private parties in cases in which federal officials have worked. In ex-parte field, President recommended law requiring agencies to institute "absolute prohibition" against all back-door approaches—including any by members of Congress—in cases requiring formal hearings.

Bi-partisan chorus of concurrence with Kennedy aims responded to ethics message on Hill. Unlike FCC reorganization plan, his measures to improve govt. morals won't have force of law without affirmative votes, however. And prospects for action on such reforms this year are little brighter than in other recent sessions. No member of Congress takes anti-ethics positions in public. But many want no legislation which might touch on their own conduct—such as their custom of interceding for constituents in regulatory cases.

**FCC PROPOSES OFFICIAL ANTI-PAYOLA RULES:** New anti-payola rules, to carry out intent of Congress in amending law (S-1898), have been proposed by FCC which invited industry comments by June 12. Nature of proposal was well foreshadowed by FCC's public notice last year (Vol. 16:39 p4) which called attention to fact that law had changed.

Important new angle is provision affecting application of law to those other than broadcasters—notably film producers. Commission proposes to relieve producers of any worry about films made before new rules become effective—presumably in a few months. However, all films telecast after that date will have to comply with new rules, and both producers & telecasters will be required to see to it that proper announcement is made if "valuable consideration" has been received. New rules aren't expected to bother TV film makers much because they're fairly well geared for them—but feature film producers are likely to be disappointed.

Commission issued its proposal as Public Notice 61-546, Doc. 14094, copies obtainable from FCC. In addition to changes in rules, Commission lists the 27 examples of what is & isn't verboten—as detailed by Congress when it passed law. Commission adds 9 examples of its own, full text of which may be found on p. 5. Though proposed new rules specify "television stations," it's FCC's intention to make exactly same provisions for radio. Herewith are additions to Sec. 3.654 of rules proposed:

"(a) When a television broadcast station transmits any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such station, the station shall broadcast an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: provided, however, that 'service or other valuable consideration' shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

"(b) The licensee of each television broadcast station shall exercise reasonable diligence to obtain from its employes, and from other persons with whom it deals directly in connection with any program matter for broadcast, information to enable such licensee to make the announcement required by this section.

"(c) In any case where a report (concerning the providing or accepting of valuable consideration by any person for inclusion of any matter in a program intended for broadcasting) has been made to a television broadcast station, as required by Sec. 508 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this section had the consideration been received by

such television broadcast station, an appropriate announcement shall be made by such station.

"(e) Any films broadcast by any television station which were photographed for commercial exhibition after the effective date of this subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for television exhibition.

"(i) Commission interpretations in connection with the foregoing rules may be found in the Commission's public notice entitled 'Applicability of Sponsorship Identification Rules' and such supplements thereto as are issued from time to time."

**ALLOCATIONS STATUS STILL IS QUO:** No significant change in TV allocations thinking is apparent at FCC currently. Intention is still to try to make uhf more viable, with substantial hopes vested in all-channel-receiver legislation. Commission's proposed law is still being studied by President Kennedy's advisors, and there are reports of conflicting opinions among them. FCC's hope is that bill will at least be forwarded to Congress for hearings & debate, with or without Administration's blessing.

There's no renewed attempt to get more vhf spectrum from military. Says Chmn. Minow: "I've heard that some people believe I'm exploring this. Not at all. That idea was pretty well exhausted before I got here." What he is discussing with White House aides, he said, is the matter of divided responsibility for spectrum allocation between govt. & non-govt. users. "I believe," he says, "that there should be some group or person with the responsibility of making the allocation between the 2 types of users. I don't care whether it's an individual, a commission, or what."

Comr. Ford reiterated his let's-make-uhf-work ideas in an address April 28 before Ohio State's Institute for Education by Radio-TV in Columbus—and he urged educators to do something about it before non-TV users grab uhf. Telling them that need for action is "urgent," he said:

"When you stop to consider that uhf TV channels occupy nearly half of the usable spectrum below 1000 mc, which is only lightly occupied by this service, you can appreciate the Commission's position in attempting to retain indefinitely these channels for TV. There are some who doubt whether 82 or even 70 channels will ever be needed to fill the requirements of TV. It is my opinion that the future needs of ETV alone could occupy a large portion of the uhf TV band." He also urged educators to back the proposed all-channel-set bill. Noting that NAEB is studying ETV's future TV spectrum needs, he said:

"I should note that in future consideration by your engineers you should not consider yourselves necessarily bound by present assignment rules for uhf TV channels in any proposal for exclusive use of such channels, but should tailor a nationwide plan by variations in power, location, directional antenna, etc. to achieve a well-engineered nationwide educational TV system."

Ford also kissed off concept of renewed attempts to get more vhf, reminding that the FCC concurred with Defense Dept. & OCDM conclusions that they couldn't give up any vhf "without weakening to an unacceptable degree our ability to maintain our national defense & security" and "that the proposals would entail an expenditure by the govt. agencies of more than $5 billion for U.S. military operations alone."

**STATION STEREO EQUIPMENT—TIMING & PRICES:** Basic conversion to stereo may cost some FM stations less than $1,000—but most stations will have to pay considerably more, and the waiting list is forming already for equipment which will start going to stations in 60-90 days.

Most equipment manufacturers are still indefinite about prices & even approximate delivery dates for FM-station stereo conversion gear (Vol. 17:17 p6), but at least one FM transmitter manufacturer was ready for FCC's stereo ruling and is ready with some answers. This is ITA Electronics Inc. (Industrial Transmitters & Antennas), the 3-year-old Lansdowne, Pa. firm which says it is now the biggest supplier of FM transmitters.

"Interest in stereo by FM stations is very high," we were told last week by ITA Pres. Bernard Wise. "We feel that the potential for stereo conversion in the first year is about 300 stations. We've been flooded with inquiries ever since FCC's ruling came out. For example, we were called by 6 stations, all of which wanted to be first in their market with stereo. The only trouble is that they're all in the same market."

ITA is offering 2 basic forms of stereo FM conversions—deliveries to start in 60-90 days. For stations already using ITA transmitters (all of which have been guaranteed convertible to multiplex), ITA will supply a stereo generator for $995. Wise said this generator will also work with some other make transmitters which are set up for multiplex. For stations with transmitters not modified for multiplex, ITA recommends a complete stereo exciter unit at $2,495.

Basic conversion equipment is only part of the story, of course. Additional studio equipment is required, such as stereo monitors & consoles (ITA will show production models at next week's NAB convention), stereo tape-playing equipment, stereo phono pickups, 2 complete audio channels, etc. In addition, all station equipment must be checked & revitalized. Sloppy, halfway gear just won't work because of the precision stereo requirements set forth by FCC. Antennas & shielding become far more critical because of the technical complexity introduced by the problem of cross-talk (interference between the 2 carrier channels). In some cases, old-style transmitters may have to be replaced

Stations currently multiplexing under SCA rules (background music, etc.) are in best position to start stereo multiplexing with least expense, fuss & bother—because they already have much of the required equipment and their broadcast gear presumably is already modernized & up to snuff for the strict requirements of multiplex transmission. And, of course, under the FCC rules, stations can broadcast stereo programs & SCA transmissions at the same time (using 2 subcarriers).

Some FM stereo receivers probably will be on market even before any significant number of stations can broadcast stereo. Set makers' plans were rounded up last week (Vol. 17:17 p18); for additional manufacturer comments, see p. 16 of this issue.

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## The FCC

***More about***

**FCC ANTI-PAYOLA GUIDES:** Proposing new rules to implement the new anti-payola law which became effective last Sept. 13 (see p. 3), the FCC said that it plans to use the 27 examples given in House Report 1800 (Vol. 16:39 p4)—and to add 9 more of its own. Herewith is the full text of the 9:

28. An automobile manufacturer or dealer furnishes to a producer of TV programs a number of automobiles with the understanding that the producer will use them, or some of them, in some of his programs which call for the use of automobiles; and that the automobiles may be used for other business purposes in connection with the production of the programs, such as transporting the cast, crew, equipment and supplies from location to location or transporting executive personnel to business meetings in connection with the production of the programs. There is no understanding that there will be any identification on the television programs beyond an identification which is reasonably related to the use of the automobiles on the programs. No other consideration is involved. Under such uses, no announcement is required.

29 (a) A hotel permits a program to originate from its premises and furnishes hotel services, such as room and board, for cast, production & technical staff, and also furnishes other elements for use in connection with the programs to be broadcast, such as electricity and cable connections, free of charge, and with no other consideration. There is no understanding that there will be an identification of the hotel on the program beyond that reasonably related to the use made of the hotel on the program. No announcement is required.

(b) If the hotel pays money or furnishes free or at a nominal charge any services or items which are not for use on or in connection with the program (e.g., furnishing free or at a nominal charge room & board for the producer for any period of time not related to the production of the program at the hotel site), an announcement is required.

E. Effective Date

30. Does Sec. 317 as amended on Sept. 13, 1960 apply to programs or portions of programs produced or recorded prior to Sept. 13, 1960?

No, unless valuable consideration was provided to a broadcast station (rather than to a producer or other person) for the program or the inclusion of any program matter therein and the program was broadcast after said date.

F. Nature of the Announcement

31. A station broadcasts spot announcements which solicit mail orders from listeners. The sponsor is merely referred to in the announcements and in the mail order address as "Flower Seeds" or "Real Estate" or "the Record Man." Such a reference to the sponsor of the announcements is insufficient to constitute compliance with the Commission's sponsorship identification rules because it is limited to a description of the product or service being advertised. The announcement requirement contemplates the explicit identification of the name of the manufacturer or seller of goods, or the generally known trade or brand name of the goods sold. (See Commission Notice entitled "Sponsor Identification on Broadcast Stations," FCC 50-1207, 6 R.R. 835.)

32. A station broadcasts "teaser" announcements utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public by telling it that something is "coming soon." The sponsor of the announcements is not named therein, nor is any generally known trade or brand name given, but it is the intention of the station and the advertiser to inaugurate at a later date a series of conventional spot announcements at the conclusion of the "teaser" campaign. Announcements of this type do not comply with the Commission's sponsorship identification rules. All commercial matter must contain an explicit identification of the advertiser or the generally known trade or brand name of the goods being advertised. (See Memorandum Opinion & Order In the Matter of Amendment of Sec. 3.119(e) of the Commission's Rules, FCC 59-939, 18 R.R. 1860.)

33. A station carries an announcement (or program) on behalf of a candidate for public office or on behalf of the proponents or opponents of a bond issue (or any other public controversial issue). At the conclusion thereof, the station broadcasts a "disclaimer" or states that "the preceding was a paid political announcement." Such announcements *per se* do not demonstrate compliance with the sponsorship identification rules. The rules do not provide that either of the above-mentioned types of announcements must be made, but they *do* provide in such situations that an identification be broadcast which will fully and fairly disclose the true identity of the person or persons by whom or in whose behalf payment was made. If payment is made by an agent, and the station has knowledge thereof, the announcement shall identify the person in whose behalf such agent is acting. If the sponsor is a corporation, committee, association or other group, the required announcement shall contain the name of such group; moreover, the station broadcasting any matter on behalf of such group shall require that a list of the chief officers, members of the executive committee or members of the board of directors of the sponsoring organization be made available upon demand for public inspection at the studios or general offices of the station.

34. Must the required sponsorship announcement on TV broadcasts be made by visual means in order for it to be an "appropriate announcement" within the meaning of the Commission's rules?

Not necessarily. The Commission's rule does not contain any provision stating whether aural or visual or both types of announcements are required. The purpose of the rule is to provide a full and fair disclosure of the facts of sponsorship, and responsibility for determining whether a visual or aural announcement is appropriate lies with the licensee. (See Commission telegram to Mr. Bert Combs, FCC Public Notice of April 9, 1959, Mimeo No. 71945.)

G. Controversial Issues

35 (a) A trade association furnishes a TV station with kinescope recordings of a Senate committee hearing on labor relations. The subject of the kinescope is a strike being conducted by a labor union. The station broadcasts the kinescope on a "sustaining" basis but does not announce the supplier of the film. The failure to make an appropriate announcement as to the party supplying the film is a violation of the Commission's sponsorship identification rules dealing with the presentation of program matter involving controversial issues of public importance. Moreover, the Commission requires that a licensee exercise due diligence in ascertaining the identity of the supplier of such program matter. An alert licensee should be on notice that expensive kinescope prints dealing with controversial issues are being paid for by someone and must make inquiry to determine the source of the films in order to make the required announcement. (See KSTP Inc., 17 R.R. 553 and Storer Bcstg. Co., 17 R.R. 556a.) A station which has ascertained the source of kinescopes is under an additional obligation to supply such information to any other station to which it furnishes the program.

(b) Same situation as above, except that the time for the program is sold to a sponsor (not the supplier of the film) and contains proper identification of the advertiser purchasing the program time. An additional announcement as to the supplier of the films is still required, for the reasons set forth above.

(c) Same situation as in (a) or (b), above, except that only *excerpts* from the film are used by a station in its news programs. An announcement as to the source of the films is required. (See Westinghouse Bcstg. Co., 17 R.R. 556d.)

36. A church group plans to film the proceedings of its national convention and distribute film clips "dealing with numerous matters of profound importance to members of [its] faith" in order to "disseminate to the American people information concerning its objectives and programs." The group requests a general waiver under Sec. 317(d) of the Communications Act so that it need not "waste" any of the short periods of broadcast time donated to it by making sponsorship identification announcements. In the below-cited case, the Commission did not grant such a waiver because of the absence of information indicating that the subject matter of the clips was not controversial and because the alleged "loss" of a few seconds of air time was not of decisional significance vis-a-vis Congressional and Commission policy relating to issues of public importance. (See Petition of National Council of Churches of Christ, FCC 60-1418.)

**Program-Form Opposition:** 19 licensees, in an early joint filing (now due June 1), offered vigorous opposition to FCC's proposed changes in its program form (Vol. 17:9 p2, *et seq.*) through counsel Pierson, Ball & Dowd. Their conclusions read, in part: "The extensive and all-embracing program information that the Commission proposes to require licensees to submit, by its very nature, raises grave doubts whether the Commission is not embarked upon a course of exercising supervision over programs and prescribing program standards in a manner which seriously impinges upon the licensee's right to be free from Commission censorship. Added to these grave Constitutional doubts is the fact that the information which the Commission would require applicants to submit is practically worthless for the purpose of determining whether or not the broadcaster is meeting any specific or general need of the public." However, the stations said, there is no harm in some of FCC's proposals—such as requiring applicants to show their effort to determine community needs.

**NBC-RKO Hearing Issues:** FCC last week spelled out the issues it proposes to explore in the NBC-RKO transfer hearing: (1) NBC-RCA antitrust record. (2) Alleged pressures by NBC on Westinghouse Bcstg. Co. and KRON-TV San Francisco, in connection with its station acquisitions. (3) Alleged trafficking by NBC & RKO. (4) Philco's financial qualifications. (5) Qualifications of Crowell-Collier, which wants to buy RKO's WGMS Washington, in light of charges of "alarming" & "vulgar" programming over its KEWB Oakland & KFWB Los Angeles and alleged engineering violations of its KDWB St. Paul. (6) Details surrounding dismissals of Ch. 2 competitors of KTVU San Francisco before it got its CP, alleged KTVU trafficking, KTVU program performance. (7) RKO's multiple-ownership situation—whether its holdings in CKLW-TV Windsor should count as an over-the-ceiling 6th station.

**President Calls Conelrad "Vital":** In his April 28 address over Conelrad during the civil defense drill, President Kennedy offered the following comment on Conelrad, the need for which is questioned in some quarters: "Should the United States ever be subjected to direct enemy attack, Conelrad and the national emergency broadcasting system will be vital to our defense. This carefully planned program would prevent an enemy from using our radio stations to assist him and yet permit emergency broadcasting such as you now hear. The voluntary participation of the radio & television broadcasters of the nation at their own expense is a commendable example of individual responsibility which is so essential to the survival of this nation."

**"Frantic" KRLA Scored:** A one-year probationary license renewal for radio KRLA Pasadena has been recommended in a joint initial decision by FCC hearing examiners James D. Cunningham & Herbert Sharfman, who sharply criticized the station's conduct. Rejecting pleas by KRLA for a full 3-year renewal, they indicted the station for: (1) "Frantic & undignified promotional activities." (2) "Obviously inept absentee direction marked by progressive irresolution [by licensee Donald Cooke]." (3) "Failure of Cooke to keep informed about "program mislogging." (4) "Censurable managerial immaturity & operational shortcomings."

**Application Filed:** Ch. 9, Redding, Cal., by Redding-Chico TV Inc., headed by Robert C. Burris, ex-mgr. of KEYT Santa Barbara, and including principals of KIEM-TV Eureka.

**GE Plans Satellite Company:** GE filed for FCC approval last week a plan calling for the formation of an international company to use satellites for worldwide communications. The new organization is Communications Satellites Inc., centered at 3198 Chestnut St., Philadelphia. Its president is H. W. Paige, gen. mgr. of GE's missile & space vehicle department. GE said that Communications Satellites will function as an international "common carrier's common carrier" to provide a microwave relay service to worldwide transmission of telephone, telegraph and other communications signals by satellite. Other U.S. companies in the communications & aerospace fields will be invited to participate in the new company, GE said, adding the suggestion that stock interest held by any one company be limited to approximately 10%.

**Ford Hits "Violence":** Many good things are on the air, but "many other programs of an entertainment character" aren't in that category, FCC Comr. Ford told the Institute for Education by Radio-TV in Columbus April 28. He said "excessive violence on TV" makes for a bad balance. "It would seem to me that programs of this character cheapen human life & tend to degrade individual human beings as expendable," Ford said in a panel session on "vital issues." On the other hand, he noted with approval that an increasing number of public-service & educational shows on TV are winning commercial sponsorship—"to the credit of American businessmen."

**AFM Opposes WWL-TV Renewal:** Formal opposition to a license renewal for New Orleans' Ch. 4 was filed with FCC last week by the American Federation of Musicians. Union Pres. Herman Kenin termed the action "the first step in an all-out effort by the Federation to close the shocking gap beween promise & performance by many TV stations." The AFM charged that WWL, in its original application to FCC, gave elaborate assurances of extensive use of live music—but "the station never employed a staff orchestra, combo unit or string group—and" does not now "employ a single staff musician."

**Problem Hearings Set:** July 24 has been designated for the start of the hearing on the renewal of radio WGMA Hollywood, Fla., going into the qualifications of quiz-rigger Dan Enright (Vol. 17:16 p4). WMPP Chicago Hts., Ill. is due to begin its hearing in Chicago July 6, on charges of false statements to FCC (Vol. 17:16 p4).

**Reno CP Due:** Award of Ch. 4 to Circle L Inc. is proposed in an initial decision issued by FCC examiner Basil P. Cooper. Of 5 competing applicants, 4 dismissed and one amended to another channel. None was paid or promised anything for dropping out, Cooper said.

**Dual Identification:** Under a waiver of the rules granted by the FCC, WLYH-TV (Ch. 15) Lebanon, Pa. may now identify itself as "Lebanon-Lancaster." FCC Comr. Bartley dissented.

**Vhf Translator CPs:** Ch. 5, Terrebone, Ore., to Gray Butte Televiewers Inc., to repeat KPTV (Ch. 12) Portland.

**Short License:** FCC has granted radio WIRA Ft. Pierce, Fla. a renewal only to May 1, 1962 "to afford licensee an opportunity to demonstrate that it will operate in full compliance with [FCC's] technical & other rules."

**ETV Comment Deadline Extended:** FCC has moved from May 1 to June 1 its deadline for comments in the inquiry seeking ways & means of diverting a vhf channel from commercial to ETV in N.Y. & L.A. (Vol. 17:14 p2).

## Congress

***More about***

**TEXT OF JFK's FCC PLAN:** The text of President Kennedy's FCC reorganization plan, as submitted to Congress April 27 (see p. 2), follows:

Section 1. *Authority to Delegate.* (a) In addition to its existing authority, the Federal Communications Commission, hereinafter referred to as the 'Commission,' shall have the authority to delegate, by published order or rule, any of its functions to a division of the Commission, an individual Commissioner, a hearing examiner, or an employe or employe board, including functions with respect to hearing, determining, ordering, certifying, reporting or otherwise acting as to any work, business, or matter; provided, however, that nothing herein contained shall be deemed to supersede the provisions of Section 7(a) of the Administrative Procedure Act (60 Stat. 241), as amended, and provided, further, that in accordance with the provisions of subsection (b) of this section the functions of the Commission with respect to the filing of exceptions to decisions of hearing examiners and the function of hearing oral arguments on such exceptions before the entry of any final decision, order or requirement as set forth in subsection (b) of Section 409 of the Communications Act of 1934, as amended (66 Stat. 721), are hereby abolished.

(b) With respect to the delegation of any of its functions, as provided in subsection (a) of this section, the Commission shall retain a discretionary right to review the action of any such division of the Commission, individual Commissioner, hearing examiner, employe or employe board, upon its own initiative or upon petition of a party to or an intervenor in such action, within such time and in such manner as the Commission shall by rule prescribe, provided, however, that the vote of a majority of the Commission less one member thereof shall be sufficient to bring any such action before the Commission for review.

(c) Should the right to exercise such discretionary review be declined, or should no such review be sought within the time stated in the rules promulgated by the Commission, then the action of any such division of the Commission, individual Commissioner, hearing examiner, employe or employe board, shall, for all purposes, including appeal or review thereof, be deemed to be the action of the Commission.

Section 2. *Transfer of Functions to the Chairman.* There are hereby transferred from the Commission to the chairman of the Commission the functions of the Commission with respect to the assignment of Commission personnel, including Commissioners, to perform such functions as may have been delegated by the Commission to Commission personnel, including Commissioners, pursuant to Section 1 of this reorganization plan.

Section 3. *Review Staff.* The review staff, created by Section 5(c) of the Communications Act of 1934, as amended (66 Stat. 712), together with its functions, is hereby abolished. The employes of such staff may be assigned as the Commission may designate."

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**JFK Backs ETV Research:** Improvement & extension of the Defense Education Act of 1958, including its Title VII provisions for federally financed research in audio-visual teaching techniques, have been recommended to Congress by President Kennedy. He submitted an administration bill continuing the law, which is scheduled to expire June 30, 1962.

**Space Outlook Explored:** The House Science & Astronautics Committee under Rep. Brooks (D-La.) will hold May 4-10 hearings on proposals for U.S. commercial use of satellite communications systems. FCC Comr. Craven is scheduled to testify May 5 on Commission proceedings in the space field. Spokesmen for such companies at ITT, AT&T, RCA, GE, General Telephone & Electronics and Lockheed will appear May 10. Space allocations also will be explored May 2 by the Senate Foreign Relations Committee. Chmn. Fulbright (D-Ark.) scheduled a delayed hearing on U.S. ratification of the International Telecommunication Convention and on radio regulations adopted at 1959 Geneva sessions of the International Telecommunications Union (Vol. 15:52 p7).

**Examiners Upgraded in Bill:** Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee wants regulatory-agency hearing examiners to make final decisions in nearly all cases. He submitted a bill (S-1734) amending the Administrative Procedure Act so that decisions by the examiners will stand unless agencies, such as FCC, find that errors in fact or policy have been made. Co-sponsored by Sen. Hart (D-Mich.), the measure would give even more authority to FCC examiners than that provided in President Kennedy's FCC reorganization plan (see p. 2). Carroll said it would cut down on "the huge—almost notorious—backlogs" of cases now piled up at such agencies as FPC.

## NAB

**NAB Convention Sideshows:** By latest count, there'll be 26 scheduled meetings & functions for broadcasters before & during NAB's May 7-10 Washington convention—in addition to officially programmed sessions & events. The special sidebar features in Shoreham & Sheraton Park hotels will include:

May 5—Assn. for Professional Bcstg. Education, directors' meeting & dinner.

May 7—NAFMB, membership meeting. Assn. of Maximum Service Telecasters, membership meeting. ABC Radio affiliates, meeting. ABC-TV affiliates, presentation. ABC, reception. NBC-TV affiliates, meeting. NAB TV Code Review Board, luncheon. Broadcast Pioneers, membership meeting. Clear Channel Bcstg. Service, membership meeting. Community Bcstrs. Assn., meeting. Indiana Broadcasters Assn., dinner.

May 8—NBC Radio affiliates exec. committee, breakfast. TV Stations Inc., breakfast. MST, breakfast. Daytime Bcstrs. Assn., breakfast.

May 9—Quality Radio Group, breakfast. Wis. Bcstrs. Assn., breakfast. Broadcast pioneers, banquet.

May 10—Society of TV Pioneers, breakfast.

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**Govt. Turnout for NAB:** Reception for govt. officials May 9, during NAB's Washington convention, is shaping up as the largest ever. More than half of the Senators and representatives have accepted invitations, and most of the balance have yet to respond. The administration contingent, from Vice President Johnson down, has accepted almost *en masse*. Many Congressmen are scheduling post-reception dinner parties, breakfasts, luncheons, etc. for their respective states' broadcasters—and vice versa. According to govt. relations vp Vincent Wasilewski, "the acceptances have been fantastic—building up to about 80% of those invited."

**New Broadcast Equipment:** The NAB convention—to be held in Washington next week—is the traditional setting for the unveiling of new broadcast equipment. This year's very newest gear will be in the FM stereo multiplex field, although it's doubtful that actual models will be shown (Vol. 17:17 p6). Nevertheless, equipment manufacturers will come to the convention loaded with information so that they can answer the inevitable questions of broadcasters.

In other fields, here are some of the new products which have already been announced for showing at the convention:

RCA will take over the Shoreham Hotel ballroom for "the largest array of radio-TV equipment ever assembled." Featured will be "prototypes of 3 new & advanced TV tape recorders," a new advanced system for over-all station automation utilizing the building-block principle, including a slide projector cued & operated by a recorded tone signal from the new RT-7A cartridge tape recorder. RCA will also show new microwave gear and military & space electronics which "suggest the shape of things to come for the commercial broadcaster."

GE will unveil an optical multiplexer in an exhibit which "has been expanded to permit introduction of one of the largest lines of new broadcast items in recent years." The new multiplexer was designed for GE by Eastman Kodak for the GE-Eastman continuous-motion TV projection system, but can be used with any standard projector. A new model of the projector will be shown for the first time. GE will also display 2 new Vidicon camera channels, a new series of utility monitors and the new 35-kw high-channel vhf TV amplifier.

GPL will introduce a high-resolution Vidicon film chain, based on the system it designed for the military. It is designed to deliver 800 lines of resolution in center, 600 lines corner.

**Television Zoomar** will show Studio & Super Universal Zoomar with improved optics and new lens coatings.

**TelePrompTer Corp.** plans to showcase what it terms "a revolutionary random-access family of slide & tape selection devices," according to Pres. Irving B. Kahn. The devices are said to permit "remote selection of any of the available 60, 100 or 500 slides or tape tracks in any random order, or sequential selection of slides or tracks in either a forward or reverse direction." The 4 major pieces of equipment shown in the random-access series include a 60-slide drum magazine selector adapted to a Telepro 6000 projector, 100 & 500-slide selectors, and a 100-track magnetic tape selector.

**ITA Electronics** will show stereo broadcasting equipment (see p. 4), a complete new line of FM & AM transmitters, automation equipment and a push-button console combination unit for a single operator-announcer.

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**FCC NAB Panel Set:** At a luncheon April 24, all 7 FCC members met with NAB's top brass to discuss the *modus operandi* of the Commission question-&-answer session scheduled for May 10 during the convention in Washington. It was agreed that questions will be written out, screened by NAB, not seen by Commissioners beforehand. NAB Chmn. Clair McCollough will be the moderator. Those attending the luncheon last week, in addition to McCollough, were Pres. Collins, his asst. John Perry, and the NAB vps.

## Networks

**DGA & Networks Still Talking:** The 900 TV-radio directors, asst. directors and stage managers represented by Directors Guild of America are still working without a contract (Vol. 17:16 p8). DGA-network negotiations, temporarily suspended April 14, were renewed April 26, but no agreement on the employment status of the union members had been reached at week's end.

### NETWORK SALES ACTIVITY

ABC-TV

Stagecoach West, Tue. 9-10 p.m., part. eff. July.
*Colgate-Palmolive* (Ted Bates)

SurfSide 6, Mon. 9-10 p.m., part. eff. Oct.
*Union Carbide* (William Esty)

Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. May.
*Johnson & Johnson* (Young & Rubicam)

Asphalt Jungle, Sun. 9:30-10:30 p.m., part. eff. Sept.
*American Tobacco* (SSC&B)

ABC's Wide World of Sports, Sat. a.m., part. eff. April.
*Humble Oil* (McCann-Erickson)
*Bristol-Myers* (DCS&S)
*Carter* (SSC&B)

The Corrupters, Fri. 10-11 p.m., part. eff. Sept. 29.
*Alberto-Culver* (Compton)
*Du Pont* (N.W. Ayer)
*Lever Bros.* (J. Walter Thompson)
*P. Lorillard* (Lennen & Newell)
*Union Carbide* (William Esty)

The Fight of the Week, Sat. 10 p.m., co-spon. eff. May 6.
*El Producto Cigar* (Compton)
*Gillette* (Maxon)

CBS-TV

Summer Sports Spectacular, Thu. June 8, 7:30-8:30 p.m., participations.
*Watchmakers of Switzerland* (C&W)

Family Classics, Sun. June 18 & Aug. 6, full-sponsorship.
*John H. Breck* (Reach, McClinton & Co.)

Daytime programming, Mon.-Fri. part. eff. May 17.
*Nestle* (McCann-Erickson)

NBC-TV

Robert Taylor—The Detectives, Fri. 8:30-9:30 p.m., part. eff. fall.
*Brown & Williamson*
*Warner-Lambert Pharmeccutical* (L&F)

The Joey Bishop Show, Wed. 8:30-9 p.m., co-spon. eff. fall.
*Procter & Gamble* (Benton & Bowles)

National Velvet, Sun. 8-8:30 p.m.; The Tab Hunter Show, Sun. 8:30-9 p.m.; Whispering Smith, Mon. 9-9:30 p.m., part. eff. July 18.
*Lehn & Fink* (GMM&B)

Tales of Wells Fargo, Mon. 8:30-9 p.m., part. eff. Sept.
*American Tobacco* (SSC&B)
*Lehn & Fink* (GMM&B)

Bonanza, Sat. 7:30-8:30 p.m., part. eff. Sept. & June.
*American Tobacco* (SSC&B)
*Procter & Gamble* (Benton & Bowles)

Daytime programming, Sat., part. eff. June 17.
*General Mills* (Dancer-Fitzgerald-Sample)
*Cracker Jack* (Leo Burnett)

David Brinkley's Journal, Wed. 10:30-11 p.m., co-spon. eff. Oct. 11.
*Douglas Fir Plywood* (Cole & Weber)

**Network Countdown on Space Shoot:** The long-awaited U.S. man-in-space shot, which may come tomorrow (May 2) between 7:45 & 8 a.m., will receive "the most far-flung TV pool coverage in history," all networks agreed late last week. The TV & radio networks have each contributed "as complete facilities and personnel as possible" to provide live, taped, filmed & audio coverage. Pool reportage will be fed simultaneously to all networks, but each will be free to cut in with commentary or news inserts.

Network pre-shot specials over the April 28-30 weekend highlighted U.S. astronauts Glenn, Grissom and Shepard. *CBS Reports*' "Why Man in Space" on Fri. (10-11 p.m.) included an interview with Glenn, and NBC's *The Astronauts* (Sun., 7-8 p.m.) was a biographical study of all 3 men. But ABC, in an attempt to get the jump on network competitors (and NASA itself) prepared 4 separate 30-min. shows, 3 featuring individual astronauts and one devoted to all the candidates. ABC hopes were that NASA would make its final selection before air time (Fri., 7:30-8 p.m.) of its one-shot space special, "Road to the Stars." By air time NASA hadn't chosen the man.

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NBC is Top Grosser: January gross time billings (before discounts) stood at $23 million at NBC-TV, a new January record for the network and $2 million over Jan. 1960. NBC-TV was $136,000 ahead of CBS-TV and more than $7 million ahead of ABC-TV by the same yardstick, the network also claimed last week. The score, added NBC, makes January "the 3rd of the last 4 months in which NBC-TV has been the network leader in gross billings." On the network radio side, NBC also claimed the lead, topping CBS "by almost 3 hours a week (14%)" and ABC "by more than 5 hours (33%)" in terms of hours of sponsored radio time. Count so far for NBC-TV in April: "An advantage of more than 3 hours over each of its competitors" with a total of 52 hours, 48 minutes of network TV sponsored time, the primary gains due to increased daytime billings.

Hagerty Needles White House Press: Echoing sentiments expressed recently in Pittsburgh by his successor, Pierre Salinger (Vol. 17:16 p11), ABC news vp James C. Hagerty, former Eisenhower administration press chief, last weekend blasted "press-conference trivia" in Washington. Addressing a group of Air Force information officers, Hagerty recalled that on numerous occasions during Presidential press conferences he handled: (1) Reporters would skip important international questions to discuss "silly, trivial" matters. (2) The President was seldom given a chance to dwell on a single topic long enough to present a full opinion. White House press conferences, Hagerty made clear, don't belong to the press. The session, he said, "belongs to the President." He added that he had instituted a policy at ABC whereby any TV-radio misstatements of news facts were corrected on the air in the same or equivalent time periods. In an April 28 telegram to Salinger, Hagerty more directly expressed agreement with New Frontier views on "common-sense reporting." Said Hagerty: "Please inform President Kennedy that I wholeheartedly support his speech before the publishers in N.Y. yesterday and that the ABC News department will do its best to follow his national interest recommendations."

NBC SRO on Bowls: More than 7 months before the annual football bowl games, NBC-TV coverage of 4 of the events is completely sold.

## Programming

**High Cost of Eichmann Reportage:** Although the psychological effect on audiences of the extensive U.S. TV coverage given Adolph Eichmann's trial is still debatable, the tug on network & station purse strings is unquestioned. Each network: (1) pays Capital Cities Bcstg. $50,000 for daily 60-min. tapes of the proceedings; (2) maintains its own news force in Jerusalem for outside-court coverage, and (3) contributes, on a rotating basis, one-third of the cost of editing, flying the tape over and feeding it to other networks. Added to this are the costs of over a dozen pre- & post-trial specials, most of which were unsponsored.

In the face of such financial facts, few local stations are providing tape coverage of the trial. The N.Y. market, where one-fourth of the world's Jewish population resides, is the one local-level exception. WNTA-TV has a daily (Mon.-Sat. noon-1 p.m.) series, and WABC-TV is running *The Eichmann Trial* (Mon.-Fri., 6:30-7 p.m.). WABC-TV's coverage is quite extensive.

Realizing the trial's public-relations possibilities in the N.Y. area, WABC-TV spent $23,000 on advertising & promotion activities in preparation for its series. The campaign included a series of full-page newspaper ads and the mailing to viewers of some 24,000 copies of the 15-count indictment against Eichmann. And, according to gen. mgr. Joseph Stamler, it has paid off. Arbitron ratings for the first week of the show were almost double the average rating of *The Tommy Sevcn Show*, which it pre-empts.

Glickman Corp., a N.Y. real estate firm and one of the few sponsors which does not equate sponsorship of the trial with the black plague, has bought half of the Jim Bishop-narrated series. "There's no sales pitch," said Sidney Posner, vp of Glickman's agency Newmark, Posner & Mitchell. "We use only 90 seconds of the 3-minute commercial time for a brief explanation of what Glickman is and the message that the trial is being presented as a public service." The audience response has been "excellent," Posner said. "We feel the series has greatly added to our public relations stature."

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Campbell-Ewald's TV Findings: A special "Television 1960" study has been completed by Campbell-Ewald which "explores the sociological & psychological meanings of TV as a medium for entertainment, advertising and communication." Some key findings: (1) "TV is, and will continue to be, a tremendously important force in our society." (2) "The viewer is beginning to demand a variety of entertainment . . . becoming more & more selective in his TV tastes." (3) "In terms of programming, Westerns & specials generally are on the decline . . . suspense-mystery shows are receiving more viewer attention . . . soap operas are increasing in popularity, as well as adventure shows." (4) "Attitudes toward and time spent with TV differ by social class. The upper class does not depend as heavily on TV for entertainment & information." (5) "Attitudes & feelings . . . carry over directly into how people react to commercials. The program is the setting or stage for the advertising message."

Prime Time Public Service: KRON-TV San Francisco canceled *Lockup*, syndicated show regularly scheduled at 7-7:30 p.m., in order to rebroadcast in prime time President Kennedy's April 20th address on Cuba. The station carried the network feed at noon, then ran the speech twice in succession in the evening.

**TV Self-Appraised at Ohio State:** An appeal for a huge new appropriation for ETV purposes, a strong reminder that "ivory-tower snobs" won't help public-service programming, and a statement that TV isn't ignoring intelligent minorities were highlights of the Institute for Education by TV-Radio last week at Ohio State U.

RCA Pres. John L. Burns told delegates that "what we need is more, not less, talk about the promise of ETV" and that "to get ETV off the ground, on a national scale, will require a massive injection of money in the area of $2.5 billion dollars. It would be one of the most prudent investments we, as a nation, could make—for achieving a substantial upgrading of educational quality on a short-run basis and at a cost we could afford." The $2.5 billion investment, Burns estimated, would buy "another 150 ETV stations" & complete TV facilities.

A warning that programmers & advertisers must "take a leaf from Hollywood's golden dollar-bound book and support Hollywood's most faithful marriage, the union of programming & public relations" was sounded by Westinghouse Bcstg. dir. of PR & special events Michael R. Santangelo. "While we are so busy trying to make public-service programming a part of show business, let's put a little show business into public-service programming," he added. "No one asks us to throw a professor into the swimming pool at a lush party, but competition demands knowledge of basic promotion techniques and the exercise of a new 'T.I.O.'—total imagination output."

TIO Director Louis Hausman told the American Council for Better Broadcasts: "The surest way to get programming of higher quality and taste is to have audiences with better taste. This is exceedingly difficult in a democratic society. I fear the superimposition of tastes and standards of morality or excellence by a relatively small group of people. . . . Yet tolerance for excellence is growing in this country and mass media, including TV, have played a part in this advancement," he added.

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**NBC's Twin Rating Surprise:** A public-affairs show in the Nielsen "top 10?" When the latest (for 2 weeks ended April 2) Nielsen national ratings were issued last week, NBC discovered it had pulled off this rating surprise not once but twice in the same report. In the "total audience" ranks (homes tuning 5 minutes or more), "The Real West"—a *Project 20* show produced by Don Hyatt, narrated by Gary Cooper and sponsored by Savings & Loan Foundation—landed in 4th place with a 37.6 rating good for 17,634,000 homes. In 7th place in the same listings was another *Project 20* show, "The Story of Will Rogers," sponsored by Purex. Both shows landed in the top 15 ranks in terms of average audience. The ratings, however, produced an odd internal problem at NBC—*i.e.*, they were so high that NBC last week was seriously considering de-classifying such *Project 20* shows as "public affairs" and including them (for sponsorship purposes) with straight "entertainment" offerings.

**TV Contempt of Court?** Federal Judge Roszel C. Thomsen has ordered an investigation to see if re-enactment by WBAL-TV Baltimore of jury deliberations in a kidnap-murder trial amounted to contempt of his court. He had refused defense pleas for a new trial for convicted Melvin Davis Rees Jr. as a result of the 60-min. TV show in March (Vol. 17:15 p6), but said it raised contempt-of-court questions. Judge Thomsen appointed attorneys William L. Marbury & William B. Somerville to conduct the inquiry, featuring tapes of the WBAL-TV show.

## Advertising

**TvB's Status Report:** The "scope and dimensions of TV today" are outlined in *TV Basics 4* issued last week by TvB. "The appeal of TV to many different types of advertisers is matched only by its appeal to the public," TvB noted, citing: (1) A total of 5,566 product brands used national spot and 1,485 used network TV in 1960. (2) Total advertiser investment was $1.6 billion, while the public spent $1.3 billion for TV sets. (3) TV is now found in 46.9 million homes or 89% of all American wired homes. (4) The number of sets in use is 54.4 million, 6.3 million homes having 2 or more sets. (5) TV reaches almost everyone in a single day, including 78% of all women, 70% of all men, 89% of all teenagers and 99% of all children. (6) It is the only ad medium in which CPMs have not increased over a 5-year period. Spot TV CPM remains unchanged from 1955, network CPM has declined 14% while newspapers have increased 19%, magazines are up 22%, and outdoor is up 22%.

In a separate study on gasoline & lubricant advertisers, TvB noted the recent dropping of TV by Shell, but added that "a survey covering 57 stations which carried the Shell programs showed 31 instances where Shell's time periods were bought by competitive gas and oil companies. In 24 additional cases, competitors applied for Shell's time, but it was already sold." Total 1960 billings for the gas & oil advertisers were $40 million, up 22% from $32.8 million in 1959. Texaco led with $11,648,182, followed by Standard Oil (N.J.) at $3,517,129 and Shell Oil at $3,084,978.

TvB's 5th annual spot-TV ad expenditures report (Vol. 17:14 p2), released last week, showed food & grocery product advertisers led all other classifications with 1960 billings of $165,188,000. Cosmetics & toiletries followed with $56,623,000. Leading client users of spot TV were Procter & Gamble ($55,084,440), General Foods ($18,540,740) and Lever Brothers ($16,535,560). Wrigley chewing gum was the top brand advertiser with billings of $7,810,000, followed by Lestoil with $7,107,000.

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**Ad People:** William R. Hesse promoted from exec. vp to pres., Benton & Bowles. He succeeds Robert E. Lusk, who becomes chmn., succeeding William R. Baker Jr., named honorary chmn. . . . Albert W. Reibling, former gen. mgr., Kudner's TV-radio dept., and Bruce E. Crawford elected Ted Bates vps . . . James Thrash named mgr. of TvAR's new Atlanta office.

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**Bert & Harry Bounced:** TV's 4-year-old "Bierstube" commercial brother act—Bert & Harry Piel—breathed a final breath last week, climaxing the long-run death scene which began back in November (Vol. 16:49 p13). At that time Young & Rubicam, dissatisfied with Piel's sales, persuaded its client not to renew a production contract with Goulding-Elliott-Graham Productions, creators of Bert & Harry. A new and different campaign was launched, featuring the "Glorious Piel's" jingle, but provisions were made for re-runs of old Bert & Harry commercials during the first 6 months of 1961. Now, it seems, the "Glorious Piel's" approach did not affect the drooping sales curve. Many, including G-E-G, thought the time ripe to reinstate Bert & Harry as full-time salesmen. But not Piel's and Y&R—instead, a new and expanded ad campaign will push Piel's new "full-flavor" beer. The slogan: "Taste what's happened to glorious, glorious Piel's."

**Why Rate Cards Are Complex:** TV's fondness for rapid & frequent research analysis of its ability to reach audiences is a major factor in creating constant showers of new station rate cards. So indicated Daniel Denenholz, vp & research dir. of rep firm Katz Agency Inc., in an April 26 talk before the Advertising Agency Financial Managers Group in N.Y. "If there were only one rating report per market per year, many of our rate complications would disappear," he said pointing out the situation wasn't likely to change "since advertisers & agencies seem obsessed with CPM and expect stations to adjust their rates to match competitive CPM figures."

Other agency pressures that underly the complexity of many TV station rate cards, according to Denenholz: (1) Agency requests for rates for a variety of announcements, from 2 seconds to 2 full minutes. (2) The problem of establishing equitable rates to reflect audience peaks & valleys. (3) The changing patterns of discount structures with the establishment of special plan and pre-emptible rates. (4) Problems created by "combinability provisions" (*i.e.*, combinations of applicable spot rates). (5) Problems presented by protecting advertiser rates.

The situation, Denenholz said, isn't going to make any "fundamental" improvement, but may at least be eased for both buyer & seller of TV by means of "uniform arrangement of format & sequence" in station rate cards, by stating rates "in even dollars," and by clear, concise language.

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**How Much Is That Wiggle in the Window?** This might have been the theme song last week at an FTC hearing in N.Y.'s Foley Sq. in which General Motors continued its stout denial of an FTC charge that the auto firm's TV commercials showing cars with clear plate-glass window were misrepresentative—because the windows were actually rolled down. Ford Motor Co. had actually initiated the hassle in a complaint to the National Better Business Bureau, claiming that GM shot its TV commercials with rolled-down windows to hide optical "wiggles." GM determined not to be upstaged by an arch-competitor, came up with a legal nifty. One of GM's star witnesses was NBBB vp Norman Gottlieb, who reported that he had inspected—at Ford's invitation— a Ford-owned glass plant and found, of all things, wiggles in Ford's windows.

**Analgesic Charges Denied:** FTC allegations that false claims have been made in TV & radio commercials for American Home Products Corp.'s Anacin and Bristol-Myers Co.'s Bufferin (Vol. 17:12 p8) should be dropped, the analgesic makers said in formal denials of the complaints. In both cases, FTC had protested that the advertising falsely implied that the products relieved pain faster than other remedies. American Home Products categorically denied FTC's complaint against Anacin. Bristol-Myers said that FTC had known about its claims for Bufferin since 1949, but did nothing about them for 12 years—and that the challenged advertising had been discontinued as long ago as June 23, 1960."

**British TV Ad Tax Starts:** A new British revenue-raising gimmick—a 10% duty (or tax imposed on ITA commercial program contractors for TV advertising they sell—becomes operative this week. Effective May 1, the special tax—calculated to bring in about $20 million annually—was set up by Chancellor of the Exchequer Selwyn Lloyd in his April 17 budget to Parliament. Immediate result of the levy will be that TV advertising rates charged by most contractors will be increased 10% to meet it.

## Film & Tape

**WHAT IT TAKES TO SELL A SERIES:** Hollywood TV film executives, having just gone through an agonizing selling season, have concluded that only the naive believe merit in a pilot or project is the principal factor in its sale. This is not sour grapes—our informants include some of the principal sellers of product for next season.

They have appraised the over-all situation and decided the all-important factors, in order of importance, are: Politics & influence; network ownership participation; merit. The element of luck should be added, too, since if a producer happens to have just the right type of show for the right spot at the right time, he may make it.

We also queried advertising and talent agency executives, and they arrived at the same conclusions.

Having some of these factors but not others is not enough to warrant a sale, our informants say. Examples: Warner Bros. link with ABC-TV, strong as it is, wasn't enough to enable WB to sell a single new show (an ABC-TV source told us the offerings lacked merit); Desilu's *Counter-Intelligence Corps* pilot was co-financed by McCann-Erickson which liked the show, but was unable to find a network slot. On the other hand, the element of timing is illustrated by the sale of Four Star's 60-min. *Robert Taylor Show* to NBC-TV. That network had been considering 3 other shows for the slot, but, as a net executive explained to us: "When we learned the Taylor show was suddenly available, we took it."

Executives put politics & influence foremost, because, they contend, if a company or its sales agent doesn't have the entry with the top echelon at a network, it has virtually no chance of selling. Producers and agents have even lined up sponsors, but got nowhere because they didn't have an "in" with the networks. As for the political aspects, they say this is a complex business fraught with intrigue and tactics which would make the title character in *What Makes Sammy Run* look like a slowpoke.

It's no secret that network ownership in a series is a dominating one. There are few shows on network TV in which the nets don't have an interest, and sometimes that interest is as much as 50%. We have talked with producers of series now on networks who frankly admit they had to give away a substantial "piece" of their property to get on the air.

Merit, which by normal standards would be the overriding consideration, ranks third on the list. The belief in Hollywood is that while a network will not intentionally buy a bad show, it is greatly influenced when it owns a big piece of a property. This, executives say, is why some shows of questionable merit remain on TV today.

It adds up to a cynical appraisal, but one which executives think is an honest one. Unlike the period before networks exercised so much control, they do not blame advertising agencies. Agencies, they contend, are as much victims of network domination as they are. And some agency executives say they have never taken such a "pushing around" from the networks as they do today.

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**Tri-Video Corp.** (15 Central Park W., N.Y.) will film a new half-hour weekly series *The Presidents*, based on highlights of each President's administration and aimed at network sale. Jack Goldstein is exec. producer, Eric Barnouw script editor, Steven Sharf producer-director.

**SAG Warns Commercial Producers:** In a stern warning to producers of TV commercials and ad agencies, Screen Actors Guild said last week it will strictly enforce a contract proviso stating every player in commercials must be a SAG member in good standing. If he is not a SAG player, he is required to join the Guild not more than 30 days after his first job, the actors' union pointed out.

A SAG spokesman told us use of non-SAG players or actors not in good standing (usually because they haven't paid their dues) is practiced by companies both in N.Y. and Hollywood. He said the Guild did not know how many companies & agencies are involved, but asserted there has been sufficient investigation to warrant the crackdown.

SAG charged certain agencies have "consistently failed" to check SAG on the Guild standing of players they plan to use. As a result, the Guild has sent all signatories letters reminding them the contract provides for monetary damages for breach of contract, and asserting that effective May 1, it will file claims for $215 per infraction against any employer who uses players in violation of the contract.

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**MGM's First Post-'48s:** MGM is the latest movie major to take the plunge in selling its post-1948 backlog to TV. Although MGM hasn't announced the package officially, it's due to be showcased at the upcoming NAB convention and details of it are quietly circulating among some key film buyers. The package will be called "Best of the Fifties" and will contain 30 features drawn from MGM's backlog of some 400 features not in TV circulation. Asking prices, we've learned, will be above the per-picture levels for MGM's pre-1948s by a considerable margin but are comparable to prices sought by 7 Arts for Warner Bros.' post-1948s.

Station film buyers will find that the package contains the usual spread of good, fair and indifferent pictures, with nothing that really qualifies as a blockbuster (*i.e.*, no films like "An American in Paris," "Bridge on the River Kwai," "Exodus," etc.). A pre-NAB preview of some of the stronger titles in the MGM package: "The Actress," "Kind Lady," "In the Good Old Summertime," "Lone Star," "Crest of the Wave," "Mr. Imperium," "Red Danube," "Skipper Surprised His Wife," and "Yellow Cab."

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New 7 Arts Package: Expected to be showcased at NAB is a new package of at least 40 post-1948 pictures by 7 Arts, which has begun to talk details of another group of Warner Bros. movies with film buyers. All of the 7 Arts films, it's said, are post-1950 but non are post-1955. Nearly 40% of the pictures will be available in color. Titles haven't been officially released, but reportedly the package heavyweights will be "Young at Heart" (Doris Day), "East of Eden" (James Dean), and "Captain Horatio Hornblower" (Gregory Peck). The price line, as in the 7 Arts release of the previous "Volume I" 40-picture package, will be high.

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Sturm Studios, currently branching out from its present commercial-production base, is planning pilot production shortly on a 30-minute cartoon show titled *Cactus Sidney*. According to Sturm Studios Pres. Harold Hackett, the show will be "a slapstick satire on Westerns aimed at a kid audience and designed for a time period of around 7:30 p.m." Cartoon shows, currently booming in popularity, aren't cheap, according to Hackett. Their average budget this fall will be $60-65,000 per episode as against an average of $48-52,000 for live-action shows.

**NTA BUYS DESILU SERIES:** NTA and Desilu Productions last week settled their lengthy squabble when the syndication company bought out Desilu's interests in 6 half-hour film series and 9 pilots (Vol. 17:7 p12).

Consideration involved is approximately $200,000, we're informed by insiders. In addition, NTA is paying the Screen Actors Guild about $175,000 in residuals on the series. SAG had demanded residuals last February, alleging Desilu was delinquent in its payments. At that time Desilu administrative vp Edwin Holly acknowledged Desilu was originally responsible for payments, but said he thought there was a change when Desilu terminated its distribution contracts with NTA. Under terms of the original deals, NTA financed and Desilu produced the series.

The 30-min series, valued by NTA at $8 million in original production costs: *U.S. Marshal*, (78 episodes); *The Sheriff of Cochise* (78); *Grand Jury* (39); *This Is Alice* (39); *Walter Winchell File* (39); *Official Detective* (39).

Pilot films bought are *You're Only Young Twice*, starring George Murphy & Martha Scott; *The Last Marshal; The Wildcatters; Tonight in Havana*, starring Ricardo Montalban; *Rikki of the Islands*; *The Silver Frame; Country Doctor; Just Off Broadway* and *Dallas*.

NTA is currently marketing the 156 *Marshal* and *Cochise* films in combination for across-the-board stripping under the title *The Man from Cochise*.

Announcement of settlement of the NTA-Desilu situation was made by NTA Chmn. Oliver A. Unger and Desilu Pres. Desi Arnaz.

Desilu ownership in *U.S. Marshal* was 34.4%; *The Sheriff of Cochise*, 26.7%; *Grand Jury*, 40%; *This Is Alice*, 42.5%; *Walter Winchell File*, 34.5%; *Official Detective*, 40%.

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**REVUE STRENGTHENS FILM LEADERSHIP:** Revue Studios will dominate the Hollywood TV film production picture again in the 1961-'62 season. The MCA subsidiary already is assured of 16 series even though all sales for next fall aren't wrapped up. Revue was leader this season in total sales with 14 shows. For the current 1960-'61 season, Revue also leads in sales of *new* series, with a total of 7. Runners-up in new-show sales were Four Star Television, MGM-TV, Screen Gems and 20th Century-Fox, 3 each.

Following Revue in sales for next season are SG and Warners with 8 series each; CBS Films with 7 shows; Four Star and Marterto with 5 each; MGM-TV and 20th Century-Fox TV with 4 each.

Next-season sales represent an increase for SG, which has 7 this season; Warners' total is unchanged; CBS is up from having 6. Four Star's total is down sharply from 12 shows this semester. MGM-TV is up from its 3, 20th Century-Fox TV is the same, and Marterto raised its score from the 3 shows it has this season. (Marterto is the Danny Thomas company in which producer-director Sheldon Leonard and exec. producer Louis Edelman are partners.)

Barring any last-minute sales, Desilu Productions will wind up with just one series—*The Untouchables*.

Three of last year's half-hour entries have been expanded to 60-min. shows, in line with the trend toward the hour. These are Four Star's Robert Taylor series; Revue's *Wells Fargo*, and CBS-TV's *Gunsmoke*.

Among the new sales, comedies are dominant, with action-adventure second.

## NEW YORK ROUNDUP

**Film-Tape Marriage in N.Y.:** "One out of every 4 tape commercials made today has film inserts, and film-in-tape is becoming more common all the time," Videotape Productions vp-gen. mgr. John B. Lanigan told us last week. A "gentlemen's agreement" for film-tape co-operation between Videotape Productions and Robert Lawrence Productions, announced April 24, was motivated by this growing trend, Lanigan explained.

Not a merger in any way, according to Lanigan, the Videotape-Lawrence "co-operative deal" will combine both firms' creative and sales forces "to complement our individual activities in tape and film commercial production." It is primarily a "business-getting device," he said, based on "the highly successful concept of department-store shopping." Since an advertiser's requirements "are different at different times," added Lanigan, "we will provide the client with production continuity, and it will put both Videotape and Robert Lawrence in a better competitive position." No financial formula has been worked out as yet, according to Lanigan. He also stressed that, because of union regulations, no production personnel will be interchanged. The first co-operative commercial, for an unnamed client, goes into production this week.

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Cartoon Award: National Cartoonists Society awarded its silver plaque for "best animated cartoonists" to Bill Hanna and Joe Barbera in N.Y. April. 25. Specially cited was *The Flintstones* as "the first 30-min. situation comedy to be produced in animation and the first all-original, animated cartoon program to play prime network time." Screen Gems vp Charles Fries accepted the plaque for the creative team, which will have 5 hours per week in network & spot TV next fall (*Flintstones, Huckleberry Hound, Quick Draw McGraw, Yogi Bear* and *Top Cat).* SG announced last week that *The Flintstones* has been sold in Japan and 4 Latin American countries—Mexico, Venezuela, Argentina and Uruguay. *Huckleberry Hound,* "the first made-for-TV animated series to undergo any dubbing," is now syndicated in over 30 countries.

Winnie All Over: ABC-Screen Gems documentary series, *Winston Churchill—The Valiant Years* may well be the "most available" TV property around. The show is still running on ABC-TV (Sun. 10:30-11 p.m.); Screen Gems is syndicating it internationally; ABC plans re-run episodes for next season. Now Edward Dalton (Metrecal), in a low-pressure promotion drive, is offering 16-mm prints "for free group loan," available to any educational or social organization "simply by addressing a request to the nearest office of Association Films."

Barry Re-enters TV: The ex-host of *Twenty-One, Tic Tac Dough* and other now defunct quiz shows will produce, host and syndicate a new "interview-variety show with children"—*Kidding Around*—which debuts on WNTA-TV N.Y. May 6 (Sat., 7-7:30 p.m.). He thus follows his former quiz-show-producer partner Dan Enright, who entered the syndication field 2 months ago via a co-production deal with Screen Gems (Vol. 17:9 p8).

Add Syndication Sales: Ziv-UA's *King of Diamonds* has now been bought by 83 stations, including the 5 largest cities in the country. Newest sales include WGN-TV Chicago, WCCO-TV Minneapolis.

## HOLLYWOOD ROUNDUP

**How to Purify an 'Outlaw':** NBC-TV is revamping its 60-min. *The Outlaws* series for next season, in line with the network's policy on physical violence (Vol. 17:17 p14).

Just what the new format will be hadn't been decided at week's end, but there was talk it might be more of a "family show" than a Western. When we asked an NBC-TV source if the title would remain, he replied "I don't know."

As a result of the "purifying" process, star Barton MacLane has quit the series. Producer Joe Dackow is out of the picture, and the show has temporarily been taken over by Frank Telford, producer of *The Americans.* Whether Telford remains with what was once *The Outlaws* depends on the fate of *Americans*—still undecided.

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MGM-TV puts *National Velvet* into production June 19 for next season. Robert Maxwell is exec. producer and Rudy Abel is producer . . . Screen Gems' *The Donna Reed Show* goes into production for next season May 15, with no production hiatus. Production began last week on the final 3 episodes for this season . . . Four Star Television producer Sam Peckinpah (*The Westerner*) has left the studio. . . . Four Star is considering expanding its half-hour *McKeever & the Colonel* to 60-min. . . . CNP finished production on its *The Jim Backus Show* at MGM.

AAAA Mulls Modernization: Representatives of the branches of Associated Actors and Artistes of America met last week in Hollywood to discuss, among other subjects, interchangeability of membership and modernization of AAAA procedures. Actors' Equity, AFTRA, American Guild of Musical Artists, AGVA, Screen Actors Guild and Screen Extras Guild were represented.

Marterto Productions, the Danny Thomas-Sheldon Leonard-Louis Edelman company, is working on plans for the 1962-63 season, its first pilot project to be *My 15 Blocks* . . . Desilu Productions Pres. Desi Arnaz is recovering from a virus infection.

KTTV Los Angeles' syndication div. will handle syndication of the *Lie Detector* series . . . Warners is sending a company of 60 to Miami in June for filming of *SurfSide 6* sequences . . . Ex-Ziv-UA casting director Larry Parke has turned actor with a role in a *Roaring 20's* segment.

Moffett Enterprises Inc. will film its syndicated series, *The Peter Lorre Playhouse,* at KTTV Los Angeles . . . Desilu's 2 music companies, Bruin Music & Addax Music, have signed Lou Levy as publishing representative.

Ziv-UA has completed production of its *Case of the Dangerous Robin* series, and producer Richard L. Bare has left the company.

Producer Jerry Wald tells us he is continuing his negotiations with NBC-TV to produce specials, and he expects to do one 3-hour special a year beginning next fall.

People: Bert Granet, Desilu Productions exec. producer has left Desilu after 5 years with the company. Remarked Granet to us: "TV is stultifying. I am terribly disgruntled and disappointed with the medium. I hope to return to motion picture production." . . . George Le Maire named exec. asst. to MGM-TV production vp Robert Weitman . . . David Davidson, president of Writers Guild of America East, has been elected WGA national chairman . . . Keith A. Culverhouse named MGM-TV sales prom. dir.

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
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**Personals:** John F. Day, ex-CBS News vp, named exec. vp of Pacifica Foundation and gen. mgr. of its radio WBAI N.Y. . . . Arthur J. Johnson appointed co-op & network station sales & planning mgr., NBC-TV . . . William J. Hubback, ex-KOMO-TV Seattle, named mgr. of upcoming KOXO Portland, Ore., due to begin operations next fall.

Harold McFadden, ex-McCann-Erickson, San Juan, P.R., named gen. mgr., WKAQ-TV San Juan, P.R., succeeding Robert Lands, now in agency field; since the death of *El Mundo* publisher Angel Ramos last September, ownership of his TV-radio stations as well as newspaper is in the hands of a foundation trust . . . Ernest G. Byrne, ex-KMOX-TV St. Louis, named exec. producer, Irish Television. He was born in Dublin . . . Gordon Fuqua named mgr. of NT&T's newly-acquired CATV systems in Man, Logan and Bluefield, W.Va.; he had held same post with Bluefield TV Cable Co., before NT&T bought it (Vol. 17:16 p10) . . . Don and Lee Colee, ex-WTVH Peoria vp-gen. mgr. and gen. sales mgr., respectively, assume same posts at WTTG Washington . . . George Finnegan and Clyde Dutton replace the Colees at WTVH as gen. mgr. and sales mgr. respectively . . . John H. Bone named gen. mgr., WTVP Decatur, Ill.

Gordon Davis, radio WIND Chicago gen. mgr., appointed West Coast mgr., WBC Productions . . . James Burke, ex-CBS, named news & public affairs dir., WGR-TV & WGR Buffalo . . . George S. Bertram, Swift Canadian Co., re-elected pres., BBM. Ross A. McCreath, All-Canada Television, and John F. Glasier, Ford Motor Co., named vps.

William Moyers, associate dir. of the Peace Corps, speaks at Station Representatives Assn. Silver Nail Award luncheon May 3, Waldorf-Astoria, N.Y. . . . Joseph W. Shea, legal advisor on deceptive practices in FTC's Bureau of Investigation, promoted to Commission secy. . . . Charles E. (Chili) Nobles, inventor & developer of airborne TV, receives Westinghouse Electric Corp.'s Order of Merit . . . Jack Thompson named to head TV-radio sales development dept., Branham Co. sales reps . . . Kenneth L. Yourd resigns as business & legal affairs vp, NET . . . Ben Kaufman, TV reporter & publicist, will head the Zakin Co.'s new PR div.

Meetings Next Week: NAB annual convention (May 7-10). Sheraton Park Hotel, Washington, D.C. • Society of Motion Picture & TV Engineers 89th semi-annual convention (7-12). Theme: "International Achievements in Motion Pictures & TV." King Edward Sheraton Hotel, Toronto • IRE national aerospace electronics conference (8-10). Biltmore & Miami Hotels, Dayton, Ohio • Best. Pioneers 20th annual dinner (9). Sheraton Park Hotel, Washington • Assn. of National Advertisers workshop on international advertising (11). Plaza Hotel, N.Y. • Conn. Bcstrs. Assn. annual meeting (12). The Waverly Inn, Cheshire, Conn.

## Stations

WNTA-TV Saga Nears End: That sale of WNTA-TV N.Y. to an ETV group (Vol. 17:17 p7) inched along toward completion last week. NTA Chmn. Oliver Unger termed the relationship between NTA and the purchasing group (which is headed by onetime First National City Bank Chmn. Howard E. Sheperd) as "agreement in principle." Other members of the blue-chip group include: John D. Rockefeller III, Steuben Glass Pres. Arthur A. Houghton Jr., ex-N.Y. Life Insurance Co. Chmn. Devereux C. Josephs, N.Y.U. Chancellor Dr. George D. Stoddard, and National ETV & Radio Center Pres. John D. White. Why was the sale taking so long? Sources close to WNTA-TV gave us 2 unofficial reasons: (1) Several WNTA-TV depts.—such as sales, promotion, commercial traffic, etc.—would be eliminated if the station became an ETV outlet, and the present job-holders are being given a chance to re-locate. (2) The new group has only the most general plans concerning the station's program structure, and wants to map them later in more detail for FCC's benefit. The 6 commercial TV stations in N.Y. have reportedly requested a legal green light from the Justice Dept. to aid in the establishment and financial support of WNTA as an ETV outlet.

CBS-TV Affiliates to Meet: Chmn. William S. Paley, who has lately been taking a more active hand in maintaining solidarity within the CBS-TV network, and exec. vp Henry Schachte of Lever Bros., who has lately been throwing a king-size scare into networks with his firm's study of declines in nighttime TV viewing (Vol. 17:17 p7), will be the 2 key speakers during the May 4-5 annual conference of CBS-TV affiliates in N.Y. Business sessions, according to CBS, will treat with such network problems as "recent developments & future plans concerning programs, sales, the network's competitive position, program practices and pending legislation."

KXTV Sues Striking Unions: Corinthian's Sacramento station, struck by AFTRA and NABET since last Sept. 26 (Vol. 17:11 p11), filed suit for $105,000 damages against both unions in federal court in Sacramento.

Briefing on Ratings: NAB Pres. Collins, intensely interested in program ratings, had 3 top Nielsen executives —Henry Rahmel, John Boesel and Warren Cordell—in to educate his staff April 26 in a session lasting all afternoon. Earlier this year, Collins inspected Nielsen, ARB and Pulse setups, plans to sit down with the Sindlinger group.

### *Obituary*

Pamela Garroway, 34, wife of NBC's *Today* host Dave Garroway, died at her home in N.Y. April 28. The former actress & ballet dancer, who succumbed to an overdose of sleeping pills, is survived by her husband and 3 children.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**3 MILLION TV SETS SCRAPPED LAST YEAR:** More than half of the TVs sold at retail in 1960 were replacements for worn-out sets. The 3,145,000 sets which breathed their last and collapsed in 1960—and presumably were replaced—were equivalent to 53% of the total 1960 retail sales of 5,945,045 TVs.

Last year's scrappage figures—as estimated by Sylvania marketing research dir. Frank Mansfield and featured among the statistical tables in our forthcoming Television Factbook No. 32—show the TV replacement market is finally coming of age. Last year marked the first time that replacements accounted for more than 50% of TV sales. The 1959 figure was 42% (Vol. 16:17 p14).

Thus 1960 marked the year when TV market became largely a replacement market. Based on about a million new homes established in 1960, it's good estimate that nearly a million of 1960's TV set sales went to brand-new TV homes. This means that about 1.8 million became "additional" sets—2nd or 3rd sets—in multi-set homes. Translated into percentages, 1960's retail sales were: Replacements, 53%; additional sets in TV homes, 30%; first sets in new TV homes, 17%.

Multi-set homes are now increasing by about 2 percentage points per year. At end of 1960, about 14% of all TV homes had more than one set. Mansfield predicts that 1961 will see this figure increase to 16%. Stated in another way, at the end of last year, the average TV home had 1.14 sets, and this figure is increasing by .02 sets per year.

Last year's scrappage figure set a new record—by a large amount. Here are the ups & downs of TV-set replacement by years, since 1950:

| | | | | | |
|---|---|---|---|---|---|
| 1950 | 27,000 | 1954 | 1,492,000 | 1958 | 2,010,000 |
| 1951 | 100,000 | 1955 | 2,836,000 | 1959 | 2,459,000 |
| 1952 | 275,000 | 1956 | 1,400,000 | 1960 | 3,145,000 |
| 1953 | 911,000 | 1957 | 2,745,000 | | |

From start of TV production in 1946 until Jan. 1, 1961, a total of 76,188,000 TV sets were built in U.S., 73,090,000 of them sold to American consumers. Of the 73 million sets sold, some 17.4 million are no longer in existence—leaving about 56 million sets in use.

"Large-screen" sets—19-in. and larger—now account for about 67% of the total sets-in-use (37.9 million), 16-to-18-in. sets 28% (15 million) and screens smaller than 16-in. are down to a paltry 7% (3.4 million) of the U.S. total.

**TV-RADIO PRODUCTION:** EIA statistics for week ended April 21 (16th week of 1961):

| | April 15-21 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 101,043 | 112,364 | 101,809 | 1,616,748 | 1,892,893 |
| Total radio | 271,157 | 268,604 | 317,964 | 4,404,757 | 5,394,959 |
| auto radio | 85,756 | 83,645 | 105,218 | 1,341,414 | 2,165,257 |

Feb. Factory Sales of Transistors: 13,270,428 units valued at $25,699,625—compared with Feb. 1960's 9,527,662 units at $24,831,570. The Feb. 1961 performance also topped the preceding month's volume by more than one million units and $2.7 million. Here are EIA's tabulations:

| | 1961 | | 1960 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| TOTAL | 25,454,359 | $48,654,792 | 19,134,292 | $49,546,150 |

Rumor of the Week: The Ronson Corp. poured cold water on a hot Wall St. rumor last week that the lighter-shaver company was moving into the production and/or import of color-TV receivers. "Not only is it not true," gen. sales mgr. Herbert M. Stein told us, "it's the first rumor I've heard about it." He said that Ronson had been toying with the possibility of bringing out a transistor clock radio but has dropped the project and has no plans at this time for any consumer electronic products.

**MORE STEREO RADIO PLANS:** Having digested FCC's standards for FM stereo (Vol. 17:17 p1 & Supplement), most set manufacturers last week were hastily planning changes in their new lines so they would have complete multiplex equipment to show at the NAMM Music Industry Trade Show beginning July 17 in Chicago. As we reported in our industry roundup last week (Vol. 17:17 p18), several were far enough along to promise sets & converters on or shortly after the June 1 starting gun for FM stereocasting.

Here are some additional comments & plans:

**Olympic,** whose sales of TV stereo combinations constitutes a heavy percentage of its total business, hopes to show samples of converters & stereo consoles next month and to deliver by the end of July or early August. Pres. Morris Sobin told us that Olympic's fall combination line will be equipped for FM stereo and that converters will be offered for previous Olympic sets. The differential for stereo FM will be about $20 at retail, he estimated, and stereo converters for existing Olympic sets will sell for about $30, including installation. The converter will be a "well-engineered unit," he said, with complete installation instructions. He estimated that about 8 or 10 connections must be made to properly install a good converter for high-quality performance.

Last week the component hi-fi manufacturers were heard from, and—like their packaged hi-fi counterparts—they expect FM stereo to give their business a big push.

**Institute of High-Fidelity Manufacturers,** the component hi-fi makers' association, saluted the FCC decision as one "which will revolutionize the high-fidelity industry." But IHFM Chmn. Hermon H. Scott, who also is pres. of H. H. Scott Inc., warned that "only an adapter recommended by the tuner manufacturer should be used." Because of the stringent design requirements, he reasoned that "the manufacturer of high-quality components should be at a considerable advantage compared with the manufacturer of ordinary radio sets; low quality receivers will inevitably produce unsatisfactory results." He also cautioned that the tuner business "will probably fall off" until stereo receivers & adapters are available.

**Pilot,** which makes both components & packaged hi fi hopes to have an adapter for its own sets around June 1, and plans to show a complete FM-stereo line at the Music Show. Sales vp L. M. Sandwick estimates that stereo may add $50-60 to the price of a quality set.

**The Muter Co.,** manufacturer of speakers & other components, hailed the FCC decision as a business-booster. Said Pres. Leslie F. Muter: "With this decision, the FM receiver can leap forward into the popular stereo sound category with greatly enhanced consumer appeal and stepped-up sales possibilities."

Plans of other components hi-fi manufacturers, were reported in *Radio-Electronics Weekly Business Letter*:

**Bogen-Presto** plans an adapter at $69.50-79.50 in July for its own sets, but will hold off until it can be field tested using actual stereocasts. **Dynaco** will market an adapter for its own tuners, but also will await stereocasting. **Fisher** plans a self-powered adapter at about $89.50 by the end of June. **Heath Co.** (Daystrom) will have both kit & wired tuners "very shortly." **H. H. Scott** will offer a self-powered adapter for its own tuners in "2 or 3 weeks." **Sherwood Labs** aims for June delivery of adapters at $49.50 (self-powered) & $39.50.

For report on FM stereo broadcast equipment, see story on p. 4.

**Sylvania's 5-Year Labor Warranty:** Sylvania injected new life in the warranty hassle last week by drastically extending its standard 90-day parts & labor guarantee to 5 years on transistor radios, one year on tube radios. The long-life warranty is effective May 1, covers all but a few of Sylvania's current 1961 radios.

Sylvania Home Electronics Corp. Pres. Peter J. Grant explained the move as a strike against import competition: "We believe that our willingness to stand behind components & workmanship for these extended periods of time, and the ease of obtaining service from convenient repair stations, will aid us greatly in competition with foreign imports."

To obtain warranty service, the customer or his dealer is required to deliver or send the radio prepaid to the nearest of some 150 authorized Sylvania radio repair stations. Repaired radios will be returned to customers prepaid.

Industry reaction to the warranty stretch ranged from conventional expressions of "watchful waiting" to downright opposition. RCA retorted that "any extension of radio warranties will result in higher prices to the consumer, if not today, then certainly tomorrow. We do not think the public is unrealistic enough to believe that the higher cost of longer warranty programs would be absorbed by manufacturers, distributors and/or dealers. They already are operating at minimal profit conditions due to strong domestic & foreign competition."

Industry consensus: Let's wait & see.

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**Mergers & Acquisitions:** **Lionel Corp.** proposes to acquire **Textron Electronics,** subject to the approval of the boards & stockholders of both concerns. Tentative merger terms call for the exchange of one share of Lionel for 3⅓ shares of Textron Electronics. The latter is 76% owned by Textron Inc., which would become a major stockholder in the combined company. Lionel Chmn. Roy M. Cohn & Pres. John B. Medaris would have those posts in the amalgamated firm; Textron Electronics Pres. Royal Little would become chairman of the executive committee. Other merger news last week:

**Standard Kollsman Industries** has purchased for cash the assests of **Lee-Der Mfg.,** Briarcliff Manor, N.Y. maker of dry chemical fire extinguishers. The acquisition was by subsidiary Casco Products.

**Loral Electronics** has completed negotiations to acquire **Accurate Specialties Co.,** Hackensack, N.J. manufacturer of high-purity metals & ceramics for semiconductor components (Vol. 17:13 p21). Loral would exchange approximately 150,000 common shares, valued last week at approximately $6.3 million, on the basis of one Loral share for each 2½ of Accurate Specialties. The amalgamation still requires approval of latter's stockholders.

**Raytheon's** Italian affiliate Selenia SpA and **Vitro Corp.** have formed a new Italian company—Vitro-Selenia, headquartered in Rome—to design & install missile systems and other electronic equipment. Raytheon & Vitro will be joint owners, will each have 3 posts on the 6-man board. Raytheon has a 40% interest in Selenia.

**Polarad Electronics** has completed negotiations to acquire for undisclosed terms **Federal Scientific Corp.,** N.Y. electronics concern.

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**GE's New Dallas Location:** The Dallas sales office of GE's Communication Products Dept. has been moved to 4447 N. Central Expressway, Dallas 5, from 3200 Maple.

3M Tape-Cartridge Progress: Target date for marketing of the tiny tape cartridge & player developed by Minnesota Mining and CBS Labs is still "early next year." 3M has turned the development over to its tape-recorder-manufacturing subsidiary Revere Camera Co., which says it is now "fairly close" to a producible item. Revere will build automatic changers for the tape cartridges, and presumably 3M will license other manufacturers to manufacture them. Last year, it was reported that Zenith, Columbia & Grundig (Germany) were licensed to produce the equipment, but 3M has suspended licensing operations pending completion of development. Zenith Pres. Joseph Wright, in answer to a question about the 3M project at last week's stockholders meeting, said: "We dropped out of cartridge tape some time ago." The pocket tape cartridges (3½-in. square) play up to 64 minutes of stereo music at 1⅞ in. per second and are designed to be stacked in an automatic changer and to sell at prices competitive with LP discs (Vol. 16:13 p18).

New Packard Bell Portable: The 19-inch TV set is with "drop-proof, shock-proof wireless remote control" and "computer dial," lists at $259.95.

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**Trade Personals:** James M. Toney named division vp, headquartering in N.Y., for RCA International's program to assist the Italian govt. in establishing an electronics manufacturing complex in Southern Italy (Vol. 16:17 p15).

Sidney Harman, Harman-Kardon pres., named also exec. vp, Jerrold Electronics, following the Feb. 28th merger of the companies (Vol. 17:10 p19) . . . Charles Mathes elected chmn. & chief exec. officer, Curtis Mathes Mfg. Co., Dallas, succeeding Curtis Mathes Sr., who becomes exec. committee chmn.; Curtis Mathes Jr. elected pres., continuing to head electronics & product development; Horace B. Kelton named exec. vp, continuing as secy.-treas.; Charles Mathes will also continue to head mfg. . . . R. L. Beam, exec. vp of Hazeltine Electronics div., elected exec. vp of Hazeltine Corp.

J. A. (Shine) Milling, pres. of Howard W. Sams' Sams Div., will receive Clemson College Alumni Assn.'s Distinguished Service Award June 10. He's being honored for "personal life, professional achievements, community service, loyalty to Clemson" . . . Thompson H. Mitchell, RCA Communications pres., receives commendation from Commerce Secy. Hodges for company's export-promotion campaign, including distribution of 60,000 copies of brochure describing dept.'s export aids . . . Robert Just has been named to new post of chief industrial engineer at Indiana General's Indiana Steel Products Div.

Frederick Shuh appointed gen. mgr., General Instrument-F. W. Sickles of Canada . . . Dr. James E. Storer named acting dir., Sylvania applied research lab, replacing Dr. Leonard S. Sheingold, recently appointed chief scientist for the U.S. Air Force . . .Edwin D. Campbell promoted from vp-treas. to new post of vp-gen. mgr., Lab for Electronics; David A. Stuntz promoted from asst. treas. to treas. . . . Dr. Walter R. Hedeman, ex-Texas Instruments, appointed advanced development co-ordinator, GPL engineering div.

***Obituary***

H. A. Renholm, 61, RCA distributor & commercial relations central region staff vp, died April 23 in Chicago. Before joining RCA in 1927, he had been with the Chicago Talking Machine Co.

**SONY TV DUE NEXT MONTH:** Sony's 8½-in. battery-operated TV is slated to go on the market in N.Y. next month in limited quantities. Toward the end of the year, the sets will arrive in "tremendously increased quantities," a Sony official told us, and they will be distributed nationwide.

What are "tremendously increased quantities?" Sony won't say—probably won't even know pending results of the N.Y. market test—but the company says it is now producing 5,000 of the midget sets monthly in Japan and its capacity will be doubled toward year's end. Sony has established a list price of $249.95 for the set, plus about $30 for the sealed wet battery.

The set will play about 3 hours on a battery charge, and the battery may be recharged at least 100 times. It can be recharged while the receiver is playing on AC line power. The 13-lb. set will be a competitor to Delmonico's transistor portable (made by Japan Victor) of similar size, which may also be on the market here this summer (Vol. 17:14 p20). Sony's TV portable will be marketed by Sony Corp. of America (N.Y.), which has retained Ellis Advertising to conduct a local newspaper ad campaign next month, to be followed by magazine ads when the set goes into national distribution, possibly in August.

Sony expects to market other TV sets in this country, including a "new type of transistor TV"—possibly with a 14-in. screen. Further on the horizon is a program for the export of color sets, after more experience in Japan.

There's still plenty of trade speculation whether many more importers will follow the lead of successful Delmonico and bring Japanese TV sets into this country in quantity. As we reported last winter (Vol. 17:6 p17), Olympic is studying the TV import question carefully. Recently returned from a trip to Japan, Olympic Pres. Morris Sobin told us last week that a decision will be made before the end of this year.

These questions will enter into the decision, he said: "How much business will it bring? Will it be a mass-market product? Do we have to import TV to keep competitive?" The latter question is the heart of the matter, said Sobin, indicating that if others begin TV imports, Olympic will be forced to come along.

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Power Transformer for Sylvania: The last holdout against transformer-powered TV sets, Sylvania last week announced a new chassis will be featured in its 1962 line which will use the new small & light Flexicore transformer developed by its lighting division. The former silicon rectifier chassis will be continued in some models. The new "GT-555" chassis will feature ease of servicing, Sylvania pointed out, including quick accessibility of chassis & picture tube, plug-in circuits, roadmap color-keyed printed-circuit boards, part & tube-pin designations printed on the chassis. All metal parts will be plated in gold-colored copper to prevent corrosion. District service managers were due to begin tours of distributors May 1 to familiarize themselves with the new chassis.

New Plants & Expansions: Philco has opened a $1-million, 45,000-sq.-ft. hq for its Communications Systems Div. at Fort Washington, Pa. • Howard W. Sams has transferred its N.Y. offices from the Corning Glass Building to larger quarters in the Greenwich Savings Bank Building, 3 West 57th St., N.Y. 19.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| American Bosch Arma | 1961—qtr. to Mar. 31 | $ 34,556,429 | — | $ 612,946 | $0.31[3] | 1,902,041 |
| | 1960—qtr. to Mar. 31 | 32,617,486 | — | 664,905 | .34[3] | 1,885,254 |
| AB-PT | 1961—qtr. to Apr. 1 | — | $ 7,325,000 | 3,425,000[1-2] | .81[2-3] | 4,232,731 |
| | 1960—qtr. to Apr. 1 | — | 7,275,000 | 3,336,000[4] | .78[3-4] | 4,149,362 |
| American Electronics | 1960—year to Dec. 31 | 22,609,422 | — | (6,452,572) | — | 1,177,708 |
| | 1959—year to Dec. 31 | 25,019,132 | — | 617,505 | .70 | 874,944 |
| Arvin Industries | 1961—qtr. to Apr. 2 | 12,980,058 | (165,901) | (79,632)[15] | — | 1,137,609 |
| | 1960—qtr. to Apr. 2 | 17,294,789 | 1,125,816 | 545,892 | .48 | 1,132,134 |
| Beckman Instruments | 1961—9 mo. to Mar. 31 | 48,489,254 | — | 2,515,012 | 1.82 | 1,383,808 |
| | 1960—9 mo. to Mar. 31 | 39,420,243 | — | 2,406,327[5] | 1.75[5] | 1,377,412 |
| | 1961—qtr. to Mar. 31 | 17,065,749 | — | 929,002 | .67 | 1,383,808 |
| | 1960—qtr. to Mar. 31 | 13,977,278 | — | 1,144,155[5] | .82[5] | 1,377,412 |
| Cohu Electronics | 1961—qtr. to Mar. 31 | — | — | 209,155 | .15 | — |
| | 1960—qtr. to Mar. 31 | — | — | 5,098 | — | — |
| Walt Disney Productions | 1961—26 wks. to Apr. 1 | 23,065,743 | 1,389,982 | 669,982 | .41 | 1,626,023 |
| | 1960—26 wks. to Apr. 2 | 20,909,602 | (185,485) | (90,485)[17] | — | 1,626,023 |
| Dynamics Corp. of America | 1961—qtr. to Mar. 31 | 12,285,942 | — | 528,792 | .15 | 2,787,027 |
| | 1960—qtr. to Mar. 31 | 10,072,708 | — | 502,283 | .14 | 2,756,683 |
| Eitel-McCullough | 1960—year to Dec. 31 | 28,308,038 | (644,940) | (662,961)[6] | — | 1,834,656 |
| | 1959—year to Dec. 31 | 29,227,734 | 3,390,041 | 1,509,667 | .83 | 1,827,706 |
| Esquire Radio & Electronics | 1960—year to Dec. 31 | 4,296,250 | 253,241 | 137,786 | .33 | 417,560 |
| | 1959—year to Dec. 31 | 4,838,228 | 299,747 | 155,800 | .37 | 417,560 |
| Fairchild Camera & Instrument | 1961—qtr. to Mar. 31 | 20,655,000[1] | — | 877,000 | .71 | 1,233,696 |
| | 1960—qtr. to Mar. 31 | 13,838,000 | — | 801,000 | .65[7] | 1,039,140 |
| Friendly Frost | 1961—year to Jan 31 | 25,693,162[1] | 903,899 | 574,899[1] | .66 | 866,569[9] |
| | 1960—year to Jan. 31 | 24,613,040 | 825,706 | 504,706 | .64 | 784,620[9] |
| Gabriel | 1961—qtr. to Mar. 31 | 6,723,237 | 216,602 | 140,953 | .20[3] | 678,238 |
| | 1960—qtr. to Mar. 31 | 7,664,554 | 72,363 | 34,734 | .05[3] | 675,838 |
| GPE | 1961—qtr. to Mar. 31 | 62,897,000[1] | — | 1,334,000[1-10] | .87[3-10] | 1,129,494 |
| | 1960—qtr. to Mar. 31 | 57,000,000 | — | 1,224,000[11] | .77[3-11] | 1,126,646 |
| Globe-Union | 1961—qtr. to Mar. 31 | 12,864,000 | — | 356,870 | .42 | 851,914 |
| | 1960—qtr. to Mar. 31 | 14,368,111 | — | 442,600 | .53 | 837,415 |
| Hoffman Electronics | 1961—qtr. to Mar. 31 | 16,098,315 | 533,668 | 256,668 | .16 | 1,530,254 |
| | 1960—qtr. to Mar. 31 | 10,215,897 | 4,530 | 2,530 | — | 1,513,955 |
| Indiana General | 1961—qtr. to Mar. 31 | — | — | 356,243 | .31 | 1,131,522 |
| | 1960—qtr. to Mar. 31 | — | — | 365,359 | .32[19] | 1,124,552[19] |
| Magnavox | 1961—qtr. to Mar. 31 | 32,200,000[1] | — | 1,430,000[1] | .60 | 2,365,168 |
| | 1960—qtr. to Mar. 31 | 28,676,000 | — | 1,266,000 | .54 | 2,353,571 |
| MCA | 1961—qtr. to Mar. 31 | — | 4,173,253 | 2,019,553[1] | .50[3] | 3,995,735 |
| | 1960—qtr. to Mar. 31 | — | 3,455,838 | 1,676,835 | .41[3] | 3,995,735 |
| Packard Bell Electronics | 1961—6 mo. to Mar. 31 | 16,439,816 | (2,555,361) | (1,530,861)[21] | — | 815,983 |
| | 1960—6 mo. to Mar. 31 | 23,712,089 | 1,071,101 | 491,101 | .61 | 811,727 |
| | 1961—qtr. to Mar. 31 | 7,701,466 | (1,965,192) | (1,164,892)[21] | — | 815,983 |
| | 1960—qtr. to Mar. 31 | 10,407,071 | 127,509 | 47,509 | .05 | 811,727 |
| Paramount Pictures | 1961—qtr. to Apr. 1[12] | — | — | 2,450,000[13] | 1.46[13] | 1,673,231 |
| | 1960—qtr. to Apr. 1 | — | — | 1,699,000[14] | 1.02[14] | 1,672,398 |
| | 1960—year to Dec. 31[12] | — | — | 7,026,000 | 4.20 | 1,673,231 |
| | 1959—year to Dec. 31 | — | — | 7,519,000 | 4.47 | 1,683,598 |
| | 1960—qtr to Dec. 31[12] | — | — | 889,000 | .53 | 1,673,231 |
| | 1959—qtr. to Dec. 31 | — | — | 910,000 | .54 | 1,683,598 |
| Howard W. Sams | 1961—9 mo. to Mar. 31 | 7,487,519 | 947,150 | 467,404 | 1.10 | 425,450 |
| | 1960—9 mo. to Mar. 31 | 7,205,112 | 901,229 | 414,965 | .98 | 425,450 |
| Siegler Corp. | 1961—9 mo. to Mar. 31[15] | 73,646,826 | 4,469,729 | 2,330,228 | 1.05 | 2,214,363 |
| | 1960[16] | — | — | — | — | — |
| | 1961—qtr. to Mar. 31[15] | 24,592,863 | 936,164 | 553,363 | .25 | 2,214,363 |
| | 1960[16] | — | — | — | — | — |
| Standard Kollsman | 1961—qtr. to Mar. 31 | 24,670,723 | 1,576,573 | 770,149 | .37 | 2,080,556 |
| | 1960—qtr. to Mar. 31 | 21,871,820 | 1,127, 125 | 572,125 | .27[7] | 1,983,533 |
| Stewart-Warner | 1961—qtr. to Mar. 31 | 26,345,096 | 2,819,422 | 1,346,422 | .41 | 3,318,721 |
| | 1960—qtr. to Mar. 31 | 30,325,131 | 4,067,019 | 1,940,019 | .59 | 3,293,146 |
| Thompson Ramo Wooldrige | 1961—qtr. to Mar. 31 | 96,700,000 | 3,008,900 | 1,490,000 | .45[3] | 3,186,457 |
| | 1960—qtr. to Mar. 31 | 111,635,492 | 4,985,679 | 2,362,279 | .73[3] | 3,119,503 |

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Share |
|---|---|---|---|---|---|---|
| Tung-Sol Electric | 1961—13 wks. to Apr. 1 | 15,282,327 | 570,011 | 274,011 | .24[3] | 925,783 |
| | 1960—13 wks. to Apr. 1 | 20,008,795 | 1,659,627 | 796,627 | .80[3] | 924,521 |
| Westinghouse | 1961—qtr. to Mar. 31 | 436,103,000 | 14,967,000 | 9,067,000 | .25[3] | 34,837,472 |
| | 1960—qtr. to Mar. 31 | 458,817,000 | 36,196,000 | 19,496,000 | .55[3] | 34,706,557 |
| Zenith | 1961—qtr. to Mar. 31 | 63,965,865 | —— | 3,446,030 | 1.16 | 2,954,784 |
| Story below | 1960—qtr. to Mar. 31 | 68,144,876 | —— | 3,855,129 | 1.30 | 2,954,784 |

Notes: [1]Record. [2]From operations—before capital gain of $3,914,000 (92¢ a share). [3]After preferred dividends. [4]From operations—before capital gain of $44,000 (1¢). [5]Includes non-recurring income of $442,500 (32¢) from sale of subsidiary Shockley Transistor Corp. [6]After $655,574 tax credit. [7]Based on shares outstanding March 31, 1961. [8]Including Best. Div.—radio WGLI Long Island, N.Y. [9]Average. [10]Excludes special gain of $578,000 (51¢) from sale of real estate. [11]Excludes special gain of $98,000 (9¢) from sale of real estate. [12]Preliminary. [13]Excludes investment profit of about $400,000 (24¢). [14]Includes special income of $754,000 (45¢). [15]Includes Jack & Heintz Inc., merged into Siegler Feb. 1961 (Vol. 17:6 p16). [16]Comparison unavailable because of merger with Jack & Heintz. [17]After $95,000 tax credit. [18]After $86,269 tax credit. [19]Adjusted for June-1960 2-for-1 stock split. [20]After $1,024,500 tax credit. [21]After $800,300 tax credit.

## Finance

**ZENITH SALES & PROFIT SAG:** "Intense competition in all phases of the business, including consumer products & govt. orders," took its toll at Zenith during 1961's first quarter, Pres. Joseph Wright noted last week. Shareholders at the annual meeting were notified that profit declined to $3.4 million from $3.9 million in Jan.-Mar. 1960 as sales slipped to $64 million from $68 million (see financial table). Wright emphasized that he was "very encouraged" by April sales, said "we look for a good 2nd quarter."

Chmn. Hugh Robertson told the meeting that Zenith, despite "intense competitive conditions, maintained its position of leadership of manufacture & sale of TV receivers and increased its share of industry deliveries to dealers over the record percentage obtained in the first quarter of 1960." The company, he continued, also "was able to show a sizable gain in transistor portable radio sales over the same quarter a year ago despite continuing aggressive competition from the domestic industry, imports from Japan and from cheap sets produced domestically from imported parts."

Stockholder interest in color TV was evidenced by questions asked from the floor. Queried on Zenith's color timetable, Robertson said that introduction of its first color sets is scheduled for October, "but we are trying to step it up and may have it in September." Sales Corp. Pres. Leonard Truesdell fielded a question about the advisability of marketing color TVs in the $600 range and the possibility of a $300 set. "We don't know how to manufacture a color set at the $300 retail price tag," he said. "It cannot be done. Our job is to find the segment of the market" for high-priced color sets. "It's not a runaway market, however, but I might add we sell a lot of stereo at a high price."

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**Audio Devices' Sales Record:** First-quarter volume jumped to $2 million or 20% above the year-earlier level, Pres. William T. Hack told the annual meeting last week, adding: "We are optimistic that this trend will continue. This increase compares with a 15% increase maintained during 1960." Commenting on activities in TV tape, Hack noted: "Laboratory-produced samples of Audio Devices' new TV tape are now being thoroughly tested on video recorders with encouraging results."

**Skiatron Deals Cited:** Alleged manipulations in stock of Skiatron Electronics & TV are listed in a brief filed by an SEC investigating team in a long-developing Commission case against Re, Re & Sagarese, suspended American Stock Exchange specialist firm (Vol. 16:37 p19). The stock-rigging charges against Gerard A. Re & Gerard F. Re, father-&-son members of the firm, stemmed in part from SEC's 1960 fraudulent registration case against Skiatron, public sale of whose stock was stopped last October (Vol. 16:41 p18). The SEC staff investigators reported to the full Commission that sworn testimony from 70-odd witnesses linked the Res with alleged multimillion-dollar market-rigging of stock of Skiatron and a half-dozen other companies in which investors were victimized.

**Decca Records** profit in the first quarter ran well ahead of a year ago, Pres. Milton R. Rackmil told the annual meeting recently. "If business holds up," he added, "there's a good chance the dividend [now 30¢ a quarter] will be raised some time this year." Subsidiary Universal Pictures (87.6% of its outstanding common held by Decca) will turn in a lower profit in the 26 weeks to April 30 than the $4.04 a share in the same 1960 period, he said. However, a "big 2nd half" is expected to bring the year's earnings up to fiscal 1960's level. Queried by a stockholder about Universal's plans for TV distribution of its 325 post-1948 features, Rackmil said: "We have completed arranging & classifying these films. When the money is right & the time is right, we'll do something about it."

**American Bosch Arma** expects its 1961 earnings to more than double those of 1960 and is "working to stretch them to 3 times the 1960 figure," Pres. Charles W. Perelle told the N.Y. Society of Security Analysts recently. He said that 60-70% of the company's sales are in electronics & space technology.

**Avco** Chmn. Kendrick R. Wilson will be "very much disappointed" if earnings in the fiscal quarter ending May 31 do not top "at least a little bit" the $3,128,969 (30¢ a share) earned on sales of $86,840,645 in 1960's May quarter. Wilson also told the annual meeting recently that Avco's Canadian home-appliance subsidiary is "running behind last year in both sales & earnings but is in the black, and we are confident will end up with a profit, although smaller than last year."

**Clairtone Sound Corp.**, Canadian hi-fi radio-phono set maker, is offering 200,000 common stock shares to U.S. investors through Reiner, Linburn & Co. to raise money to develop "new product lines." An SEC registration statement (file 2-17835) didn't list the offering price.

**Vote on New Contract for Disney:** Stockholders of Walt Disney Productions will vote May 16 on a new, 7-year contract for Disney as exec. producer & gen. supervisor. Under terms of the agreement, dated Jan. 1, 1961, Disney will get $3,500 a week (an increase of $500) and $1,666 each week in deferred payments to him or his family (if he should die) for a period of 1½ times the length of his services. Under the new contract, Disney's duties also include Disneyland Amusement Park and the company's TV programs. When the old contract was signed, the company had no Disneyland nor TV production. The deferred payments will begin with the expiration of Disney's 7-year term of employment. For the fiscal year ended Oct. 1, 1960, Disney received $156,000. Other executive salaries: William H. Anderson, vp in charge of studio operations, $89,000; Roy O. Disney, pres., $52,000; E. Cardon Walker, sales & advertising vp, $52,000; Gunther R. Lessing, vp & gen. counsel, $31,300. Stockholders will also vote on the proposed merger of Disney and its wholly-owned subsidiary, Disneyland.

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Stock Offerings: Motorola placed $30 million of 4¾% debentures on the market last week via an underwriting group headed by Halsey, Stuart & Co. and Goldman, Sachs & Co. The 25-year obligations are non-refundable by Motorola for 5 years, are priced at 100 & accrued interest • **Adler Electronics** offering of 160,000 shares of common ($11 each) was oversubscribed last week. Of the shares, 110,000 represented new financing; the remaining 50,000 were offered by present stockholders • **Varian Associates** plans to offer stockholders rights to purchase one new share for each 10 held. Subscription price & record date will be announced later. On record date, Varian expects to have 3,478,829 shares outstanding • **Martin Co.** plans to dispose of its 218,000 common shares of **General Precision Equipment**. GPE also has in registration a public stock offering of 150,000 common shares. GPE Chmn. J. W. Murray reports that the GPE & Martin offerings will be made at about the same time • **Hallicrafters** has filed an SEC registration (File 2-18003) for 300,000 outstanding capital stock shares to be offered for public sale by Chmn. William J. Halligan & 4 others in his family. Underwriters are headed by Paine, Webber, Jackson & Curtis. The price wasn't reported. The sale would reduce the Halligan family holdings from 70.3% to 56.8% of 2,218,600 Hallicrafters shares.

SEC Seeks Injunction: New England Electronics Components Inc., Holyoke, Mass., would be barred from "further violations" of the Securities Act under terms of a U.S. District Court injunction sought in Boston by SEC. The agency charged that the company and its Pres. George J. Rodgers, the controlling stockholder, violated registration & anti-fraud provisions of the law in the sale of Class A common stock.


**TELEVISION FACTBOOK NO. 32 OUT IN JUNE**

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more.


Reports & Comments Available: P. R. Mallory, discussion, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • **Clevite**, discussion, Pennington, Colket & Co., 70 Pine St., N.Y. 5 • **Loral Electronics**, analysis, Ira Haupt & Co., 111 Broadway, N.Y. 6 • **Foto-Video Electronics**, report, Cortland Investing Corp., 135 Broadway, N.Y. 6 • **Victoreen Instrument**, prospectus, Van Alstyne, Noel & Co., 52 Wall St., N.Y. 5 • **Republic Corp.**, discussion, Purcell & Co., 50 Broadway, N.Y. 4 • **Custom Components**, prospectus, Mfrs. Securities Corp., 511 Fifth Ave., N.Y. 17 • **Adler Electronics**, prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5 • **Sigma Instruments**, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6 • **Motorola**, prospectus, Halsey, Stuart & Co., 35 Wall St., N.Y. 5 • **Progress Webster Electronics**, prospectus, Marron, Sloss & Co., 63 Wall St., N.Y. 5 • **"Improved Picture for Movie Makers,"** profile of major film companies in April 26 *Financial World* • CBS, memo, Thomson & McKinnon, 2 Broadway, N.Y. 4.

**Common Stock Dividends**

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Capitol Records | Q | $0.50 | Jun. 30 | Jun. 15 |
| Internatl Resist. | Q | .07½ | Jun. 1 | May 15 |
| P. R. Mallory | Q | .35 | Jun. 10 | May 11 |
| Paramount Pictures | Q | .50 | Jun. 9 | May 22 |
| Siegler | Q | .10 | Jun. 1 | May 15 |
| Siegler | Stk. | 3% | Jun. 29 | May 15 |
| Sonotone | Q | .07 | Jun. 30 | Jun. 2 |
| Stanley Warner | Q | .30 | May 25 | May 9 |
| Stewart-Warner | Q | .35 | Jun. 10 | May 19 |
| Thompson Ramo Woold. | Q | .35 | Jun. 15 | May 31 |
| Tung-Sol Electric | Q | .17½ | Jun. 2 | May 12 |
| Westinghouse | Q | .30 | Jun. 1 | May 8 |
| Zenith | Q | .40 | Jun. 30 | Jun. 9 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

**Thursday, April 27, 1961**

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 21½ | 23⅝ |
| Aerovox | 9½ | 10¾ |
| Allied Radio | 25 | 27¼ |
| Astron Corp. | 2⅛ | 2⅝ |
| Baird Atomic | 24½ | 26¾ |
| Control Data Corp. | 111 | 118 |
| Cook Elec. | 11¾ | 13⅛ |
| Craig Systems | 15½ | 17 |
| Crosby Teletronics | 5¼ | 6⅛ |
| Dictaphone | 32¾ | 35⅜ |
| Digitronics | 32½ | 35⅝ |
| Eastern Ind. | 20¼ | 21¾ |
| Eitel-McCullough | 18 | 19⅜ |
| Elco Corp. | 13¼ | 14⅞ |
| Electro Instruments | 27 | 30⅜ |
| Electro Voice | 10½ | 11¾ |
| Electronic Associates | 36½ | 39 |
| Erie Resistor | 14⅞ | 16⅛ |
| Executone | 20½ | 22¼ |
| Farrington Mfg. | 20½ | 22¼ |
| Foto Video | 9¼ | 10¼ |
| Four Star TV | 23½ | 25⅜ |
| FXR | 20½ | 23 |
| General Devices | 17 | 18⅝ |
| G-L Electronics | 9¼ | 10½ |
| Gross Telecasting | 22 | 24⅝ |
| Haydu | — | ¼ |
| High Voltage Eng. | 200 | 216 |
| Infrared Industries | 22 | 24⅞ |
| Interstate Eng. | 24¾ | 26½ |
| Itek | 54½ | 59 |
| Jerrold | 7½ | 8¾ |
| Lab for Electronics | 61 | 64½ |
| Lel Inc. | 10 | 11½ |
| Magna Theater | 3¾ | 4¼ |
| Magnetics Inc. | 14¼ | 16 |
| Maxson | 27½ | 29⅝ |
| Meredith Pub. | 40½ | 44 |
| Metro Media | 21¼ | 22¾ |
| Milgo Electronics | 23¾ | 25⅞ |
| Nardo Microwave | 6¼ | 7⅜ |
| Nuclear of Chicago | 46 | 49⅞ |
| Official Films | 3⅝ | 4-1/16 |
| Pacific Automation | 4½ | 5¼ |
| Pacific Mercury | 8 | 8⅞ |
| Philips Lamp | 162½ | 168½ |
| Pyramid Electric | 2¾ | 3-5/16 |
| Radiation Inc. | 27¼ | 29⅝ |
| Howard W. Sams | 52 | 56 |
| Sanders Associates | 58 | 61½ |
| Silicon Transistor | 9¾ | 11 |
| Herman Smith | 13½ | 15 |
| Soroban Engineering | 75 | 80¾ |
| Soundscriber | 15 | 16½ |
| Speer Carbon | 23¾ | 25⅝ |
| Sprague Electric | 72 | 77¾ |
| Sterling TV | 3¾ | 4⅝ |
| Taft Bcstg. | 21½ | 23⅝ |
| Taylor Instrument | 50½ | 54 |
| Technology Inst. | 6 | 7⅛ |
| Tele-Broadcasters | 3½ | 4¼ |
| Telechrome | 13⅝ | 14¾ |
| Telecomputing | 6⅞ | 7½ |
| Time Inc. | 94½ | 99 |
| Tracerlab | 16¼ | 17¾ |
| United Artists | 7¾ | 8⅝ |
| United Control | 22⅛ | 24¾ |
| Universal Trans. | 13½ | 14¾ |
| Vitro | 25½ | 27¼ |
| Vocaline | 2½ | 3-3/16 |
| Wells-Gardner | 29½ | 32 |
| Wometco Ent. | 18½ | 20¼ |

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *NAB*

**NAB ASSESSES** new govt.-industry leadership at its Washington convention; ready to gauge "promise vs. performance" of administration, Minow, Collins (p. 1).

**AFFILIATE MEETINGS** are held by all 3 networks on eve of NAB convention. Networks whoop it up for past achievements, future plans, but there'll be lots of competition (pp. 1 & 5).

**TELECHROME TV RECORDER,** at $14,990, to be unveiled at NAB convention. Designed for broadcast use by Telechrome & Japan Victor, it's incompatible with others (p. 5).

### *FCC*

**FCC's "THIRD LOOK" AT OPTION TIME** to produce rule-making & oral argument. New 2½-hour rules retained pending reconsideration (p. 2).

**MOVE TO BLOCK FCC REORGANIZATION PLAN** sparked by lawyers & some FCC members. Congress schedules hearings but prospects for blocking are considered slim (p. 3). Dept. (p. 15).

### *Stations*

**NEARLY HALF OF FM** stations plan stereocasting, Motorola survey indicates, 27% planning to start this year. Halstead asking FCC to reconsider stereo rules (p. 2).

**CANADIAN STATION CHALLENGES** new licensee fees, which are based on a percentage of gross and are expcted to skyrocket govt.'s take to $3 million from $600,000 (p. 15).

### *Programming*

**LESS LIVE TV THAN EVER** next fall. Production centers becoming "ghost towns" (p. 9).

### *Consumer Electronics*

**WHOSE FM STEREO SYSTEM?** Whose patents? Battle-royal rages, with charges & countercharges by Zenith, GE, Crosby, Halstead (p. 19).

**FM STEREO ADAPTERS** stir controversy. Some sets reportedly can use simple single-tube converters, but others will require new detector circuit (p. 20).

**RCA SALES RECORD** of $361.7 million reached in first quarter, although profits dropped 8% (p. 21). Motorola sales slip 16%, profit down 73.6% (p. 23).

**SCOTT RADIO LABS,** under new ownership, prepares TV-stereo line for showing at Music Show (p. 22).

**ITALIAN TV** seeks U.S. market at World Trade Fair. Toshiba shows transistor battery portable TV and unique "flat" stereo combination (p. 22).

### *Film & Tape*

**SYNDICATION BLUES ARE BEING SUNG** as supply of new properties steadily dwindles. But some hope to reverse the trend (p. 3).

**FOUR STAR AIMS 17 SERIES** at foreign market. TV company considering whether to form distribution outfit (p 12).

### *Advertising*

**EXPANDED-BREAK HASSLE** rolls along, with FCC Chmn. Minow indicating disapproval of triple-spotting as agencies contemplate rate-cut pressure (p. 1).

### *Other Departments*

**AUXILIARY** (p. 9). **TECHNOLOGY** (p. 16). **CONGRESS** (p. 17). **PERSONALS** (p. 18). **FOREIGN** (p. 18). **FINANCE** (p. 23).


**NAB CONVENTION—A TIME OF ASSESSMENT:** Stage-setting for this week's NAB convention in Washington has the word "new" dominating backdrops—new administration, new FCC Chairman, new Commission attitudes & proposals, new NAB president.

Big question is, of course, how far govt. will go with its new "hands on" policies after so many years of "hands off." Move toward more govt. "firmness" or "interference" began year ago under GOP administration, so tightened regulation is no partisan novelty.

Most attention will be on (1) speech of FCC Chmn. Minow, who is putting his all into this maiden address, (2) the FCC panel discussion, and (3) NAB Pres. Collins's first address to full membership—also billed as an all-out effort.

You can assume, naturally, that "responsibility" will be keynote of all the foregoing. But that's the velvet glove. Is there a mailed fist? The convention will help provide answers.

**AFFILIATES MEET ON EVE OF NAB:** All 3 networks held meetings with their affiliates just before the NAB convention got under way. The 3 sessions had one thing clearly in common: Network brass went out of their way to turn the meetings into real pep rallies, telling affiliates that rough competition was ahead, but that their network franchises would see them through. Each network marshalled considerable rating & sales facts to show, on various yardsticks, that it was ahead of any other.

CBS affiliate session was the fanciest, since the May 4-5 meeting in N.Y. was the annual conclave

for the network outlets. ABC and NBC staged smaller-scale meetings—actually, status reports on network plans & presentations on fall lineups—but discussed many of the same things talked about at the CBS meeting.

There was plenty of backstage talk at all 3 meetings about such matters as: (1) Affiliate compensation formulas. (2) Longer station breaks. (3) Nighttime program-rating strength. (4) The value of nighttime specials which pre-empt regular programs. (5) ABC's constant struggle for better time slots & more exposure in dual-affiliation markets. (6) The value of the public image created by public-affairs programming. (7) Which network has the biggest audience these days.

Curious undercurrent could be found at all of the affiliate sessions. In past years, TV has boomed along so fast that—despite inter-network rivalries—affiliates could generally count on a continuing gravy train of audiences & revenue. Now, the fast growth is tapering off, network audiences are bitterly fought over in a 3-way split, and although the big buck is still to be found in TV, it comes harder. In general, the affiliate sessions are likely to produce more solidarity between networks & affiliates this fall as both sides realize that they must work together—or decline together (see p. 5).

**FCC'S 'THIRD LOOK' AT OPTION TIME:** Position of option time was a lawyer's nightmare —or dream—last week. Galaxy of attorneys for networks, affiliates and FCC has many opinions of what's what. Here's what we understood it to be:

(1) FCC announced that it would conduct rule-making and an oral argument to determine whether option time is in the public interest and what kinds of rules should prohibit it if it is not in the public interest.

(2) FCC said that its new rules, which were effective Jan. 1 (cutting option time from 3 to 2½ hours per segment of the telecast day), are law of the land pending rule-making & oral argument. Two weeks ago, when FCC asked the Court to remand case for reconsideration, it said that it would go back to old rules pending a "second look" (Vol. 17:17 p3); it has changed its mind.

What happened last week was that networks & affiliates urged Court of Appeals to give them more time to answer FCC's request that the case be sent back to it. They told the Court that they've written some 500 contracts based on the new rules. Ironically, they pointed out, if FCC goes back to the old rules, these new contracts will constitute violations of revised old rules.

In announcing rule-making, FCC said it wants to explore these issues:

"(a) Whether time optioning, apart from its legality *vel non* under the antitrust laws, is in the public interest. (That "vel non" bit is lawyer talk for "whether or not.")

"(b) If time optioning should be found to be contrary to the public interest, what form of rule should be promulgated to effectuate its prohibition."

Comr. Cross dissented, calling FCC's notice a "strange document" based on speculation as to what the Court might do.

Attorneys are guessing all over the place, but there's still considerable consensus that Court will send case back to FCC, sooner or later, and that complete abolition of option time will be voted by 4-3 decision (Vol. 17:17 p3).

Interesting sidelight: Network & affiliate groups have been acting jointly, per Court order, but they may well split up again in actions before FCC. Although they agree generally, they differ on some specifics of option time.

**370 FM STATIONS SEEN GOING STEREO:** First poll of FM stations since FCC's adoption of stereocasting rules (Vol. 17:17 p1) indicates that nearly half of them plan to provide stereo multiplex service.

Survey was made by Motorola in the course of its marketing studies. After FCC rules were issued, Motorola sent questionnaire to the 821 commercial FM stations, asking about their stereocasting intentions. At press time, 204 stations—or 24.8% of the total—had replied. Here is breakdown of the 204 replies:

Just over 45% of those replying (92) said they planned to add stereo service. About 27% of the respondents (55) said they would start stereo this year; 9% (20) hope to start in 1962, the balance within 3 years. If the 204 respondents can be assumed to be a representative sample, it's indicated that perhaps 370 FM stations now are planning to go stereo.

Stereo picture should become clearer this week after NAB & National Assn. of FM Broadcasters sessions and after transmitting-equipment makers have displayed their stereo wares and quoted prices. Both Zenith & GE will demonstrate FM stereo at the convention, Zenith at the Executive House hotel (1515 Rhode Island Ave.) May 7-10, GE in Park Room at Shoreham Hotel May 7.

Though there's been little dissent from stereo standards adopted by FCC, this doesn't mean everybody's happy about them. William Halstead, who heads Multiplex Services Corp., told us last week he's petitioning Commission to rescind its stereo decision on grounds the chosen system may degrade monophonic reception, cause "serious problems" for off-the-air-relay FM networks and inject difficulties for stations multiplexing stereo and such SCA (subsidiary communications authorization) services as background music at the same time. Halstead, a multiplex consultant & equipment maker, had unsuccessfully espoused his own FM-stereo system in the FCC proceedings.

As NAB convention opens, hot dispute is under way between GE & Zenith over the question of who developed the system, and who should get credit and/or patent royalties for use of the so-called GE-Zenith (or Zenith-GE) system. Crosby Teletronics Corp., whose stereo system was rejected by FCC, is also claiming patent rights to the general principles used in the adopted system. And Halstead indicated he may be in there battling for royalties on "certain practical aspects" of FM-stereo receivers. For a roundup of industry developments in FM stereo, see Consumer Electronics section, beginning on p. 19.

**MOVE TO BLOCK FCC REORGANIZATION PLAN:** There's plenty of opposition, in & out of FCC, to the President's plan to reorganize the Commission (Vol. 17:18 p2), but there's no telling yet whether the objectors have a chance of stopping it.

Some FCC members are incensed about plan, some in favor, some noncommittal. Federal Communications Bar Assn. executive committee voted unanimously to oppose it. Forums for venting objections will be Sen. Pastore's (D-R.I.) Commerce Communications Subcommittee hearing May 23 and Rep. Dawson's (D-Ill.) Govt. Operations Committee in about 2 weeks. No witnesses have been announced, but FCBA will definitely be on hand—and FCC Commissioners may speak up. House group will hear testimony on all agency plans submitted to date. So far, these cover FCC, SEC & CAB. To come: FTC, FPC, ICC & NLRB.

Senate's Govt. Operations Committee, headed by Sen. McClelland (D-Ark.), and House Commerce Regulatory Agencies Subcommittee, headed by Rep. Harris (D-Ark.), also may hold hearings on reorganization plans, although no resolution of disapproval has been introduced in either Senate or House.

Biggest complaint at FCC is that plan would give Chairman power to assign chores to fellow Commissioners through his authority to delegate. Here's how one Commissioner put it: "Commissioners now work on what they consider most important. Under the new plan, the Chairman could load them up with trivia, he could assign jobs to those favoring his ideas, he could send the opposition to conduct hearings in Alaska for 6 months and get them out of the way. If he didn't like the way a Commissioner handled a job, he could take it back & reassign it. In short, he could rig decisions."

None of the objectors is worried by Minow; he seems to be regarded as very fair. However, they say: What if we had a Larry Fly? Former Chmn. James Lawrence Fly seems to hold record for "dictatorship." One source who favors plan said: "I think it's okay. If a Chairman wants to be a dictator, he'll be one regardless of the plan." Aside from fears, there are expressions of confusion. "I don't know what it means," said one Commissioner. "Schoolboy draftsmanship," said another.

FCBA objections center on elimination of oral argument. Said one attorney: "Oral argument is our only chance to try to convince the Commissioners directly."

But attorneys on Capitol Hill still believe it will be extremely difficult to muster sufficient Congressional votes to veto the plans.

**SYNDICATION SINGS THE BLUES:** Things have seldom been worse in the syndication field. First-run telefilm properties have dwindled from 29 new series released in 1955 to 15 in 1959, 8 in 1960 and only 4 in 1961. Rerun & off-network telefilm properties have taken up part of the slack—but only part.

Chief reasons for syndication's troubles are interlocked—one problem begins where another leaves off. Principal headaches: (1) A new syndicated series represents a production investment of at least $1 mil-

lion. Producers & bankers are unwilling to risk such sums in a tight market. (2) Regional advertisers who want to build a strong "image" with a syndicated show nearly always demand brand-new series rather than off-network reruns, and the quality & quantity of such new shows are limited. (3) Networks have filled up the prime hours with network programming between 7:30 p.m. & 11 p.m. even in 3-station markets. In 2-station markets there's almost no time left for syndication. (4) Sales costs run in an inverse ratio to market size; sales costs in the major markets may run only 10-15% of the gross, but in small markets they can soar to 50%. Nevertheless, small-market station sales represent the real profit factor in the syndication business.

• • • •

Sales staffs have been trimmed throughout the syndication business. MCA's current syndication sales staff of some 2 dozen is about a third of its former size. The syndication offshoots of all 3 networks—ABC Films, CBS Films, California National—have been cut back heavily in terms of personnel & new product. There is talk, in fact, that NBC may lop off California National entirely, apart from a holding operation in old reruns. ITC, once a major power, has become mostly a U.S. base for Britain's ATV. NTA has been running in the red. Official Films is down to minor properties.

Only syndication houses dealing in features have held up fairly well (Screen Gems, UAA, etc.)—and mostly because of station demand for feature film. Revenues, which syndicators guess at in millions, are being siphoned off from syndication by magazines that have expanded their split-run activities for regional advertisers. Station reps & station managers are aware of the trend, but have been relatively powerless (or unwilling) to do anything about it.

Fight to revive syndication is still being waged, however. Although many film executives feel they're treated like outsiders at NAB conventions, there's a large contingent of syndicators on hand at the Washington NAB convention this week. One plan to breathe new life into regional-level syndication is being showcased at NAB by TV Stations Inc. Pres. Herb Jacobs and Filmaster Productions. We expect to report on it in more detail next week.

**COURT FIGHT WON'T DELAY PAY TV, SAYS RKO:** RKO General won't wait for the outcome of litigation over FCC's pay-TV test. It is moving "as diligently as we can" to get system operating over WHCT Hartford as soon as possible.

That's latest word from an RKO spokesman, who said that theater exhibitors' challenge in Court of Appeals (Vol. 17:14 p12) won't affect timetable. Though RKO had originally hoped to get going within 6 months after the FCC decision (which was issued Feb. 24—Vol. 17:9 p1), he said it was his guess that the start would come near end of year.

Prototype decoder equipment should be available "within days," he said, after which comes field testing, ordering of parts, setting up production lines, etc. Meanwhile, he reported, "we're highly satisfied with our program procurement, in which we've already made substantial investment."

## NAB

**Code Gets Double Feature:** NAB TV Code Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) will make 2 speeches May 9—in Washington & Phoenix—on the joint responsibilities of the industry, programmers and advertisers to improve the medium.

His busy day starts at 10 a.m. in Washington's Shoreham Hotel at NAB's annual convention, where he'll review & preview Code problems in the annual presentation. Hartenbower will be aided by film clips and reports by NAB TV vp Charles H. Tower and Code staffers Edward H. Bronson, Frank J. Morris and Stockton Helffrich.

At 2 p.m., Hartenbower—via film—will address the Phoenix convention of the National Assn. of Better Business Bureaus Inc. His recorded talk—an illustrated lecture—winds up with: "I think it behooves the TV industry to change our motto from 'fast-fast-fast' to 'facts-facts-facts'—and let's have more of them." Hartenbower calls for closer TV-BBB liaison, more public education on bad business practices through use of "imagination & showmanship" on TV itself.

Note: FTC Chmn. Paul Rand Dixon is set for a major speech on his agency's policies at the closing May 9 dinner session of the BBB's Phoenix convention, whose theme is "Self-Regulation—Challenge of the '60's."

■

**NAB Membership Record:** Reporting an all-time high, NAB station relations mgr. William Carlisle lists 370 TV members vs. 362 a year ago; 1,752 radio vs. 1,613, including 587 FM vs. 490; and 386 TV Code subscribers vs. 381. He said that the association had a net gain of 58 members in 1957, 81 in 1958, 106 in 1959, 202 in 1960. Since Jan. 1 of this year, the following new TV members have been added: KOCO-TV Enid-Oklahoma City; KPRC-TV Houston; WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; KBLR-TV Goodland, Kan.; WILX-TV Lansing, Mich.; WTTV Bloomington, Ind.; KSOO-TV Sioux Falls, S.D.; KMSP-TV Minneapolis. Among the larger new radio members are WQXR N.Y. & WIRE Indianapolis.

**TELECHROME'S TV RECORDER:** Another lower-priced TV-tape recorder—this one a combined U.S.-Japanese product designed for broadcast use—will make its debut at the NAB convention this week. Priced at $14,990 (color extra), Telechrome's video-tape recorder uses 2 recording heads. It is incompatible with Ampex & RCA broadcast tape recorders.

The recorder is currently in production by Telechrome and uses parts manufactured both in the U.S. and in Japan. It was developed jointly by Telechrome & Japan Victor Corp. Among the features claimed for it by Telechrome: (1) Bandwidth of more than 5 mc. (2) Two recording heads and 2 separate playback heads make possible monitoring of the recorded picture during recording. (3) Because an entire frame is recorded by each recording head, the picture can be stopped at anytime for editing (showing a still picture on the monitor), shown in reverse, etc. (4) Freedom from venetian-blind effect & smearing.

Telechrome hopes to have 10 to 12 recorders available for delivery in June & July, getting into full production by early 1962. The tape speed is 15 inches per sec., the same as the Ampex & RCA broadcast models.

Both Ampex & RCA are expected to show prototypes of their forthcoming new low-priced non-broadcast TV tape recorders at the NAB show (Vol. 17:11 p14, 12 p12). Ampex's recorder will be priced at about $21,000, RCA's at about $25,000. (Broadcast TV-tape recorders by RCA & Ampex sell for $42,000-$50,000.) A non-broadcast transistorized TV recording system was shown last March by Sony, to be available in about 10 months for $10,000.

Also being shown for the first time by Telechrome is a broadcast station device known simply as "Model 20/20." It's designed to remove ghosts & degradation from pictures before they are fed to the transmitter. Telechrome is recommending it to clean up remote, long-line & video-tape pictures. The 2-unit portable 20/20 costs $3,000.

Late last week, Ampex reported that it would show a new $41,950 VR-1002 recorder, new long-life video head, "AMTEC" distortion-control device, improved editing equipment, "Colortec" color conversion unit, Marconi 4½-in. image orthicon camera. It reported the sale of $300,000 worth of Videotape equipment to Telesistema Mexicana, Mexico City. Market planning mgr. Robert Miner, calling attention to recently announced $20,400 closed-circuit recorder, estimated that CCTV would be a $200-million annual market within 5 years.

### Other New Broadcast Equipment

In another equipment feature of the NAB convention, Visual Electronics Corp. will show its new complete TV program automation system. Following the close of the convention, Visual will sponsor one-day seminars on station automation May 11 & 12 at the Shoreham Hotel.

GE last week announced an addition to its line of TV transmitters—a single-cubicle 1-kw high-band vhf transmitter, convertible to a 5-kw transmitter through the addition of a 2nd cubicle. The 5-kw transmitter may be used to drive GE's new 35-kw amplifier.

A 2nd source of TV tape will be opened up with the NAB convention. EMI/US Ltd., displaying at the equipment exhibit, will offer video tape to U.S. stations for the first time. The British-made tape will compete with the only production tape currently available here, made by Minnesota Mining. Working toward eventual TV-tape manufacture are Reeves Soundcraft, Audio Devices, Starkes Tarzian, RCA, Eastman Kodak and others.

## Networks

***More about***

**NETWORK AFFILIATE SESSIONS:** Like the ghost of Banquo seated at Macbeth's table, the image of ABC-TV hovered over the affiliate gatherings last week of CBS-TV and NBC-TV—and, of course, in happier guise, over ABC's own pre-NAB session with its stations in Washington May 7 (see p. 1).

In a remark obviously aimed at ABC's rating success in the 1960-61 season with slam-bang action shows, CBS Chmn. William S. Paley told a N.Y. audience of CBS affiliates May 5: "The cheap or gaudy runs its course fast, and the competition for enduring acceptance & solid growth is based on the courageous rather than the brazen, the satisfying rather than the tantalizing, the moving rather than the shocking." CBS, said Paley, wants "the highest quality in every program category," since the true measure of network success in the long haul will be "character, standing, freedom to move, fundamental financial soundness."

Earlier, CBS-TV Pres. James T. Aubrey had told station executives: "We're going to show that your affiliation is the greatest franchise in network TV." Aubrey warned stations not to believe that "expansion is inevitable" and that "each year's ceiling is next year's threshold." He also warned that affiliates face "a rougher & tougher fight for network audiences & network advertising dollars"—particularly since some 70 of 200 CBS affiliates now have at least 2 competitive stations in their markets. Said Aubrey: "Our confidence rests in the fact that we will be delivering the best adjacencies in all TV to your local national spot prospects."

### CBS Has New Compensation Plan

CBS affiliates this fall will be operating under a new compensation plan—but it won't be a blanket increase and will be subject "to individual negotiation," affiliate relations & engineering vp William B. Lodge told CBS station executives. The revised plan, in part, is aimed at film syndication & at local (as against network) TV. "Under the present compensation system," Lodge said, "there is a built-in incentive to substitute a local show for a network show. . . . We want to reverse that." Lodge declined, however, to discuss the present option-time arrangements with stations, and reiterated CBS-TV Pres. Aubrey's recent statement (Vol. 17:18 p2) that CBS may have to adopt a long station break this fall to meet competition from ABC—even though CBS doesn't basically like the idea.

Previewing the CBS-TV fall lineup for affiliates in a morning session (held, incidentally, in a N.Y. movie theater near the Waldorf-Astoria), program vp Oscar Katz also launched a shaft in the direction of his ABC-TV opposite number, program vp Thomas W. Moore. "Only 32% of CBS-TV's lineup is in the action category," he said, "whereas more than two-thirds of the ABC schedule consists of this kind of program." CBS-TV could have competed with ABC-TV this season by "just adding action show on top of action show," Katz said, "but this we have refrained from doing" because it might lead only to "a short-lived victory." Katz also reported that the number of entertainment specials on CBS-TV this fall will be "radically revised;" i.e., there are only 15 committed so far (preempting a total of only 16½ hours) as against 31 (preempting 43 hours) last year. Reason: "Many special shows hurt us in several ways," chiefly in lost ratings.

NBC's Washington meeting was built around an elaborate network presentation which was MC'd by announcer-host Hugh Downs, and was keyed to "the exciting new programs" & "vastly expanded public-affairs shows" promised to NBC-TV affiliates for fall. NBC, apparently, intends to concentrate this fall in areas of proven strength. There will be, Downs said, 2 new public-affairs shows in prime time (one with David Brinkley) and "40 prime-time news specials . . . including 6 *NBC White Paper* shows. Color will also be stepped up for fall with "60% more color" in the schedule this year than last year. NBC's daytime gains ("undisputed audience leader throughout the week") were also stressed. Like CBS, NBC will have fewer (possibly no more than 50) entertainment specials in the 1961-62 season, and several will be non-fiction rather than dramatic or variety shows. Brief speeches of affiliate encouragement were made by NBC Chmn. Robert W. Sarnoff, Pres. Robert E. Kintner, exec. vp Walter D. Scott, and programs & talent vp David Levy.

ABC's affiliate meeting, held like NBC's in Washington on the eve of the NAB convention, featured plenty of muscle-flexing. During the 1960-61 season, ABC-TV Pres. Oliver Treyz reported, ABC-TV became "the No. 1 network in the Nielsen competitive-market survey areas, and is pushing close to CBS in the national ratings, already having outdistanced NBC by a good margin." Added Treyz: "We are growing still stronger everyday . . . the result of a continuing combined effort on the part of the affiliates and the network."

ABC program vp Thomas W. Moore cited the rating track record of ABC shows new to the network this season. The average such ABC newcomer, he said, "achieved a 20-level rating, while CBS's new shows averaged a 17.3 and NBC programs trailed with a 13.7 rating in the national Nielsen 50-market rating index." Julius Barnathan, ABC affiliated stations vp, unveiled some interesting figures concerning the rating performance of individual ABC affiliates. In the 60 competitive markets which have 3 uhf or vhf stations, he said, "there are 29 ABC-TV affiliates which lead during the evening hours in their market."

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**Sarnoff is for Rating Study:** In the latest of his periodic "open letters" to TV-radio editors, NBC Chmn. Robert W. Sarnoff saluted the Congressional report on ratings released by Chmn. Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee (Vol. 17:13 p3). He admitted that rating information can be "a vulnerable tool, subject to a variety of errors," and applauded the report's suggestion for an industry-wide study of research methodology. "We at NBC will try to help in any way we can toward improving the ratings as an even more effective research instrument, though in planning our programs they can never be more than just one of the instruments we use in shaping a balanced schedule," he said.

**CBS Wins NFL Games:** The first contract between the entire National Football League and a single network was signed recently by CBS-TV. The network will pay $4.6 million annually, for 2 years, to be divided equally among the League's 14 teams. CBS will televise the League's 7 games each weekend on a regional basis, with each League city receiving live telecasts of "away" games of its particular team. There will be national telecasts on Thanksgiving Day and on the 2nd to 3rd Saturdays of December. The agreement includes any Conference playoff games, but not the championship game between the Conference runners-up played at the Orange Bowl in Miami (Vol. 17:17).

## Network Television Billings

February 1961 and January-February 1961

For Jan. report, see TELEVISION DIGEST, Vol. 17:15 p8

**February Billings Up 3.4%:** Network TV's Feb. 1961 gross time billings totaled $57.5 million—up 3.4% from $55.6 million in Feb. 1960. Daytime billings were $19.7 million, up 17.3% from the same month last year, but nighttime billings declined 2.6% to $37.8 million.

TvB's latest compilation also shows ABC-TV to be Feb.'s biggest percentage gainer, with a 17.8% jump to $14.9 million from $12.7 million in Feb. 1960. NBC-TV again led in monthly dollar volume with a 6.8% rise to $21.3 million. And for the 2nd consecutive month, CBS-TV slipped behind NBC as its billings declined 7.5% to $21.2 million from $23 million a year earlier.

NETWORK TELEVISION

| | Feb. 1961 | Feb. 1960 | % Change | Jan.-Feb. 1961 | Jan.-Feb. 1960 | % Change |
|---|---|---|---|---|---|---|
| ABC | $14,939,180 | $12,677,110 | +17.8 | $30,837,490 | $25,937,120 | +18.9 |
| CBS | 21,249,563 | 22,977,171 | — 7.5 | 44,144,418 | 46,454,529 | — 5.0 |
| NBC | 21,281,048 | 19,923,712 | + 6.8 | 44,312,166 | 40,904,609 | + 8.3 |
| Total | $57,469,791 | $55,577,993 | + 3.4 | $119,294,074 | $113,296,258 | + 5.3 |

1961 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| January | $15,898,310 | $22,894,855 | $23,031,118 | $61,824,283 |
| February | 14,939,180 | 21,249,563 | 21,281,048 | 57,469,791 |

Note: Figures revised as of April 20, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates or before frequency or cash discounts.

**NBC Talks Color & News:** Putting its best foot forward for RCA stockholders last week (see p. 21), NBC confined its report to 1960-61 news advances and a sneak preview of color programming for next season.

"How come ABC does so well with only half the payroll we have?" One disgruntled stockholder asked NBC Pres. Robert Sarnoff. "You can't compare the two," replied Sarnoff. "They don't render the wide public service we do. Anybody can do something for one year. Wait till they're as old as we are."

Coverage "from conventions to cosmonauts" characterized NBC news activities, commentator Chet Huntley told the meeting. "This is a sudden business we're in," he said, "a constant race with the clock." Radio reporting "has become instantaneous" and "TV reporting is rapidly catching up." Noting the opening of 3 NBC Latin American news bureaus, the network's convention & election rating victories, and the imminent live coverage of Project Mercury, Huntley told stockholders they should have "a great deal of personal satisfaction."

A showcase film of next season's high-budget series, *Walt Disney's Wonderful World of Color*, included excerpts from such Disney post-48 features as "The Littlest Outlaw," "Hans Brinker," and "Light in the Forest." The series will be co-sponsored by RCA and Eastman Kodak.

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**DGA & Networks Still Disagree:** The 900 TV-radio directors, asst. directors and stage managers represented by Directors Guild of America continued work without a contract last week while DGA & network negotiators continued their discussions at the bargaining table (Vol. 17:16 p8). No agreement on the employment status of the union members had been reached at week's end.

## NETWORK SALES ACTIVITY

ABC-TV

Stagecoach West, Tue. 9-10 p.m. Roaring Twenties, Sat. 7:30-8:30 p.m. Asphalt Jungle, Sun. 9:30-10:30 p.m. Hong Kong, Wed. 7:30-8:30 p.m. Cheyenne, Mon. 7:30-8:30 p.m. Walt Disney Presents, Sun. 7-7:30 p.m. Naked City, Wed. 10-11 p.m., part. eff. July.
*Lehn & Fink* (Geyer, Morey, Madden & Ballard)

Leave It to Beaver, Sat. 8:30-9 p.m., part. eff. July.
*Colgate-Palmolive* (Ted Bates)

Lawman, Sun. 8:30-9 p.m. co-sponsorship eff. Oct.
*Whitehall Laboratories* (Ted Bates)

77 Sunset Strip, Fri. 9-10 p.m., part. eff. Oct.
*Whitehall Laboratories* (Ted Bates)
*Beecham Products* (Kenyon & Eckhardt)

Naked City, Wed. 10-11 p.m., part. eff. Oct.
*Beecham Products* (Kenyon & Eckhardt)

CBS-TV

GE College Bowl, Sun. 5:30-6 p.m., full-spon. eff. Sept. 24.
*General Electric* (Maxon)

NBC-TV

Tall Man, Sat. 8:30-9 p.m., part. eff. Sept. 16.
*R. J. Reynolds* (William Esty)

Outlaws, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
*Colgate-Palmolive* (Ted Bates)

David Brinkley's Journal, Wed. 10:30-11 p.m., co-sponsorship eff. Oct.
*Pittsburg Plate Glass* (BBDO)

Wagon Train, Wed. 7:30-8:30, part. eff. fall.
*Ford* (J. Walter Thompson)

Price Is Right, Mon. 8:30-9 p.m., co-spon. eff. Sept. 18.
*American Home Products* (Ted Bates)

Michael Shayne, Fri. 10-11 p.m., part. eff. Aug. 11.
*DuPont* (BBDO)

Daytime Programming, participations eff. June.
*Lever Bros.* (BBDO)

The Price Is Right, Mon. 8:30-9 p.m., co-spon. eff. Sept.
*P. Lorillard* (Lennen & Newell)
*Whitehall Laboratories* (Ted Bates)

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**Foods Up 10.7% in January:** With Jan. 1961 gross time billings of $11,164,121 (up 10.7% from Jan. 1960), food & food products were the largest network spenders, said TvB recently. Drugs & remedies were runners-up, with Jan. 1961 billings of $9,350,121 (vs. $7,966,591 in Jan. 1960). Anacin was the leading brand advertiser in Jan. 1961, with billings of $1,000,763, followed by L&M filter tip cigarets at $756,827. Leading company advertiser was Procter & Gamble with billings of $3,910,809.

### TELEVISION FACTBOOK NO. 32 OUT IN JUNE

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more.

## Programming

**NETWORK CHARACTERS:** In these days of discussion & controversy regarding the varying characters of the individual networks, it is interesting to look ahead at the programming to come. Here's a program-type breakdown of the latest network fall schedules in prime evening time:

| Program type | ABC | CBS | NBC |
|---|---|---|---|
| Contemporary action | 11 | 5 | 4 |
| Suspense drama anthology | 0 | 1 | 2 |
| Period adventure | 0 | 0 | 1 |
| Western | 3 | 3 | 4 |
| Comedy | 8 | 14 | 3 |
| Cartoon shows | 4 | 1 | 1 |
| Variety | 1 | 4 | 6 |
| Audience participation | 1 | 4 | 1 |
| Public affairs | 0 | 2 | 2 |

As the chart reveals (it was prepared for executive-level use by one of the networks), by far the heaviest weight of ABC-TV's programming will be in the field of "contemporary action shows" (fast-moving series such as *77 Sunset Strip* or *Follow the Sun*, which have week-to-week characters and action-adventure plots), along with strong emphasis on comedies, cartoons and Westerns. CBS-TV will have a sprinkling of shows in almost any category, but will put a solid concentration on 30-min. comedy (*Danny Thomas Show, Andy Griffith Show, Dobie Gillis, Mother Is a Freshman*, etc.). NBC-TV will have no one dominant category, hedging its program bets with no more than 6 shows in any one classification.

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**Space Shot a (Network) Success:** Scores of TV cameramen, technicians and commentators who landed at Cape Canaveral over the April 30 weekend were probably as disappointed by the May 2 NASA postponement of the Project Mercury shot as was Commander Alan B. Shepard. But astronaut & networks finally got off the ground Friday, May 5 at 10:34 a.m. Live TV pool coverage began 10 minutes before launch time, and tapes of pre-flight preparations, the capsule recovery and interviews with Shepard were the subject of space specials on all 3 networks Friday.

**Do-it-Yourself College Bowl:** Questions based upon CBS-TV's *GE College Bowl* (Sun. 5:30-6 p.m.) have been compiled into a quiz-game book, *The First College Bowl Question Book*, edited by novelist-playwright Jerome Weidman & family, published by Random House ($1.95).

## Index of U.S. Home TV Usage

**Viewing Down:** Raising again the question of declines in TV viewing (spotlighted recently by Lever Bros. vp Henry M. Schachte—Vol. 17:17 p7), latest Nielsen figures on home TV consumption show that viewing during March 1961 was down 4.3% from viewing during March 1960. Nighttime viewing during the same period was down 4.5% (a matter of 2.8 percentage points) and daytime viewing went down 5.5% (representing 1.3 percentage points). The figures follow:

| | Average Audience Per Average Minute | | | | Daily Avg. Hrs Per Home |
|---|---|---|---|---|---|
| | Day (10 a.m.-5 p.m.) | | Night (7-11 p.m.) | | |
| | % | Homes | % | Homes | |
| March 1960 | 23.7 | (10,712,000) | 61.7 | (27,888,000) | 5 hrs. 47 mins. |
| March 1961 | 22.4 | (10,506,000) | 58.9 | (27,624,000) | 5 hrs. 32 mins. |

**Movies Beat Westerns In First Test:** Will NBC's post-1948 features out-gun the solidly-entrenched *Have Gun, Will Travel* and *Gunsmoke* on Saturday nights this fall? NBC last week was pointing to interesting evidence.

In Rochester, NBC affiliate WROC-TV last November created a local-level version of NBC's fall plan by scheduling at 9:30 p.m. *Featurama*, a 90-min. movie show built around the 7 Arts-Warner Bros. package of post-1948 films. Previously, the station had carried in this time period NTA-syndicated *Play of the Week*, which drew ARB ratings around 8. In competition, the 2 CBS Westerns drew a 49 & 45 respectively on CBS-TV affiliate WHEC-TV.

But with the scheduling of the feature package, the rating fun began. *Featurama*, by March 1961, had zoomed upward to average a 41 ARB—a five-fold rating increase over its November 1960 position—while *Have Gun* dipped 26 points (to 19) and *Gunsmoke* dropped 27 (to 22).

Said NBC last week in a memo circulated among leading ad agencies: "While it is recognized that one city cannot be projected to the entire network, Rochester has demonstrated that the CBS Westerns are vulnerable to a strong movie package."

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**Court Raps WBAL-TV:** Re-enactment of deliberations by a kidnap-murder trial jury on WBAL-TV Baltimore (Vol. 17:18 p10) was "against the public interest and should not be repeated or imitated," but didn't constitute contempt of court, 3 federal judges have decided. A 3-page memorandum by District Court Judges Roszel C. Thomsen, W. Calvin Chesnut and R. Dorsey Watkins in Baltimore said that the court's power to punish for contempt extends only to acts within the court or close enough to disturb order & decorum. The hour-long WBAL-TV show wasn't within that jurisdiction—and "general supervision of TV stations has not been committed by Congress to the courts," the judges said. Judge Thomsen said, however, that the affair would be referred to the Md. Bar Assn. to see "whether disciplinary proceedings should be instituted against counsel for the TV station."

**TV Wrestling's New Look:** TV's grunt & groan matches, familiar since the beginning, have taken on a new promotional twist. Old style TV bouts were filmed in arenas with paying audiences (TV exposure presumably cutting the gate at the live show). Now promoters throughout the country are staging unattended matches for TV only. But these are merely build-ups for later paid-admission arena matches with no TV cameras on hand. Local sponsors pay time & production costs for the TV shows, but the promoter charges nothing. His day comes when the series winners are pitted against each other in the paid & non-televised performance. A recent San Francisco bout so promoted, reports *The Wall St. Journal*, produced the record wrestling gate for the area of $48,990. Professional wrestling in Michigan last year earned $930,000, vs. $95,000 three years ago, before TV promotion.

**Brinkleymanship:** From the April 26 *Washington Star*—"Dear Chet: Here's a goodie Dave may forget to pass on to you from Washington. Seems that Dave was driving one of his pair of white sports-type cars in Northwest Washington about 10 days ago when he had an accident. Ran into the rear end of another car. Dave appeared for a hearing at Municipal Court today to discuss the consequences. No charges. Fine so far. But there was one hitch. Mr. Brinkley had to sign up for two 3-hour sessions in traffic school this June. Good night, Chet."

**CBS Captures NBC's ETV 'Angel':** NBC-TV and Learning Resources Institute, the educational organization which has aided in the administration & financing of *Continental Classroom* (6-7 a.m.) for the past year, have had a policy falling-out. The Institute proposed that the course be fed when network lines were not in use for regular programming, to be taped locally and to be carried by stations at whatever times might be available. No, said NBC—"only ⅓ of the stations of any network are equipped to receive & tape in this manner." Added the network: "It would destroy the tremendous value of a simultaneous national broadcast which has developed a network of over 170 stations offering the courses in every part of the country." Despite the Institute's withdrawal, NBC plans to continue *Continental Classroom* and is now preparing a college credit course in government for the fall. "We have every expectation that the needed financing will be arranged and that we will be able to continue this dramatically successful use of network TV on behalf of education," said NBC.

CBS-TV will begin *The College of the Air* in the fall, it was learned at the network affiliates meeting in N.Y. May 5—and ex-NBC angel Learning Resources Institute will provide the programs. College credit courses will be transmitted on network lines from 1:05-1:30 p.m. and "every station on the network will have the right to broadcast it at that time or on a delayed basis through videotaping or kinescope recording," said CBS News Pres. Richard S. Salant.

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"TV programming is the end result of a process fully as democratic as any Presidential election. Every time a viewer turns his dial to a particular show, he is casting a vote for that show. Everytime he decides not to watch a show, he is casting a vote against it. Those shows which receive a sufficient number of votes remain; those shows which do not, go. This democratic process of program selection is an affirmation of TV's belief that the people of this country are the best judges of what they want. There is nothing unique about such a belief, since it is the foundation of our traditional way of life. It is the heart of our political & economic systems, and it is only fitting that it should be the heart of TV. This means that TV can only go so far in creating public taste; for the most part, it is rather a reflection of public taste."—Stanley Cohen, dir., program planning & promotion, WDSU-TV New Orleans, to the Co-Operative School Club.

**Senator Favors Congressional TV:** Govt. Operations Committee Chmn. John L. McClellan (D-Ark.), in the May 6-12 *TV Guide*, declares that "I would favor a rule which made it clear that [Congressional] hearings might be televised at the discretion of the committee concerned . . . Wherever possible, the full hearing (or hearing session) should be televised. As a normal minimum, if a witness is televised his entire testimony should be covered." Weighing the pros & cons of Congressional TV, McClellan noted the tremendous public interest in the Kennedy-Nixon TV meetings. "No one can doubt that this interest [in govt.] is genuine. It should be encouraged."

**International Telecast in Works:** A talent search for the 90-min. telecast highlighting the ATAS international assembly was begun last week. The telecast's format will be entirely international, showcasing performers from all nations who participate in the Nov. 4 assembly. Exec. producer Robert Saudek is currently in Japan selecting the first of the foreign TV talent.

**Less Live TV Than Ever Next Fall:** Live TV series, laid low by the trend to film for some years, will be less in evidence than ever in network prime time next season. And what will happen in the diminishing area of specials is problematical at this point.

CBS-TV and NBC-TV have scheduled 7½ hours apiece of live programming next season (this season CBS had 8, NBC 13). ABC-TV will have the least of all—one-half hour plus *Fight of the Week.*

Live shows canceled this spring include Shirley Temple, Milton Berle, *Dinah Shore Chevy Show, This Is Your Life* and special series such as *DuPont Show of the Month* and *Family Classics.*

The continued trend to film programming (more than 80% of all night shows) is causing the big network TV production centers in N.Y. and Hollywood to achieve "ghost-town status," reported *Variety* recently. During a checkup of network facilities, the show-business trade paper learned: (1) NBC-TV is laying out $300,000 a year for rental of the Ziegfeld Theatre in N.Y., but regularly originates only *The Perry Como Show* from it. (2) CBS-TV's huge "TV City" in Hollywood is being pump-primed with the origination of some CBS daytime shows; otherwise, most of the network's nighttime fare is film. (3) NBC's big color studio in Brooklyn, once quite active with specials by Max Liebmann and Henry Jaffe, will be closed this summer, because "just to open the doors of the plant costs $12,000 a day."

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**MPATI Tests Start:** Test signals in the Midwest Program of Airborne TV Instruction (Vol. 17:17 p24) are scheduled to be transmitted in experiments this week from the project's DC6AB plane, circling over Montpelier, Ind. at 23,000 feet. Tests of taped instruction courses are planned to start May 15. As part of the tests, WXIX-TV (Ch. 18) Milwaukee—200 miles away—has asked its viewers to report any reception.

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**Cal. TV-Radio Commentators May Get Immunity:** The State Senate Judiciary Committee last week adopted by an 8-1 vote an amended bill which would give TV & radio commentators the right to withhold sources of information. Previously, the proposed measure had protected TV-radio newsmen, but not commentators. Commentators who testified before the Committee to complain that this would be discriminatory legislation included Clete Roberts, KTLA Los Angeles; Sam Zelman, Western div. mgr., CBS-TV News; William Winter, ABC-TV's San Francisco commentator; and John Thompson, mgr., Pacific div., NBC News, & pres., Southern Cal. Radio & TV News Club.

**European Circuses on NBC:** Borrowing a leaf from Ed Sullivan's book of overseas production stunts, NBC has blueprinted a fall series which will give U.S. viewers an armchair view of some of Europe's top circus attractions. The show, slotted for Fri. 7:30-8:30 p.m. starting Sept. 15, has a working title of *Carnival Time* and will be produced by Lawrence White. Scheduled to be taped in Europe this summer (using the facilities of Intercontinental TV & Britain's ATV) will be 10 circuses, 4 ice shows, 2 magic shows and a Lilliputian program. The performances will be staged in the permanent arena-type theaters which are a standard for circuses in Europe. Among shows signed or in negotiation: The Vienna Ice Show, the Circus Schumann (Copenhagen), the Circus Togni (Rome), the Cirque Medrano (Paris) and the Kalanag Magic Show (Germany).

**Colgate-Palmolive's Local Public Affairs:** One of the country's leading national TV advertisers last week moved into a new programming area—the prime-time sponsorship of local public-affairs TV series. Colgate-Palmolive announced it was picking up sponsorship (beginning this week, May 11) of the U. of Pa.'s *Frontiers of Knowledge* on 5 Triangle stations—WFIL-TV Philadelphia; WNBF-TV Binghamton, N.Y.; WFBG-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and KFRE-TV Fresno. Plans also are under way to make the programs available to stations in other sections of the country.

Although C-P has sponsored local programs in the past, a spokesman told us, the *Frontiers* sponsorship does mark the company's first regional public-service series. There are no current plans for additional similar sponsorships, he said, but "we're always alert to the possibilities of serious, worthwhile programming of this type."

*Frontiers* is a monthly series inaugurated last December by the University & WFIL-TV, in cooperation with other educational & research organizations. The 30-min. documentaries explore developments along a broad front of scientific knowledge, from space medicine & oceanography to atomic energy. Production units range the world to film & tape dramatic examples of basic research.

Coincidentally, the surge in public-service programming is charted by A.C. Nielsen in May 8 *Sponsor.* Among the findings: A 145% jump in such programming in the 6 months of Sept.-Feb. 1960-61 over the same months of 1957-58. Regularly scheduled public affairers soared 126%; specials 185%—and all were in prime time. The findings seemingly confirm a conclusion of Campbell-Ewald's recent TV study (Vol. 17:18 p9) that "the viewer is beginning to demand a variety of entertainment . . . becoming more & more selective in his TV tastes."

## Auxiliary Services

**CATV Into Uhf?** All-out entry of CATV systems into the uhf field has been proposed by exec. vp Leon N. Papernow of H & B American Corp.'s Transcontinent Communications System Inc. In a letter to NCTA Pres. William Dalton, the big CATV operator said it's time for the industry to "do all in our power to facilitate uhf progress in the 900 communities throughout the U.S. where CATV systems operate." His program pointed to "total prohibition of the construction of new vhf translators." Papernow said CATV systems could: (1) Build uhf translators. (2) "Go into uhf-TV broadcasting." (3) Subsidize purchase of all-channel sets by CATV subscribers. (4) Actively support existing uhf stations through promotion, advertising, etc. He also argued that CATV systems would be serving their own interests—particularly in fringe areas—by promoting uhf: "CATV fought an energetic but losing battle against vhf boosters . . . Certainly no transition to uhf in the fringe area can come out without a long-range plan to convert these 'coffin nails.'"

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**Uhf Translator Starts:** K70CG & K74BG Grand Marais, Minn. began April 10 repeating KDAL-TV & WDSM-TV Duluth • K74BH Winnemucca, Nev. began March 15 with KBOI-TV Boise, Ida. • K71AX Fish Lake Valley, Nev. went on the air May 1 repeating KOLO-TV Reno • K78AW Carroll, Ia. has started operating repeating KRNT-TV Des Moines and companion Ch. 82 has a May 10 target for repeating WHO-TV Des Moines.

## Advertising

**LONGER-BREAK FIGHT LENGTHENS:** Ad men have just about exhausted the immediate-appeal possibilities in their continuing battle against ABC-TV's proposed expansion of station breaks and CBS-NBC competition-meeting concessions (Vol. 17:16 p7). Direct appeal to FCC Chmn. Newton N. Minow and NAB Pres. LeRoy Collins by Young & Rubicam Pres. George H. Gribbin (Vol. 17:18 p1) has elicited some sympathy—but no action—from Washington quarters.

The addition of 10 sec. to the present 30-sec. station-break time "is not objectionable," said Chairman Minow. He did say, however, that if the increased time were used for triple spotting he would "certainly want to do something about it."

After discussing Gribbin's wire with his colleagues, Chmn. Minow wrote a response saying: (1) FCC has no rules or policy on the matter. (2) If you think it should have, petition us to make some.

One Commissioner gave us his views: "This is peanuts. If we want to get into the whole area of over-commercialization, we've got to do it on an over-all basis—considering a station's program time vs. commercial time." He's satisfied that the Commission can regulate in that area, stating that commercials don't have First Amendment protection. Plenty of industry lawyers dispute that opinion, of course.

### FCC Mum on "Over-commercialization"

FCC's proposed revised program form would have licensees tell the Commission how much time per hour they have devoted & will devote to commercials (see p. 3 of our Feb. 27 full text of the proposal). But the form doesn't indicate what, if anything, the Commission might regard as "over-commercialization." Some FCC sources believe that many licensees wish that the Commission would set a ceiling so that they & their competitors would know where they stand.

Although there are now station violations of the NAB Code provision prohibiting triple spotting, and the temptation will be even greater with a 40-sec. break, the expansion represents too much to stations for them to openly invite FCC-NAB interference by excess triple spotting, industry officials believe. The 5 ABC-TV o&o's have already issued a statement that they will allow only 2 commercials during the new breaks (Vol. 17:17 p8). As ABC adds it up, affiliates will garner an extra 15% annually in net profits from the additional 10 seconds—which represent a 33⅓% increase in time available for spot announcements between network shows. Added annual gross spot income for each group of 5 network o&o's could be as much as $2 million.

There are indications that agencies & advertisers may take another tack in their skirmish with the networks on this subject of longer breaks. A major ad agency handling one of the 3 leading soap companies has begun to ask stations, through its media dept.: "What kind of rate reduction do you plan on nighttime station breaks if you expand them and thus reduce their efficiency?" The agency, we're told, isn't kidding—and thus raises a point so far overlooked in the arguments about 40-sec. station breaks: Major spot advertisers will undoubtedly agree to double spotting a pair of 20-sec. commercials during a station break adjacent to a top-rated show, but will they simply shift their budgets away from double-spot breaks which are next to low-rated shows, unless stations cut the price?

Madison Ave. grumbling continued last week on a number of different fronts. Said Grey Advertising exec. vp. A. L. Hollender: "The plan presents a tremendous step back from what all of us have been working hard to achieve—more effective TV." Warned Lee M. Rich, Benton & Bowles media vp: "From the station's viewpoint, the longer station break is bound to increase the number of unsold station breaks . . . It will cause B&B to consider a downward adjustment on the value of spot time, and will make life a lot less flexible for the advertiser." An added protest came from *N.Y. Times* TV critic Jack Gould: "At a time when thoughtful leaders have properly worried over general programming standards, it is indeed disturbing that the great innovation for the season of 1961-62 should take the form it has: long 'spot' commercials."

The question of expanded station breaks wasn't on the official agendas of the ABC-CBS-NBC affiliate meetings last week (see p. 5), but it triggered considerable discussion which was likely to continue this week at the NAB convention. A number of admen still held to the slim hope that Minow and/or Collins would take a firmer stand on the matter at the NAB meet—but the hope began to look slimmer all the time.

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**Dixon Renews the Attack:** Individual TV & radio stations as well as advertisers & agencies have been warned by FTC Chmn. Paul Rand Dixon to take closer looks at the commercials they carry. Dixon—appearing with House Judiciary Committee Chmn. Celler (D-N.Y.) on *Between the Lines* on WNTA-TV N.Y.—renewed the criticism of questionable commercials which peppered his April speech to the Assn. of National Advertisers (Vol. 17:17 p4). Reminding stations that FTC gives FCC copies of complaints against broadcast advertising, he said: "Now, every 3 years these stations must come up for relicensing and I would say that [they'd be smart] if perhaps they began to take that into account." Dixon also reported that his plans for revamping FTC's set-up include addition of 10 advertising-case hearing examiners to the present 15-man staff.

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JFK Takes over FTC: It looks like the 5-man Federal Trade Commission will become the first regulatory agency to be dominated by President Kennedy's appointees. Rounding out his FTC-takeover schedule (Vol. 17:7 *et seq.*), the President formally nominated Democrat A. Everette MacIntyre, now gen. counsel of the House Small Business Committee, to take over hold-over Democrat Robert T. Secrest's job. MacIntyre's 7-year term starts Sept. 26, when Secrest's runs out. With MacIntyre installed to give the Kennedy administration a 3-member majority, the 2 hold-over FTC members left will be Democrat William C. Kern, whose term ends in 1962, and lone Republican Sigurd Anderson, whose tenure doesn't end until 1966. Already in FTC office are 2 Kennedy men—Democratic Chmn. Paul Rand Dixon & independent Philip Elman.

Big Newspaper Advertisers Love TV Even More: The leading 100 national newspaper advertisers in 1960 spent 92% more on TV than in newspapers. So reported Pres. Norman E. Cash at TvB's first 1961 sales clinic in Pittsburgh last week. The top 100 increased their TV billing 3.7% from $671 million in 1959 to $696 million in 1960, while their newspaper advertising gained 0.2% ($361 to $362 million).

**Code Board Hits 30-Min. Commercials:** Once thought buried & forgotten in TV's past, "program-length commercials" seem to be making a comeback, NAB's TV Code Review Board sadly reported last week.

On the eve of NAB's 39th convention in Washington, the Board put out a chiding notice to all Code subscribers to shun the temptation to sell time to sponsors for half-hour shows which turn out to be little more than advertising on a sustained pitch.

It's one thing, said the Board, for a station to run architectural documentaries, but another to present series of real-estate classified ads in the guise of tours of beautiful homes & gardens.

Local fashion shows sponsored by stores can be worth viewing as news, and auto shows may have their place on home screens, the Board indicated. These are cases where the program is "a singleton & serves a special community purpose," said Board Chmn. E. K. Hartenbower.

But 30-min. spiels by clothing store salesmen or inspection trips to used-car lots serve no Code purposes, subscribers were reminded. They were asked to check their current & upcoming schedules—then double-check with Code offices in Washington, Hollywood or N.Y.

"There is no question that some of the shows, particularly in the real estate field, should be checked with the Code staff," Hartenbower said. He assured subscribers that in judging whether such programs qualify under Code standards, they will rule out any show which devotes "28 minutes out of a half-hour to solid sell—hard or soft."

How prevalent are "program-length commercials" now? Not very, but any prevalence is too much, we were told at Code offices in Washington. Code monitors have come across such programs on 20-30 TV stations in recent months, and at least 3 film companies are syndicating them.

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**New Product-Protection Precedent:** Garry Moore, who now peddles Plymouths on his CBS-TV show (Tue. 10-11 p.m.) will be pushing Oldsmobiles come fall. But, dubious about the public-relations merit of such an abrupt brand switch, Moore talked his network & new fall sponsor into what industry circles are calling "a TV advertising first." On the first 8 Oldsmobile-sponsored shows, Moore will assure viewers that he still favors "that other auto" in the "low-priced field," but, for "higher-priced car, nothing tops Olds."

**Magazine Ad Linage Drops 10%:** First-quarter 1961 ad linage carried by general & farm magazines dropped 10% below the year-earlier level, reports PIB. In terms of pages, the decline was to 16,541 from 18,297. Ad revenue slipped 1% to $190,330,230 from $191,629,370 in Jan.-Mar.

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**Ad People:** **John J. Meskil**, McCann-Marschalk media dir., named a vp . . . **David M. Ricaud** named a McCann-Erickson vp . . . **Edward W. Murtfeldt** named exec. vp, Benton & Bowles . . . **Gene Grayson, Alan Hahn** and **Joseph Sacco**, Ted Bates creative supervisors, elected vps . . . **William E. Holden**, ex-Doherty, Clifford, Steers and Shenfield, named senior vp and mgr., N.Y. office of Fuller & Smith & Ross. **John A. McKinven** appointed F&S&R mktg. services vp from creative services vp. **Kenneth E. Moore** moves from vp-plans board chmn. to new post of client service vp.

**Lee Emmerich**, Geyer, Morey, Madden & Ballard bcst. production mgr., named a vp . . . **Miss Frances Rutland** named DFS vp . . . **M. Carl Johnson** named managing dir. of McCann-Erickson-Hakuhodo Inc. of Tokyo.

**Film-Commercial Festival Winners:** Awards to "best" in 30 product categories (1,352 entries) were made May 3 at the 2nd American TV Commercials Festival in N.Y. MPO Videotronics displaced 1960's top-scoring Robert Lawrence Productions as the most-lauded production company at the festival, winning 4 first-place honors, 2 second-place, and 2 special citations. A close runner-up was Television Graphics with 4 firsts, 2 seconds and no citations. Elektra Film Productions swept the animation honors with a total of 2 firsts and 3 seconds. The winning commercials, selected by a jury of 80 ad executives:

**Wearing apparel:** Du Pont, "Westbury Fashions" (Videotape).
**Appliances:** GE Refrigerator, "Tango" (VPI).
**Automobiles:** Chevrolet for Corvair, "Oasis" (American Films).
**Auto accessories:** Delco Replacement Parts, "Dynamo" (VPI).
**Baked goods:** Drake Bakeries, "Follow The Leader" (Sarra)
**Bath soaps:** Lever for Praise, "Laurie Peters" (B. L. Associates).
**Beer & wine:** Jackson Brewing Co. "Kangaroo" (Pelican Films).
**Breakfast cereal:** General Foods for Post Toasties, "Typewriter" (Craven Film) & Kellogg for Snack-Pak, "What To Buy" (Filmfair).
**Cake mix:** P&G for Duncan Hines, "Date Nut" (MPO Videotronics).
**Cigarets & cigars:** American Tobacco for Lucky Strike, "Match" (MPO Videotronics).
**Coffee & tea:** General Foods, for Instant Maxwell House, "Iced" (Television Graphics).
**Consumer services:** Imperial Oil for Esso Oil Heat, "Cat" (Elektra Film).
**Cosmetics & toiletries:** Bristol-Myers for Ban, "Documentary" (WCD Productions).
**Dairy products & margarine:** Standard Brands for Blue Bonnet, "Squeeze & Closeups" (Transfilm-Wylde Productions).
**Dentifrices:** P&G for Crest, "Cheryl Clapham" (Television Graphics).
**Gasoline & lubricants:** Texaco, "Little Girl—Tricycle" (Craven Film).
**Gift item:** Eastman Kodak, "Take A Picture" (MPO Videotronics).
**Hair preparations:** P&G for Prell, "Fur" (Transfilm-Caravel).
**Home furnishings:** Aluminum Co. of America for Alcoa Colorib Panels (Television Graphics).
**Household cleansers & waxes:** Brillo, "99 Squeezes Calypso" (Elektra Film).
**Institutional:** Aluminium Ltd., "Man & Wife" (Group Productions).
**Laundry soap & detergents:** P&G for Ivory Flakes, "We Suggest" (MPO Videotronics).
**Packaged food:** Chun King, "Elevator" (Freberg Ltd. & Jacmar Productions).
**Paper products & wraps:** Scott Paper, "Picnic" (MPO Videotronics).
**Pet food:** General Foods for Gaines Gravy Train, "Dog & Cat" (Television Graphics).
**Pharmaceuticals:** Bristol-Myers for Bufferin, "Headache-Heartbeat" (On Film).
**Public Service:** United Cerebral Palsy, "One Little Hand" (Newsfilm USA).
**Retail stores:** Barney's Clothes, "Boys Clothing—Party" (CBS-TV).
**Soft drinks:** Seven-Up, "Old Movie: Harried Housewife" (Sarra).
**Travel:** Northwest Orient Airlines, "Polo" & "Japanese Girls" (Desilu).
**8-10 sec. IDs:** Union Starch for Liquid Mist Reddi-Starch, "Mannequin" (Format Films).
**Billboard, opening & closing:** Ford Motor Co. Ernie Ford Show "Peanuts & Phonograph" (Playhouse Pictures).
**Integrated program commercial:** General Foods for Post Grape Nuts, "Danny Thomas Show" (Marterto).

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**AFA Schedules Kintner:** Ex-FTC Chmn. Earl W. Kintner, now in private law practice in Washington, has been added to the speaker's list for the May 28-31 convention of the Advertising Federation of America in the Sheraton-Park Hotel there. New FTC Chmn. Paul Rand Dixon will address a luncheon session (Vol. 17:16 p13).

**What Buyers Want from Reps:** Answer, as provided by a 5-city survey of 62 agencies by National Advertising Agency Network: (1) Audience composition for each availability submitted. (2) Ratings of competitive adjacencies. (3) More complete station-coverage data. (4) Standardization of rating information. (5) Easy-to-understand cost data.

**New Reps:** WRGB Schenectady to Katz July 1 from NBC Spot Sales • KSD-TV St. Louis to Katz July 1 from NBC Spot Sales • KOA-TV Denver to Blair-TV July 16 from NBC Spot Sales • WFIE-TV Evansville, Ind. to Katz May 1 from Raymer • WXTV Youngstown, O. to Gill-Perna April 17 from Pearson • WLBZ-TV Bangor & WCSH-TV Portland, Me. to Katz May 1 from Weed.

## Film & Tape

**Film Men Head For NAB:** The annual grumbles from syndicators & film distributors that they are treated like 2nd class citizens at NAB meetings were audible in both N.Y. & Washington last week. But most film executives couldn't resist the chance to renew acquaintances with station film-buyers and, in a few cases, to showcase their newest wares at the convention. Here are some of the film highlights NAB convention-goers can expect:

Delegations: ABC Films, headed by Pres. Henry G. Plitt. CBS Films, Pres. Sam Cook Digges. Cal. National Productions, vp Herbert S. Schlosser. Flamingo, Pres. Ira Gottlieb. MCA-TV, syndication vp David V. Sutton. MGM-TV, sales vp Richard Harper. Official Films, vp Russ Raycroft. Screen Gems, syndication vp Bob Seidelman. Seven Arts, sales vp Robert Rich. Ziv-UA, sales vp M. J. Rifkin.

Feature packages: MGM will unveil 30 features for TV, drawn from its backlog of 400 post-48 films. The package, to be called *Best of the 50s*, includes "The Actress," "Kind Lady," "In the Good Old Summertime." Seven Arts will showcase 40 more post-50 Warner Bros. features, including "Young at Heart," "East of Eden," and "Captain Horatio Hornblower" (Vol. 17:18 p12).

New syndication series: Filmaster will be among the few syndicators to spring a new property at the convention. The entry, titled *The Beachcomber*, is a 30-min. production made in co-operation with TV Stations Inc. Ziv-UA will stage a sales push for its 2 current first-run properties, *King of Diamonds* and *Ripcord*. But most of the others will confine their sales efforts to re-run or off-network series.

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**Four Star Aims 17 Series Abroad:** Four Star Television is considering how to go about distributing 17 series in the foreign market. Although most of its series have been sold in Australia, the company has held back broad global distribution because of restrictions & quotas. Vp George A. Elber told us regarding the virtually-undistributed backlog of more than 950 half-hours and 71 hours of TV film, that Four Star is deliberating whether to form its own distribution company or to make a deal with a distribution company. William Morris is sales agent for Four Star, but not a distribution company, Elber explained.

Four Star packages available for the foreign market are *Dante, Robert Taylor's Detectives, The Tom Ewell Show, The David Niven Show, Dick Powell's Zane Grey Theater, Hey Jeannie, Peter Loves Mary, The Rifleman, Johnny Ringo, Turn of Fate, The June Allyson Show, Michael Shayne, The Westerner, Stagecoach West, Black Saddle, The Plainsman*, and *The Law & Mr. Jones*.

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**MGM Buying NTA Telestudios:** MGM is near a deal for the purchase of NTA Telestudios Ltd. in N.Y. for expansion of TV-commercial facilities by MGM-TV (which now makes film, but not tape, commercials). The price is understood to be about $500,000. An MGM-TV executive told us that complete agreement on the deal to purchase the NTA subsidiary has been reached, although contracts hadn't been signed yet. NTA's Telestudios produce tape commercials and also have been used as studio facilities for WNTA-TV, which is being sold to an ETV group for $5,750,000 (Vol. 17:17 p7).

## HOLLYWOOD ROUNDUP

Screen Gems' *Winston Churchill* series and Don Fedderson's *My 3 Sons* were voted the best series of the current season by 260 TV editors polled by the Pat McDermott Co., Los Angeles and N.Y. PR firm. After *Churchill* and *3 Sons* came *The Untouchables, Project 20, CBS Reports* and *Play of the Week*. Voted the biggest disappointment: *The Nanette Fabray Show*. Many said *The Flintstones, Witness, Angel* and *Hong Kong* didn't live up to expectations. *Flintstones* was helped considerably by publicity, and *The Law & Mr. Jones* was hurt by lack of it. Editors criticized headache remedy and other "hard sell" sponsors as the most objectionable commercials.

Hollywood's animation business is headed for a record $14 million this year, says Lawrence Kilty, business representative of Motion Picture Screen Cartoonists Union, Local 839, IATSE. About $12 million will be spent on TV entertainment film and commercials, he predicts.

Bing Crosby Productions is immediately starting its 60-min. *Ben Casey* series. The Rosenberg-Coryell Agency has closed a 26-week deal with ABC-TV for the series which begins Oct. 2 at 10 p.m. Mondays. Producer is James E. Moser. Vince Edwards & Sam Jaffe star.

20th Century-Fox TV has shaken up the production staff of *Adventures in Paradise*, producers Fletcher Markle, William Froug and Charles Russell leaving, and Richard Goldstone due to depart soon. New *Paradise* producers are Art Wallace and Gene Levitt. 20th will film 3 *Paradise* segments in Tahiti in June.

20th Century-Fox TV puts *Dobie Gillis* into production for next season May 15; its new *Follow the Sun* and *Bus Stop* series in June, and *Margie* in July . . . Marvin Marx named producer of *The Joey Bishop Show*. Louis Edelman is exec. producer.

Revue Studios' *The Deputy* and *Bringing Up Buddy* have been killed, and the studio has quit production on syndicated *Shotgun Slade*.

Desilu's *The Untouchables* and Screen Gems' *Winston Churchill—The Valiant Years* have been sold to Japan.

Warner Bros. has purchased 72 stories for its 8 series, and now has 44 writers at work preparing scripts.

Revue Studios' *Bachelor Father* begins production for next season in mid-June.

People: Raphael Etkes has left William Morris to join MCA's international TV div. . . . MGM-TV's stars Leon Ames & Myrna Fahey *(Father of the Bride)* and Richard Chamberlain *(Dr. Kildare)* left last week for N.Y., Ames and Miss Fahey to speak before the CBS Affiliates dinner, Chamberlain before the NBC affiliates meeting in Washington. Miss Fahey goes to Europe this week for the Cannes Festival. . . . Sheldon Leonard has been signed for the 9th year as producer-director of *The Danny Thomas Show*. He is also owner of Sheldon Leonard Enterprises, for which he & Danny Thomas will be exec. producers on *The Dick Van Dyke Show* and *The Andy Griffith Show* . . . Desilu Productions has signed Del Reisman as story editor of *The Untouchables* . . . MGM-TV producer Rudy Abel *(National Velvet)* has gone to N.Y. for network and agency meetings on the series, and will then visit MGM exchanges in Brussels, Paris, Rome and London.

## NEW YORK ROUNDUP

CBS Films notes "a world-wide interest in America's space program," evidenced by orders for the recent *CBS Reports* program, "Why Man in Space?" and CBS News film coverage of Project Mercury. TV outlets in England, Australia, Italy, Japan, Germany and Canada have bought prints of the 60-min. space special while 9 countries have requested Project Mercury films. "These latter countries will be supplied, practically at cost & as a public service, with from one to 5 hours of programming on this event," said international sales dir. Ralph Baruch.

Add Syndication Sales: Screen Gems has sold its 260-feature, post-1948 Columbia package to 4 more stations, upping the market total to 23. Latest sales: KCMO-TV Kansas City, KPHO-TV Phoenix, WNEM Bay City, WRBL-TV Columbus . . . MCA-TV has sold its 4 off-network, 60-min. series—*Suspicion, Overland Trail, Riverboat* and *Cimarron City*—in 45 markets to date. Latest sales include KGO-TV San Francisco, KPLR-TV St. Louis.

Closed-Circuit Home Show: NBC Telesales produced a 60-min. closed-circuitcast for the National Homes Assn. April 15, one week after the realty group conceived the idea. Originating from National Homes' office in Lafayette, Ind. and fed for both TV studio and large-screen viewing, the session presented the firm's complete line of homes to dealers in other cities, a progress report and details of the company's new incentive plan.

ABC-TV Won't Sell "Hunters" Share: 20th Century-Fox TV has been turned down by ABC-TV in its attempt to buy the network's financial interest in the pilot of *The Hunters*, which was rejected by ABC for fear that it might offend Negroes and prove too controversial (Vol. 17:15 p10). The studio, seeking to offer the show elsewhere, wanted to reimburse ABC for its approximately $100,000 investment in the $200,000 pilot.

Cal. National Productions' most recent syndication entry is *Funny Manns*, an 8-min., 104-episode series that "distills Mack Sennett-type comedies." Produced by new Merritt Enterprises and hosted by Cliff Norton, the series contains filmed segments of movie comedy classics. It has been sold in 43 markets to date. Sweets Company of America and Ideal Toy co-sponsor in 20 of the 43 markets.

Screen Directors International Guild is holding its first international convention in Cannes during the coming film festival there. Activities will include meetings with French film unions, studio inspections, and screenings of films directed by SDIG members, including the *NBC White Paper* documentary "Sit-in."

Ziv-UA's 2nd new syndication property to be released in 3 weeks is *Ripcord*, an Ivan Tors production on "the thrills & uses of skydiving." The same firm's *King of Diamonds*, the Broderick Crawford series released 3 weeks ago, has been sold in 118 markets so far.

Ray-Eye Productions is a new Kansas City-based firm with an eye on national TV production-syndication. A $2-million production center is nearing completion and Ray-Eye has already scored 12 station sales for its first program property, a 30-min. series called *Builder's Showcase*.

People: Jerry Hyams, Screen Gems vp & gen. mgr., and Lloyd Burns, international operations vp, are in Europe on a 2-week sales jaunt.

**MCA Outpoints Morris in Network Sales:** MCA and William Morris, the giants of the talent-agency world, have emerged from this spring's selling period with MCA the definite leader in sales for next season. MCA made 24 series sales (20 film, 4 live) vs. 14 for Morris (12 film, 2 live). MCA's list included 13 half-hour series, 10 hour series, and the Alcoa anthology (a combination of 14 half-hours and 14 hours). Morris series were 4 hours and 8 half-hours. Ten of the MCA shows were new, 5 of the Morris shows.

The MCA film series are *Mr. Ed, GE Theater, 87th Precinct, Thriller, Bachelor Father, Calvin & the Colonel* (animation), *Alcoa Hour, Plain & Fancy, Laramie, Alfred Hitchcock Presents, Checkmate, Wagon Train, The Adventures of Ozzie & Harriet, My 3 Sons, The Investigators, Frontier Circus, The Bob Cummings Show, Leave It to Beaver, Tales of Wells Fargo* and *The Tall Man*. The live shows: *Ed Sullivan, Jack Benny* (some on film), *Bob Newhart, Carnival Time*.

The Morris film series are *Adventures in Paradise, The Rifleman, The Danny Thomas Show, The Andy Griffith Show, Hennesey, The Dick Van Dyke Show, The Dick Powell Show, Mother Is a Freshman, The Joey Bishop Show, The Real McCoys, The Corrupters* and *Robert Taylor's Captain of Detectives*. The live shows: *The Garry Moore Show* and *Sing Along With Mitch*.

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**Westinghouse-Desilu Deal Dead?** The conversations in which Westinghouse Bcstg. Co. expressed interest in acquiring Desilu Productions are dead, we're told by usually reliable sources (Vol. 17:13 p10, *et seq.*). A major hitch: The demand by Desilu Pres. Desi Arnaz that he be signed to a personal-services contract at $250,000 a year and be retained as head of the company. Our check on this with Desilu brought a terse "no comment" from administrative vp Edwin Holly. He had met with WBC Pres. Donald McGannon in March to discuss the possible acquisition.

At Desilu, meanwhile, there was an exodus of executive personnel. Rudy Petersdorf, in the business-affairs dept. 4 years, left to join NTA as dir. of business administration. Others who left: Exec. producer Bert Granet, producer John Auer and general executive Lee Savin.

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Levathes Heads 20th-Fox Operation: For the 2nd time in 2 months, a TV-film executive has been placed in charge of over-all operations at a major Hollywood movie studio. This time it's Peter G. Levathes, pres. of 20th Century-Fox TV, who was named last week by 20th-Fox Pres. Spyros P. Skouras to supervise that company's facilities in movies as well as TV. Previously, Warner Bros. TV exec. producer William T. Orr had been placed in charge of all movie production, as well as TV, at Warners (Vol. 17:10 p5). But Hollywood observers were not ready to term this a trend, since Skouras' statement of the Levathes promotion did not clearly define his new duties. In addition, Robert Goldstein retains his position as exec. production head for movies. Sources at 20th indicated the re-alignment had been made to allow Goldstein to concentrate on creative work, while Levathes administers the studio operation.

Hour Trend May Cost Jobs: The trend to 60-min. series should result in loss of employment for TV-film-industry workers, believe Hollywood production executives. While over-all production volume may not be affected (and may even rise), fewer series in production means, said one executive, that "fewer people will be working more."

## Stations

**COLLINS SALUTES WOMEN:** Sex aside, women broadcasters "probably had to be at least just a little better than some man" to get & hold their jobs, NAB Pres. LeRoy Collins told applauding members of American Women in Radio & TV last week.

Keynoting the 10th anniversary AWRT convention in Washington, where 700 delegates swarmed through hotels & over Capitol Hill for May 4-7 sessions preceding NAB's own convention, Collins said broadcasting had not yet caught up with another medium—newspapers—in utilization of womanpower.

But women's situation in TV & radio is getting better, Collins assured them in his banquet speech. "Since becoming a participant in the broadcasting industry, I have been quite pleasantly surprised to learn of the number of women in executive positions in radio & TV," he said, citing growing "industry recognition that women can handle almost any job in broadcasting."

The jampacked convention agenda, preceded by 3 days of AWRT board & committee meetings, included a special White House tour, a news conference opened by Senate Majority Leader Mansfield (D-Mont.), inspections of broadcasting exhibits and an industry panel ("Looking Ahead") for which FCC Comr. Hyde was listed.

A special feature was a May 6 "Gold Mike" banquet at which winners of the annual *McCall's* magazine awards to women broadcasters for public service were scheduled to be presented. The "Gold Mike" winners: Pauline Frederick (NBC), Norma Goodman (KDKA-TV Pittsburgh), Sunnie Jennings (WRGB Schenectady, but now with KDKA-TV), Frances L. Morris (KWTV Oklahoma City), Polly Weedman (radio KOTA Rapid City, S.D.), Betty Adams (WBZ-TV Boston), Virginia K. Bartlett (WHDH-TV Boston). Judges of the *McCall's* contest included Collins and Ruby Anderson of WGN-TV Chicago.

Succeeding Washington newspaper correspondent & NBC panelist Esther Van Wagoner Tufty as AWRT Pres. was Montez Tjaden, public relations dir. of KWTV Oklahoma City.

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Collins on TV: Appearing on the May 4 *Today* show, NAB Pres. Collins expressed high regard for FCC Chmn. Minow, said that the Commission and broadcasters have the same objective: program improvement. Any "friction" between FCC & broadcasters, he said, would come only if they have strongly divergent approaches to the problem—but he didn't anticipate bitter disputes.

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SEC Hits Townsend Corp.: U.S. District Court in Newark has been asked by SEC to enjoin Investment Company Act violations by Townsend Corp. of America, investment firm whose interests include ownership of 3 AM stations—WKDA Nashville, KNOK Fort Worth and KITE Terrell Hills-San Antonio. In filing its court action, SEC charged that Townsend Corp., Townsend Management Co. and 9 directors of the 2 companies tried to evade registration requirements. It asked that the individual defendants be removed from office for "gross misconduct & abuse of trust" and that a receiver handle Townsend affairs.

Rename WJR, The Goodwill Station: Stockholders approved change in corporate title May 3 to The Goodwill Stations Inc. (radio WJR Detroit; WJRT Flint, Mich.; WSAZ-TV & WSAZ Huntington-Charleston, W.Va.).

**TV for Virgin Isles:** Virgin Islands' first TV station, WBNB-TV (Ch. 10) Charlotte Amalie, delayed by equipment deliveries, should get going by early June, reports exec. vp Robert E. Noble Jr., ex-ABC station relations (nephew of the late Ed Noble, one-time chief owner of ABC), co-owner with Pres. Robert Moss, ex-ABC, ex-NBC and former Martin Block producer. Their Island Teleradio Service also holds CP for radio WBNB (1 kw on 1000 kc) which they expect to inaugurate before year's end.

Encouraged as a territorial "pioneer industry", as were the commercial TV stations in nearby Puerto Rico (2 more being govt.-owned educational), WBNB-TV is designed to cover all of the Virgin Islands (pop. 33,000 with 200,000 annual tourist traffic) and populous Eastern Puerto Rico, notably big Roosevelt Roads naval base with its 30,000 people. Station will specialize in English-language programming, against Puerto Rico's dominantly Spanish-language TV stations, and expects to get shows from all 3 U.S. networks. Noble claims Virgin Islands already have 3,000 TVs, including the 400 served by William R. Lassinger's Texas Cable Co. (CATV) which proposes to add the WBNB-TV signals. Located on 1300-ft. Mountain Top Estates, St. Thomas, WBNB-TV has Jampro antenna, will use Gates transmitter, Dage cameras, RCA studio gear.

Also preparing to build, on St. Croix Island on Ch. 8, are owners of Puerto Rico's WORA-TV Mayaguez & WRIK-TV Ponce.

Note: Noble & Moss also have Canada Dry and other Virgin Island distributorships, hope to emulate ex-network announcer Ford Bond, who "retired" to St. Croix and has done extremely well in business there. Bond recently sold big landholdings to Rockefeller interests.

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Rochester Battleground: An educational-vs.-commercial programming battle-royal may be shaping up in Rochester, N.Y. over Ch. 13, which FCC proposes to drop in there as part of Rochester-Syracuse shifts (Vol. 17:17 p6). The prize: Public support for one or another of 4 prospective contenders for the new outlet. WVET-TV (Ch. 10) Rochester, which itself is taking over WROC-TV's Ch. 5, started things by offering 4 free hours to the Rochester Area Educational TV Assn. to show what it might offer on the air if FCC made Ch. 13 educational. Radio WSAY Rochester then demanded "equal time" on WVET-TV to demonstrate its ABC-TV programming plans if it wins Ch. 13 commercially. "Most unreasonable," retorted WVET-TV Pres. Ervin F. Lyke. Instead, he offered 4 free hours on WVET-TV to WSAY in combination with ABC-TV and 2 other prospective Ch. 13 applicants—Genesee Valley TV Co. Inc., organized locally as a bidder, and Star Bcstg. Co. (WCBF-TV), whose inactive CP for Ch. 15 was dropped by FCC in March (Vol. 17:12 p4). Lyke said he was setting aside 3-4 p.m. on 4 successive Sundays—May 21, May 28, June 4 and June 11—for Ch. 13 commercial challengers. WSAY's owner Gordon P. Brown said he'd try to work out joint programming arrangements with the others. RAETA's 4-hour educational stint was scheduled to start on WVET-TV May 7.

**Come & See Us!**

TELEVISION DIGEST subscribers and all others attending the NAB convention in Washington are cordially invited to the TELEVISION DIGEST suite, 706-708D, Sheraton Park Hotel.

## The FCC

**New ETV Criteria Urged:** FCC's proposals to convert a vhf channel in 7-station N.Y. & Los Angeles to educational use are all right so far as they go, but the Commission should take a broader look at ETV's vhf needs in the country, says the National Educational TV & Radio Center. In comments filed on FCC's notice that a "formal inquiry" on N.Y. & Los Angeles would be started (Vol. 17:14 p2), NET proposed that for all cities where all vhf channels already have been assigned commercially, the Commission start rule-making on ETV conversion if: (1) A channel has been abandoned. (2) Commercial programming hasn't been up to promises. (3) A community ETV group demonstrates that it's able to take over a going commercial operation and do a better job for the public. (4) "A reasonable price" is offered by a community group for station equipment which a licensee is willing to sell. Another comment on FCC's 2-city proposals came from the Riverside Church in N.Y. (FM WRVR), which has TV studios. It said that the Commission should make sure "all qualified institutions" would have access to a converted N.Y. vhf channel.

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**Agency Council Named:** FCC gen. counsel Max D. Paglin, ICC Chmn. Everett Hutchinson and SEC's corporation-finance div. dir. Manuel F. Cohen will represent regulatory agencies on the 11-member council of the Administrative Conference of the U.S., set up by President Kennedy (Vol. 17:16 p1). As expected, the President named Court of Appeals Judge E. Barrett Prettyman as council chairman. Other members of the council, which will pick at least 50 Conference members, are White House agency advisor James M. Landis, Columbia U. Prof. Walter Gelhorn, Boston-Edison Co. vp-gen. counsel Joseph P. Healy, Washington lawyer John D. Lane, Amherst College Prof. Earl Latham, Chicago lawyer Carl McGowan, Northwestern U. Prof. Nathaniel L. Nathanson.

**KORD Asks Renewal:** Protesting FCC's scheduled June 5 test-case promise-vs.-performance renewal hearing for KORD Pasco, Wash. (Vol. 17:14 p11), attorneys for the radio sttaion have asked the Commission to call it off and extend the license—even if only for a probationary short term. KORD said: "The designation for hearing of an initial application for renewal of license on matters of the kind here involved [no educational or discussion programs, too many spots] represents a departure from prior practice which raises grave policy questions. KORD's petition was accompanied by exhibits intended to show that the station's schedules weren't out of line with FCC policies. They included testimonials from civic groups & sponsors.

**JFK Orders "Ethics":** Top govt. officials & White House staffers are under new instructions from President Kennedy to watch their conduct in office. Carrying out part of his ethics-in-govt. recommendations in his message to Congress April 27 (Vol. 17:18 p2), the President issued an executive order May 5 which: (1) Prohibits officials from accepting payments from private concerns which have govt.-related business. (2) Bars office-holders from acting to increase their personal gain.

**Allocations Actions:** FCC has finalized its proposal to give Ch. 20 to WATR-TV Waterbury, Conn., replacing Ch. 53. The Commission also proposed to add ETV Ch. 46, to Lexington, Ky., substituting Ch. 75 for Ch. 46 in Bristol, Tenn., Ch. 80 for Ch. 60 in Richmond, Ky.

**Canadian TV-Radio Fees Challenged:** Radio CKAC Montreal initiated legal action last week to upset the govt.'s new licensee-fee schedule for privately-owned TV & radio stations. The new fees, based on a percentage of gross (1% to $200,000; 1½% on additional), are expected to skyrocket the govt.'s take to $3 million from the $600,000 obtained under the previous schedule. Heretofore, fees were a fixed amount based on station volume—*e.g.*, $100 on $25,000 revenue; $1,000 fee on $100-200,000; $6,000 on revenue in excess of $400,000.

The Montreal station asserts that the new schedule is invalid—on grounds that an assessment on a percentage of gross is a tax & not a license, and only Parliament can impose a tax. The new rates were established by an order-in-Council passed by the Prime Minister & his cabinet.

CBC is not involved because it is a Crown corporation, or govt. agency, and pays no license fee.

Other Canadian news:

John B. Lewis, Montreal insurance broker, has been appointed to the BBG, succeeding Mrs. R. G. Gilbride.

The Canadian Dept. of Transport, in deference to the broadening space age, has removed "satellite" from the catalog of broadcast terminology. Henceforth, outlets which operate from a parent station and have no local origination will be identified as "rebroadcasting stations."

CBC has applied for BBG approval to establish rebroadcsting TV stations at Grande Prairie and Peace River, Alta.; Dryden and Sioux Lookout, Ontario.

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**Former Nixon Aide Sees Press-TV Threat:** Onetime Vice-Presidential press secy. Herbert G. Klein charged last week that newspapers, particularly chains and those owning TV stations, were endangered by the Kennedy administration. Klein, now editor of the *San Diego Union*, asserted: "At a recent Women's National Press Club 'trial-balloon' dinner, Edwin Guthman, special asst. to Attorney General Robert Kennedy, said antitrust laws 'should be applied to prevent newspapers from owning radio & TV stations and vice versa.' He also urged the application of laws against group newspapers. This is . . . raw blackmail. The implication would be that those newspapers who are considered friendly to the administration would be spared, but there is a club to be held over the heads of the large newspaper operators who may be critical of young Bobby or his brother." Commented Guthman: "I don't know if Mr. Klein was present when I spoke. But if he was, he completely missed the point."

**N.J. Fights for TV:** A 14-member industry-labor-education citizens' committee has been named by N.J. Gov. Robert B. Meyner to see what can be done to hold on to the state's only home-based TV—WNTA-TV Newark-N.Y. And Attorney Gen. David D. Furman has been instructed by Meyner to get busy with his law books in preparation for intervention in the impending transfer of the NTA station to a N.Y. educational group (Vol. 17:16 p14). Furman also is drafting comments in opposition to FCC's proposals to designate a N.Y. vhf for education (see next column). Paul Busse, exec. dir. of the Greater Newark Development Council, is "project officer" of the citizens' group, assigned to explore problems involved in maintaining a TV station foothold on Jersey soil. Busse was in Washington May 3 on a feeling-out tour of Congressional & FCC offices.

**Bartell Bcstg. Stock Sale:** Process Lithographers, N.Y. printing concern, has agreed to purchase for an undisclosed cash sum about 22% of Bartell's 650,000 authorized but unissued capital shares.

**Program-Form Comments:** Texas Assn. of Broadcasters doesn't find FCC's proposed program form seriously objectionable, but Michigan Assn. of Broadcasters does. The former filed comments commending the Commission for its concept of asking stations to give pictures of their programming in "narrative" form. However, the Texans want clarification of "primary service area" of AM stations. They prefer a narrative statement on controversial issues and express concern over the difficulty of advance-reviewing programs—particularly those from networks. The Michigan group summarized its objections thus: "It would place an enormous additional burden upon broadcasters already plagued with heavy governmental requirements at federal, state & local levels. What is more critical, it would work against the public interest, since it compels stations, regardless of the character of the communities in which they operate, to program in a uniform fashion and would unduly restrict their efforts to provide quality programming to meet the special & distinctive needs & interests of their particular audiences."

**Add Program-Form Comments:** FCC must take care that its proposed program-form changes (Vol. 17:18 p6) don't lead to Commission interference with broadcasters' "primary duty & privilege to select the material to be broadcast," Storer Bcstg. Co. warned in comments on the plan. Storer agreed that FCC has the right to determine whether station licensees are "reasonably responsive to the needs & interests of the public they serve." But this shouldn't lead to any requirements that stations must consult with selected civic leaders before programs are selected, since that would interfere with the right of licensees to manage their stations, Storer said.

**Uniform Program Log:** National Council of the Churches of Christ, telling FCC that it approves of the objectives sought in the proposed program-form revision, urged it to start rule-making on a new "uniform program log" with a comments deadline of June 1, the same as that of the program form. You can't measure promise vs. performance, the Council told the Commission, unless you have a uniform log to go by—and it appended its suggested form.

**MST Allocation Comments:** Use of uhf TV band 800-830 mc in Alaska for scatter communications (Vol. 17:16 p4) isn't opposed by Maximum Service Telecasters. The reasons, MST told the FCC, are that the band wouldn't be deleted from TV, no interference to TV would be allowed, the area involved is remote & small, there's an urgent defense need. MST continues to oppose efforts of the U. of Illinois to get Ch. 37 for radio astronomy, asserting that the school's petition for reconsideration is without merit (Vol. 17:16 p4).

**FCC Seeks Record-Copying Bids:** Contracts to supply the public with copies of various FCC records will be let by FCC, which is now seeking bids. One is a list of frequency assignments, now available through an informal EIA-FCC arrangement. Another covers photocopies of AM directional patterns and similar data, now handled through contract with the Goetz Co., Washington, that expires June 30. The Commission will accept separate bids for the frequency list, antenna patterns, "other records."

**Clear-Channel Decision Delayed:** FCC has decided to defer for several weeks a final action on the long-pending AM clear-channel case, thus bringing it beyond the May 7-10 NAB convention. There had been considerable speculation that action would come before the convention.

**Wholesale Deintermixture Urged:** Uhf-backed Committee for Competitive TV, headed by William Putnam, WWLP (Ch. 22) Springfield, Mass., petitioned FCC last week to make the following areas all-uhf: Montgomery, Hartford, Champaign-Urbana, Evansville, Binghamton, Erie, Lancaster-Harrisburg-York-Lebanon, Columbia, Madison. Other vhf-uhf areas, with little uhf conversion, should be made all-vhf, it said. Also filed last week was a petition by radio WVOK Birmingham, seeking the addition of Ch. 3.

**Station Orphaned:** Unless someone claims radio KBLT Big Lake, Tex., FCC says it will cancel its license and open its frequency for new applications. The history: (1) License transferred from Jim Sample & Donald Boston to Don Renault on April 29, 1959. (2) License transferred from Renault to Brown Morris on Jan. 11, 1961. (3) Morris died about Feb. 8, 1961. (4) Station went off air Feb. 9 without FCC permission. (5) Representatives of Renault & Morris told the Commission that neither would take responsibility for the station. Upshot: the Commission said that either party better take over the station or ask for a hearing wihin 30 days—or the license is dead.

**Vhf Translator CPs:** Ch. 12, Lovell, Wyo., to Lovell Byron Cowley TV; Ch. 10 & 6, Broadus, Mont., Broadus TV Club; Ch. 8, Wyodak, Wyo., Wyodak TV Assn.; Ch. 4, Gillette, Wyo., Gillette TV Assn.; Ch. 13, Monticello, Ky., Alex Radio & TV; Ch. 12 & 9, Sundance, Wyo., Sundance Community TV Assn.; Ch. 5 & 12, Powell, Wyo., Town of Powell.

**Conelrad Rules Revised:** FCC has followed up the April 28 civil defense drill (Vol. 17:18 p6) by revamping its Conelrad rules & manual to bring them up to date. Among procedures spelled out in the revisions: (1) Use of AP & UPI teletype networks. (2) Chain of command from the North American Air Defense Command. (3) Functions of FM state defense networks.

**CBS-TV to Interview Minow:** FCC Chmn. Minow will discuss his views on broadcasting on CBS-TV's *Washington Conversation* May 14. Paul Niven will interview.

**Uhf Translator CPs:** Ch. 70 & 80, Malibu, Cal., to R. F. Edouart.

**Sale Approved by FCC:** Radio KIOA Des Moines, for $600,000, to Star Bcstg. Inc. (George A. Bolas, pres.).

## Technology

**Space Decision in FCC Lap:** With the filing last week of industry comments on space communications ownership & operations, the FCC is presumably in position to decide how the systems should be handled. With the exception of Lockheed & GE (Vol. 17:18 p6), the industry seems agreed that only common carriers should own the facilities. Lockheed & GE believe that space "hardware" makers and the general public should be allowed to participate in ownership. The consensus is that all carriers should have free access to the facilities and that there are no antitrust problems concerning joint ownership & operations. Notable is the fact that AT&T has liberalized its position, suggesting possible greater participation by others. Those filing included: AT&T, RCA, ITT, Lockheed, Western Union, GT&E.

**Space CP:** Ground-based space transmissions to the moon & passive satellites have been authorized to Westinghouse Bcstg. Co. (Vol. 17:16 p5). WBC will use 5,500 mc, 2 kw, at Friendship Airport, near Baltimore.

## Congress

**ETV Hearings On Again:** The fate of federal-aid-to-ETV legislation, passed by the Senate but snagged in the House, may be decided next week. House Commerce Communications Subcommitte Chmn. Moulder (D-Mo.), who suspended hearings on a half-dozen bills in March after HEW Secy. Abraham Ribicoff came out against the Senate's $1-million-per-state subsidy plan (Vol. 17:13 p2 *et seq.*), set May 17-18 for new hearings. The principal witness will be Ribicoff, who is expected to repeat the Kennedy administration's opposition to outright, blanket ETV grants. Moulder also will submit replies to Subcommittee questionnaires sent to governors, asking what ETV plans the states now have. The questions included: (1) Do you need $1 million from the govt. for ETV? (2) Assuming you get it and build an ETV station, what assurances can you give that operating funds will be available without further federal assistance? Replies have ranged all over the ETV lot, one Subcommittee source told us, indicating no clear consensus on requirements in the states.

**Small Stations Exempted:** TV & radio operators in smaller communities won't have to pay overtime to announcers, news editors and chief engineers under terms of the Kennedy administration's minimum-wage legislation which was finally passed by Congress May 3. The House approved a Senate-drafted amendment (Vol. 17:17 p8) exempting: "Any employe employed as an announcer, news editor, or chief engineer by a radio or TV station, the major studio of which is located (a) in a city or town of 100,000 population or less, according to the latest available decennial census figure as compiled by the Bureau of Census, except where such city or town is part of a standard metropolitan statistical area, as defined & designated by the Bureau of the Budget, which has a total population in excess of 100,000, or (b) in a city or town of 25,000 pop. or less, which is part of such an area but is at least 40 airline miles from the principal city in such area."

**Exemption for FCC Reservists:** At FCC's request, Senate Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a bill (S-1689) exempting members of the Commission's National Defense Executive Reserve from conflict-of-interest provisions of the Communications Act. In asking for the legislation, FCC Chmn. Minow pointed out that broadcasters recruited for the Executive Reserve would be unable to take over Commission duties in times of national emergencies because the law bars FCC employment of anybody who has financial interests in TV or radio fields. In the House, an identical bill (HR-6579) was submitted by Commerce Chmn. Harris (D-Ark.).

**Licenses for Samoans:** Such U.S. nationals—but noncitizens—as natives of American Samoa will be eligible for FCC radio operator's licenses under terms of a bill (S-1589) by Senate Commerce Committee Chmn. Magnuson (D-Wash.). The measure was introduced at the request of the Interior Dept., which pointed out that the Communications Act now limits licenses to citizens, causing hardship to Samoans who man ships. House Commerce Committee Chmn. Harris (D-Ark.) sponsored a similar measure (HR-6578).

**Agency Hearings Set:** Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee has scheduled May 18-19 hearings on his bill (S-1734) to upgrade agency hearing examiners into decision-making status (Vol. 17:18 p7). Sen. Long (D-Mo.) is co-sponsor of the measure with Sen. Hart (D-Mich.).

**Space Hearings Delayed:** Scheduled hearings last week by the House Science & Astronautics Committee on commercial use of satellite communications (Vol. 17:18 p7) were postponed until May 8-12. Chmn. Brooks (D-La.) had intended to explore all aspects of proposals for exploitation of space by N.S. companies (see p. 16) in hearings starting May 4. But his Committee got tangled up instead with the fiscal 1962 budget for the National Aeronautics & Space Administration, finally voting a $1.36-billion authorization. In a space-related proceeding, the Senate Foreign Relations Committee meanwhile conducted a one-day hearing on ratification of 1959 Geneva radio regulations. Witnesses urging U.S. approval of the Geneva treaties, which laid groundwork for international space allocations, included FCC Comr. Craven (who led the American delegation at Geneva) and Asst. Secy. of State Edwin M. Martin.

**FCC Asks New Sanctions:** At FCC's request, Senate Commerce Committee Chmn. Magnuson (D-Wash.) has introduced a Communications Act amendment (S-1668) authorizing the Commission to impose fines of up to $500 on operators of safety & special-service radios for infractions of rules. FCC now can revoke licenses or issue cease-&-desist orders against the operators. But Chmn. Minow complained in a letter to Magnuson that such disciplinary measures are "too cumbersome" to control "a marked increase in the number of violations" in recent years. Minow said FCC's latest count of call letters assigned in the 2 license categories totaled 679,188. An identical bill (HR-6581) was introduced by House Commerce Committee Chmn. Harris (D-Ark.).

**House Unit Filled Out:** Freshman Rep. Thomson (R-Wis.) has replaced Rep. Avery (R-Kan.) on the House Commerce Communications Subcommittee following Avery's reassignment to the Rules Committee (Vol. 17:15 p5). Thomson goes to the bottom of the GOP seniority roster of the Subcommittee, which is headed by Rep. Moulder (D-Mo.). Thomson also is a junior member of the new Regulatory Agencies Subcommittee headed by Commerce Chmn. Harris (D-Ark.).

**Duty-Free TV Imports:** Tariff exemptions for sound recordings, films and slides imported into the U.S. by educational institutions for non-profit TV & radio programs would be continued under a bill (S-1715) introduced by Senate Commerce Committee Chmn. Magnuson (D-Wash.). Such imports were declared duty-free in a 1958 amendment to the 1930 Tariff Act, but the exemptions are due to end July 1.

**Tower Bill Advances:** The Senate Commerce Committee has approved an FCC-requested bill (S-684) amending the Communications Act to require owners of unused broadcast-transmission towers to keep them painted & illuminated. Similar legislation against air-navigation hazards was sought unsuccessfully by Commission last year.

**CATV Bill Reaches House:** FCC-drafted legislation authorizing the Commission to regulate but not license CATV systems has been introduced in the House by Commerce Chmn. Harris (D-Ark.). His bill (HR-6840) is similar to a Senate measure (S-1044) submitted in February by Sen. Engle (D-Cal.) at FCC's request (Vol. 17:9 p4).

**It's Just "Commerce":** The name of the Senate Committee on Interstate & Foreign Commerce has been officially shortened to the Committee on Commerce. Without dissent, the Senate agreed to a resolution (S. Res. 117) by Chmn. Magnuson (D-Wash.), cutting it down (Vol. 17:14 p17).

# Television Digest

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WALTER H. ANNENBERG, *President*
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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** A. Donovan Faust, gen. mgr. of WJRT Flint, appointed vp-gen. mgr., WJRT Div., The Goodwill Stations Inc.; James H. Quello named vp-gen. mgr., WJR Div. (radio WJR Detroit); C. Thomas Garten named vp-gen. mgr., WSAZ Div. (WSAZ-TV & WSAZ Huntington-Charleston, W. Va.); William D. Birke, pres. of Huntington Publishing Co. & former pres. of WSAZ-TV & WSAZ, elected a director of The Goodwill Stations Inc.

Maitland L. Jordan, mgr. of radio KOMO Seattle, named sales mgr. of KOMO-TV, and is due to become KOMO-TV gen. sales mgr. this summer, succeeding William J. Hubbach, who will become gen. mgr. of upcoming Ch. 2 station in Portland, Ore. . . . Jack Donahue promoted to new post of national sales dir., Martin F. Connelly to national sales mgr., KTLA Los Angeles.

John McAvity promoted to Eastern sales service mgr., ABC-TV . . . Larry Pickard, ex-*Dave Garroway Today Show*, appointed to new post of dir. of news & special projects, WBZ-TV Boston . . . Larry Lazarus resigns as controller of Crowell-Collier Bcstg. Corp. to form his own business management & tax consultant service . . . Dean Falkner, ex-KOA-TV & KOA Denver, forms Broadcast Promotion (Box 1116, Denver) catering to TV-radio stations which don't have their own promotion departments.

Joseph C. Drilling, ex-KJEO Fresno, Cal., appointed managing dir., WJW-TV Cleveland. He was Cal. Bcstrs. Assn. pres. . . . Charles R. Bergh promoted from salesman to central div. mgr., NBC-TV Spot Sales . . . George A. Baker, co-owner of radio WALY Herkimer, N.Y. and former NBC-TV Washington director-producer, joins Greater Washington Educational TV Assn. as mgr. of planned Ch. 26 station . . . Garry Greenberg named news dir., KVOA-TV Tucson.

John Neal Wheelock, FTC career employe since 1937, appointed exec. dir.; James McInnes Henderson, attorney in appellate div., promoted to gen. counsel . . . M. Spencer Leve retires May 31 as vp of NT&T and pres. of its subsidiary, Fox West Coast Theaters Corp.

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Awards: Albert Lasker Medical Journalism Awards of $2,500 each to CBS-TV for "Biography of a Cancer," an account of Thomas Dooley's struggle with the disease, and to KCRA-TV Sacramento for a program on mental illness.

## Foreign

**Latin-American 'Eurovision' Urged:** Addressing a May 7 meeting of the Inter-American Assn. of Bcstrs. in Washington, NBC Chmn. Robert W. Sarnoff forecast a new era in hemisphere communications. "Growth lies in international networking—as the broadcasters of Europe have demonstrated with far greater handicaps of language & differing technical standards," he said. "The basic obstacle has been the enormous cost that would be involved in tying the TV systems of our various countries into a network."

The best starting point for such a system, Sarnoff said, would be "a regional TV network paralleling the Common Market that has already been projected by 7 Latin-American countries." Hinting that NBC might well become involved in such a project, Sarnoff said "I would certainly look to the prospect of establishing ties between such a network & North American TV broadcasters."

Much the same Eurovision-type exchange of programs between Western Hemisphere nations was urged May 6 at the IAAB meeting by Donald W. Coyle, pres. of ABC International TV Inc. "We must create a common market of communications," he said. "Without question, TV's international future is a dynamic fact of the present."

Three factors, said Coyle, aid the concept of international TV between North & South America: (1) "We have a great advantage in that only 3 major languages are spoken . . . as compared with Asia's innumerable dialects & Europe's multi-lingual condition." (2) The nations of the Western Hemisphere fall into the same time zones and "the absence of time differential makes possible live coverage of events as they happen." (3) "Our broadcasting systems are relatively free of government control . . . We are our own masters."

The weekend schedule for IAAB included a State Dept. reception and a speech by exiled Cuban broadcaster Goar Mestre. Dr. Raul Fontaina of Uruguay is IAAB president.

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New Argentine Station: LV89-TV Mendoza (Ch. 7) became that country's 6th operating TV outlet, with a 2-kw U.S.-built transmitter. Also starting operation recently was a booster station in Rosario (Ch. 7) repeating programs of LS82-TV Buenos Aires (Ch. 7). LS84-TV (Ch. 11) is now in the signal-test stage, reports the U.S. Embassy in Argentina, and is due to be the next starter. Argentina plans to allocate channels for 26 additional stations in the provincial cities. The country is the only one on the Western Hemisphere mainland which uses the Western European 625-line standards, although its channel frequencies are the same as those in the U.S.

Austin Co. Expands: The international engineering & construction firm, which has done extensive building of broadcasting plants, recently announced formation of new firms in Australia & Argentina, to provide its services to American firms in those countries. Austin-Anderson (Australia) Pty. Ltd., Sydney & Melbourne, will be managed by A. J. Anderson, founder & managing dir. of A.J. Anderson (Australia) Ltd., industrial building specialists. Austin-Graziani S.A., Buenos Aires, is jointly owned by Austin and the Graziani family, engineering & construction specialists. Austin also offers its services in Canada, Mexico, Brazil, U.K. & France.

New British TV Station: Westward TV began programming April 29 at The Crescent, Plymouth.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**WHOSE FM STEREO SYSTEM? WHOSE PATENTS?** Industry infighting erupted, on schedule, over the FM stereo system chosen April 20 by FCC (Vol.17:17 p1). Two firms—GE & Crosby Teletronics—posted royalty schedules for those who wish to make stereo transmitters, receivers or adapters. Zenith protested to FTC over GE's claim that it had invented the system. Another firm, Multiplex Services Corp., complained to FCC, Justice & FTC about GE's plans to hold stereo seminar for royalty-payers only.

Here are highlights of the confusing developments:

GE informed receiver manufacturers that it will charge royalties of 25c per adapter, 50c per receiver, $50 per transmitter, on all sets made to use the FCC-approved FM stereo system. At the same time, it announced a symposium May 15 in Utica, N.Y., on principles & manufacturing techniques for the stereo system. Admission price is $1,000 for receiver manufacturers, $250 for transmitter makers—the money to be credited against royalty payments. GE has patent applications pending.

Zenith Pres. Joseph S. Wright protested to FTC & GE Chmn. Ralph Cordiner against newspaper ads which claimed the chosen FM stereo system was "pioneered & proved by GE." A former FTC attorney himself, Wright told FTC that Zenith had pioneered the basic system and had made public the details July 16, 1959, six months before "GE abandoned its previously recommended system and proposed [that] a system almost identical to Zenith's be adopted." He asked FTC to "investigate the matter & use its power to stop this unfair method of competition." He accused GE of launching "a deliberate campaign of misrepresentation." In a wire to Cordiner, he urged a halt to "flagrant misappropriation by publicity."

At FTC, there was no evidence by week's end that the Commission was doing anything about the protest beyond noting & filing it.

Then GE was heard from. Radio-TV receiver div. gen. mgr. Hershner Cross stated that GE's big contribution to the system ("the use of a pilot signal in lieu of a subcarrier signal with the pilot having a frequency that is a subharmonic of the suppressed carrier") was, in fact, later adopted by Zenith in an amendment to its system standards. A counter-reply from Zenith called the GE development "only a minor variation in the system developed by Zenith." And so on.

Zenith is asking no royalties—at least not for the present. Zenith Pres. Wright told us at week's end that his company has "no intention of attempting to license manufacturers under our patent applications"—like GE, Zenith has patent applications on file. "The patent situation won't be clear for some time," he said. Zenith is willing to discuss techniques and share its know-how with the industry, he added.

Along comes Crosby Teletronics, meanwhile, saying that its 1958 FM stereo patent covers general principles of the GE-Zenith (Zenith-GE) system, and sending forms for manufacturers to apply for licenses. Although the Crosby FM stereo system was rejected by FCC, Pres. Murray Crosby told us last week his patent covers the plus-&-minus principle of stereo multiplexing "plus the method of obtaining a signal-to-noise gain using this principle."

Crosby is asking royalties on receivers & adapters of 50¢ per unit for the first 25,000 units manufactured, and 25¢ per unit thereafter. Crosby told us that he would invite manufacturers to a "free" seminar on engineering techniques & know-how. He pointed out that Crosby already has 21 licensees—all of which had taken out licenses before FCC chose Zenith-GE (GE-Zenith) system. Biggest Crosby licensee is Admiral. Others include Heath (Daystrom), Fisher, Harman-Kardon, Pilot, Sherwood.

And that's not all. Pres. William Halstead of Multiplex Services Corp., another unsuccessful contender in the stereo-system sweepstakes, wired FCC, FTC & Justice Dept. at week's end, protesting GE's policy of charging $1,000 admission to its symposium as "an attempt to extort an advance license payment of an

unreasonable amount from manufacturers in the face of a questionable patent situation." He told us he planned to petition FCC to overturn its stereo decision on the grounds that the chosen system would degrade monophonic reception, be a potential source of "serious interference" with such subsidiary multiplex services as background music and cause extreme difficulty in attempts to network FM stereo via off-the-air relay. Halstead added that he, too, is in "a good patent position in multiplexing" and that his patents might cover "certain practical aspects" of design for receivers to be used with the chosen system.

Most set makers aren't too worried about the intra-industry squabbling. However, they do want to get as much receiver-design know-how as possible. Therefore, the seminars (and Zenith's offer to share its technical knowledge) are important to them. In the meantime, engineering staffs are working day & night and weekends in an attempt to have acceptable receivers ready this fall.

Patent-royalty situation will be turned over to corporate lawyers in most cases. No manufacturer is going to let patent mixup stop him from making receivers. If public accepts FM stereo, manufacturers will gladly pay reasonable royalties—and they won't care to whom. Lawyers will be battling over the "to whom" for many years after FM stereo becomes a household term.

(Other stories on FM stereo in this issue: Motorola survey indicates 45% of FM stations plan stereocasting, p. 2; two types of stereo adapters required, see below.)

**TV-RADIO PRODUCTION:** EIA statistics for week ended April 28 (17th week of 1961):

| | April 22-28 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 103,418 | 101,043 | 110,499 | 1,720,166 | 2,001,998 |
| Total radio | 298,512 | 271,157 | 301,665 | 4,703,269 | 5,696,029 |
| auto radio | 111,367 | 85,756 | 97,682 | 1,452,781 | 2,263,057 |

***More about***

**FM STEREO ADAPTERS:** The battle of the adapters is about to begin. Regardless of the outcome of claims about who invented the FCC-approved system and who owns patent rights (see above), there's going to be plenty of dispute for quite a while on the value of stereo adapters, their quality and their marketability.

Obviously, the most practical place for an adapter is in a stereo-phono-FM console, which already has a 2-channel amplifier & 2 speaker systems. For table-model FM sets, an adapter must also incorporate a separate amplifier & speaker system, at the minimum. In some cases, it must also include a detector system.

It's still too early to say what ingenious approaches industry engineers will come up with, but one prominent industry engineer gives this analysis of the possibility of using adapters with FCC's chosen FM stereo system:

"Only about 30% of the existing FM receivers will work with the simple single-tube adapter which has been proposed. As I see it, there must be 2 different types of adapters on the market. The simple type of adapter will work with any good FM set which uses a ratio detector. But unfortunately, about 70% of the sets now being used employ a limiter-discriminator type of detector.

"Used with a limiter-discriminator set, the simple adapter won't give satisfactory performance. With this type of set, a more elaborate adapter will be required—one with an extra tube & diode—which will, in effect, replace the detector in the FM set. In either case, however, one or the other type of adapter should work with any reasonably good set on the market which now has a muliplex ouput jack, or on a set which doesn't have such a jack, if it's connected to the output of the detector. This should be true of low-priced as well as high-priced sets."

Zenith still stands firm in its resistance to adapters of any type. Pres. Joseph Wright told us last week that his company believed that adapters would be unsatisfactory from both the technical & marketing standpoint. He said, however, that recent Zenith stereo phonos are equipped to receive drop-in FM tuners and that Zenith will offer complete stereo FM tuners to fit these sets.

Another angle of the adapter story was brought up last week by Lafayette Radio Electronics Pres. Abraham Pletman. Said he: "Once multiplex is installed in an FM set, the set will have to be re-aligned and an FM antenna will have to be used if multiplex [stereo] is to be received at all. 'Rabbit ears' won't do it. FM antennas range in price from $3 to $30." Lafayette plans to market 5 types of adapters by the end of summer, he said, in both kit & wired form. They'll range initially from $25 to $100.

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**Mergers & Acquisitions:** Thompson Ramo Wooldridge has acquired a 94% interest in Radio Condenser Co. via a stock exchange (Vol. 17:1 p19). The Camden, N.J. firm will be operated as a subsidiary by its present management, headed by Pres. Albert Shafer. The acquisition involved the exchange of one share of Radio Condenser for 0.2374 share of TRW ● Oak Mfg. is "actively" negotiating for the acquisition of 4 companies which manufacture products related to Oak's lines of electronic components, Pres. E. A. Carter told the annual meeting last week. Stockholders approved the doubling of authorized shares to 2 million ● Belock Instrument has purchased for stock Diners' Record Club (not affiliated with Diners' Club Inc.), which distributes stereophonic records to a national membership on a monthly basis.

**Man-Made Stylus Diamonds:** GE is investigating use of its artificial man-made diamonds in phono styli. Initial results of the study are said to have indicated that synthetic diamonds are superior to natural ones for hi fi.

**Du Mont TV for Plaza:** New York's luxuriously appointed Plaza Hotel has ordered 1,000 Du Mont TV sets—including about a dozen color sets—for installation in its guest suites, DuMont Emerson Corp. announced.

**RCA SALES RECORD:** Although profits were down 8% —to $12 million—RCA's sales of $361.7 million set a new first-quarter record for the company, Pres. John L. Burns told 1,714 shareholders last week in NBC's big Studio 8H in Rockefeller Center (see financial table).

"For the year as a whole," said Burns, "RCA's sales & profit expectations are optimistic. Six important areas of our business are hopeful of record earnings. If the national economy continues its upward momentum, RCA's sales & earnings should surpass last year's levels." Both Burns and Chmn. David Sarnoff pointed out that the decrease in earnings resulted from continuing expenses in the data-processing field. But, said Burns, these expenses have reached their peak, and "we expect they will decline appreciably, beginning next year."

RCA's elaborate stockholder show seemed to be keyed to space, NBC News & color (see also p. 6)—all 3 coming in for considerable attention and keynoted in a huge 3-dimensional stage backdrop. It was an affectionate meeting, even normally dissident minority-stockholder spokesmen joining in the love feast with tributes to Gen. Sarnoff & RCA, and with very few barbed questions. Traditional needlers Lewis Gilbert & Wilma Soss were full of praise for the company's policies, and Gloria Parker, who nearly broke up the 1959 meeting in a handbag-swinging melee (Vol. 15:19 p24), was understood to have come & gone without opening her mouth. The United Shareholders of America presented RCA an award for "good management-shareholder relations."

Highlights of the meeting, by topic:

**Reaching for the moon:** RCA always unveils a surprise —usually a photogenic one—at stockholder meetings. This year it was the "moon crawler," or lunar exploration vehicle, a 4-legged monster with a TV eye designed for remote-controlled exploration of the moon. The 3,000-lb. vehicle was said to be "representative of concepts being developed in a continuing study program" by RCA Labs.

**Consumer products:** Burns noted a "strong revival of consumer buying interest in many areas [and] the better-than-usual spring rebound in home-building." Sales of consumer products, he added "improved markedly in the first quarter."

**Color TV:** "No segment of consumer products gave us more encouragement than color TV," said Burns. Reiterating that color-receiver sales "now contribute approximately one out of every 3 dollars of RCA's total TV sales, and an even larger share of receiver profits," he predicted that "9 companies will soon be driving for a major marketing breakthrough in color." (By latest count, 8 major TV firms have announced color sets.)

**FM stereo:** "All our new [Victrola] equipment coming out in May will [be] designed to receive stereo FM broadcasts, and we will follow this with an appropriate line of stereo radios."

**Competition:** Asked whether "we should allow competitors, including such great joys to the stockholder as Zenith and Magnavox, to run ahead of us on color profits," Gen. Sarnoff replied that RCA cannot determine who should make color sets, and welcomes such competition. Then he added: "You can't compare the operations of RCA with those of some small competitor—we spent money on research without which the other companies wouldn't exist. If you look back over the history of radio, you will see that some of the greatest names—and 'greatest joys to the stockholders'—are dead."

**Pay TV:** Also answering a stockholder query, Sarnoff said: "As far as we're concerned, we don't believe in toll TV. On the other hand, we won't obstruct this [RKO-Zenith] experiment. We don't believe it will succeed. If it proves to be a success, we would have no objection to going into toll TV."

**Ownership of space communications:** "Within the next decade," said Sarnoff, "world-wide satellite communication will be possible on a more economical & more reliable basis than with existing facilities. All potentialities of world-wide communication should be made available to all, and it doesn't matter who owns it."

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**RIAA Traps Counterfeiters:** Undercover work by the Record Industry Assn. of America helped to break up an alleged ring of phono-record counterfeiters in a dramatic raid at N.Y.'s swank Plaza Hotel last week. According to police, the group was planning a nationwide phony-record operation for the pressing of some 20,000 bootleg records a week with a profiit of more than $1 million a year.

In a dramatic 9 p.m. news conference May 2 at the Plaza, Nassau County District Attorney Manuel W. Levine told how the arrests had been made just 90 minutes earlier in the same hotel. The news conference had been called the preceding day by RIAA exec. dir. Henry Brief, who declined at the time to announce the topic of the conference.

Undercover work by RIAA & police depts. of Nassau County, N.Y. City and Nyack, N.Y., succeeded in gathering together the participants in the alleged counterfeiting venture for a "business meeting" in a deluxe suite at the Plaza. Host of the meeting was "Big Mike," known to members of the venture as self-proclaimed "rackets boss," potential financier, bogus-record distributor and general fixer. After drinks & dinner, "Big Mike" stood up to make an important announcement. "You're under arrest," he told his erstwhile henchmen. "Big Mike" in real life was Inspector John Lada of the Nassau County police.

Arrested in the startled group and charged with grand larceny & conspiracy to violate trademark laws & to commit grand larceny were: Norman Berman, pres. of Monarch Productions Corp., N.Y. TV-film producer-distributor; Milton Rabuse, real estate man of Little Neck, N.Y.; Rev. Richard L. Engel, owner of Bibletone Records, East Orange, N.J.; Harold Zatal of the Starr Offset Photo Service, N.Y. Arrested separately was Henry Arak, head of Aqua Life Products, Brooklyn. The arrested men pleaded not guilty the next day in Nassau County Court.

Police said members of the group had boasted that they had turned out 50,000 copies of "Persuasive Percussion," a stereo LP which lists at $5.95 (Command label). On the group's list for future counterfeiting reportedly were "Do Re Me," "Calcutta" (Lawrence Welk), "Great Motion Picture Themes" and "Nice & Easy" (Sinatra).

Last week's arrest dramatized an increasingly important problem in the record business. RIAA Pres. George R. Marek (RCA Victor) estimated that counterfeiting "drains some $20 million a year from the music industry." One of the undercover police told us record counterfeiting now "seems to be more profitable than dope-peddling."

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**Bogus Record Ban:** Counterfeiting of phono records would be a Federal offense under HR-6354 by House Judiciary Committee Chmm. Celler (D.-N.Y.). In addition to setting up criminal penalties, the measure provides civil remedies by which legitimate manufacturers can collect damages from counterfeiters.

**SCOTT TV-STEREO LINE DUE:** Scott Radio Laboratories this summer will rejoin the list of old TV brand names being revived under new management—a list which includes Capehart, Philharmonic (a Symphonic private brand), Sonora, all of which resumed after a hiatus.

The new Scott Radio Labs is no corporate relative of the Midwestern firm which made a name for itself in radio with super-powerful sets but which didn't cut much ice in TV, and eventually was sold to John Meck interests in Chicago, later showing up as a private brand in Liberty Music Stores, N.Y. It also is not related to H. H. Scott Co., maker of hi-fi components, which sometimes is confused with the old Scott.

All rights to the Scott Radio Labs name have been purchased by a group headquartered in Annapolis, Md., which will debut a stereo line (with some TV) at next July's Music Industry Trade Show in Chicago. Liberty Music Stores currently is liquidating its Scott-branded merchandise, under the arrangement.

The new Scott Radio Labs is headed by Pres. Leon J. Knize, former Stromberg-Carlson sales mgr., with Richard W. Jones, ex-Stromberg asst. sales mgr., as vp, and Stanley Bogard, a Symphonic Radio founder, engineering vp.

Scott will emphasize high-quality console stereo systems built around a unique reflective speaker system which provides great flexibility of cabinet design. The speaker system, already being sold separately in several audio & music stores, features loudspeakers mounted in the rear of the set facing the wall, in effect using the wall as the audio source and providing an extremely wide spread of sound, according to vp Jones. The system makes possible good stereo in a cabinet 45 inches wide, Jones told us—and a TV chassis can easily be mounted in the same cabinet without requiring additional space.

Scott plans to introduce a "full line" of phono instruments, including portables, consoles, radio-phonos & TV-stereo theaters, according to Jones, and may also show portable & console TV. Whether Scott will make its own TV chassis or buy from others is "not yet set," Jones said.

The stereo line will be priced from $369.95 to $1,500, with "the bulk of sales expected to be in the range up to $800," said Jones. Distribution will be direct to dealers—one dealer in each area, except in the 2 or 3 largest markets, where more than one probably will be franchised.

The stereo, phono & radio chassis will be manufactured by Chesapeake Instrument Corp., Shadyside, Md., whose principal stockholders own Annapolis Electroacoustical Corp., which in turn is the owner of Scott.

Scott Radio Labs' address: 241 West St., Annapolis.

**New Admiral Portable Phonos:** Two automatic monaural models were announced last week at $49.95 & $59.95.

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**RCA-Canada's U.S. Car Radio:** Auto radios made by RCA Victor Co. Ltd., Montreal, will be sold in quantity in the U.S. this fall. The initial order—for 5,000 sets at $250,000—was placed by Charles Kreisler Inc., N.Y. auto & accessories distributor which is setting up a nationwide auto accessories distributorship. The radio, Model AT-105, is a 6-transistor set. Canadian RCA estimated the sales potential of its car radios in U.S. under the Kreisler contract as at least $1 million in 1962, exceeding $3 million a year eventually. Said to be the first Canadian-made radio to be sold in quantity in the U.S., it's expected to retail at about $69.50. RCA-Canada's parent company in the U.S. does not make car radios.

**Trade Personals:** Jack S. Beldon, ex-RCA & GE, promoted to Magnavox radio & TV mktg. vp; **John P. Ryan** promoted to radio & TV field sales vp, **David N. Martin** to military mktg. vp . . . **James J. Clerkin Jr.**, Comptometer Corp. exec. vp, named pres., General Telephone & Electronics International, effective June 1. He succeeds **Gene K. Beare**, recently elected Sylvania president.

**Donald G. Fink**, internationally known electronics engineering leader and TV pioneer, former editor-in-chief of *Electronics* magazine, onetime IRE pres., promoted from Philco research dir. to research vp . . . **John O'Hara**, ex-RCA International, named mktg. mgr., Bell Sound Div., Thompson Ramo Wooldridge . . . **Allan W. Greene**, pres. of Heath Co., named also vp of parent Daystrom . . . **Edward D. Chalmers** promoted to engineering vp, **Edward J. Mastney** to advanced engineering & mfg. vp, Oak Mfg. Co. . . . **Bryce S. Durant**, ex-product planning & development mgr., elected product planning & development vp, RCA Sales Corp.

**David S. McNally** ex-Smith Corona, elected vp-mktg. dir., ITT industrial-products div. . . . **Thomas I. Harkins** named purchasing & contracts mgr., Sylvania Electronic Systems. **George E. O'Rourke Jr.** appointed systems research dept. mgr., Sylvania applied research lab.

**L. Donald Cole** promoted from sales-service mgr., CBS Electronics, to mktg.-services mgr. **E. Gordon Burlingham** promoted from warehouse-administration mgr. to distribution-services mgr. . . . **Dr. Allen B. Du Mont**, founder of Du Mont Labs, named an honorary member AIEE.

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**Italian TV Seeks U.S. Market:** Electronic products are noticeably scarce at this year's N.Y. World Trade Fair, now in progress at the Coliseum. In contrast to last year's Fair, we observed only 2 exhibitors displaying TV this year—both with products not yet on the U.S. market.

Italy is putting out feelers on U.S. marketing possibilities for its TV sets. Ultravox showed a handsome walnut-cabinet 23-in. table model and invited inquiries. We were told that the 17-tube set will sell for about $113 F.O.B. Genoa ($120 with uhf).

Toshiba demonstrated its 8-in. battery-powered transistor TV set, which a company spokesman said would be distributed in U.S. by Transistor World Corp., Toshiba's transistor-radio outlet. The set is still unpriced, we were told. It is similar in appearance to the Japan Victor (Delmonico) and Sony battery sets, except that the Toshiba's nickel-cadmium battery pack is carried separately in a plastic case with carrying handle.

Known for its unusual designs, Toshiba displayed an *avant-garde* FM-AM-stereo phono combination which isn't yet available in the U.S. Best described as a "flat" set, it's a large table model—only about 6-in. deep. The non-automatic phono folds out from the set in a door hinged at the bottom. The whole set is about 36-in. wide & 16-in. high and stands on brass legs.

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**Imports Make Jobs:** That's the gist of the 2nd ad in the campaign by American Radio Importers Assn. (Vol. 17:13 p22) in the trade press last week. Captioned "Creative Japanese Pioneering Increases Employment in the U.S.," the ad says that sales of U.S.-made transistor radios increased 10% last year, that imports have made jobs for retail dealers, that such Japanese inventions as the yagi antenna and the tunnel diode have broadened the horizons of the American electronics industry.

## Finance

**Motorola Profit Drops 74%:** The recession left its mark on Motorola during 1961's first quarter, Pres. Robert W. Galvin told the annual meeting last week. Compared with 1960's initial 3 months, profits plunged 73.6% after a sales skid of 16% (see financial table). The outlook for 2nd-quarter sales & earnings, Galvin said, is for "improvement" over the first quarter, but a lag behind April-May 1960.

Retail sales of Motorola TVs, radios and phonos followed the industry pattern, Galvin said, but factory sales fell considerably because of high year-end inventories. Military sales declined about 15%; deliveries of radios to automobile manufacturers dropped some 50%. "The effect of the substantial sales decreases was naturally even greater on profits," he continued, adding: "Profits were further affected by increasing expenditures on research & product development."

Queried about color TV by various stockholders, Galvin made it clear that Motorola will continue its policy of watchful waiting—from the sidelines. "The status of color is essentially the same as it has been in the past years," he said. "It cannot be retailed at a profit for less than $600, and it is not practical for all echelons of the trade to make a profit in it. Further, the public shows no inclination to buy at the $600 tag."

Galvin said that annual sales of color TVs approximate 100,000 units. The recent influx of manufacturers into color, he interpreted, means only a smaller share of the over-all sales pie for each. Summing up, he told stockholders: "At the present time, color TV does not appear a profitable prospect nor is there any technological advance on the horizon to change this picture."

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**Wells-Gardner Profit Up:** The private-brand TV-radio-phono manufacturer reported increases in both sales ($4.1 million from $3.8 million) and net earnings ($34,572 from $20,543) for the first quarter, compared with the same 1960 period (see financial table). Pres. Robert S. Alexander told stockholders: "It appears that sales for the 2nd quarter may be slightly lower than for 1960. However, the outlook for the entire year is favorable and should equal or exceed 1960." ITT, which owns approximately 10% of Wells-Gardner stock (Vol. 17:12 p16), is now represented on W-G's board by ITT vp L. T. Rader Jr., who succeeds Charles L. Kaufmann.

**Reports & Comments Available:** "Five Midwestern Electronics Companies," comments, H. Hentz & Co., 72 Wall St., N.Y. 5 • **Advance Ross Electronics**, report, H. M. Byllesby & Co., 135 S. La Salle St., Chicago 3 • **International Rectifier**, report, Ball, Burge & Kraus, Union Commerce Bldg., Cleveland 14 • **GPE**, prospectus, The First Boston Corp., 75 Federal St., Boston 6 • **Perry Electronic Components**, offering circular, S. B. Cantor Co., 79 Wall St., N.Y. 5 • "New Records Ahead for Broadcasters," profile of 6 "major broadcasters" in May 3 *Financial World*.

**Common Stock Dividends**

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Canadian GE | Q | $2.00 | Jul. 4 | Jun. 15 |
| General Tire & Rubber | Q | .25 | May 31 | May 15 |
| Magnavox | Q | .25 | Jun. 15 | May 25 |
| Maxson Electronics | Q | .05 | Jun. 1 | May 12 |
| Minneapolis-Honeywell | Q | .50 | Jun. 10 | May 19 |
| Speer Carbon | — | .12½ | Jun. 15 | Jun. 1 |
| TV-Electronics Fund | — | .04 | May 31 | Apr. 28 |

**Magnavox Proposes 3-for-1 Split:** Board voted last week to split the capital stock and also approved an increase in authorized shares to 10 million from 3.5 million. Both actions are subject to stockholder approval at a special meeting called for July. (Magnavox closed at 90¾ on May 4.) Pres. Frank Freimann reported at the annual meeting last week that Magnavox is operating at its high first-quarter level (Vol. 17:18 p18). April marked the 10th consecutive month in which sales records were achieved, he said. April sales were 26% higher than a year ago. Consumer-product sales were up 11% over April 1960; govt. & industrial sales gained 47%. He said that military & industrial products were increasing sales rapidly.

**Sony's U.S. Stock Offering:** Japan's Sony Corp., volume producer of transistorized TVs, radios and tape recorders, has registered with SEC (File 2-18035) a public stock offering of 2 million common shares, now trading on the Tokyo Stock Exchange at the equivalent of $2 a share. The transaction will mark the first public offering of Japanese common under the U.S. Securities Act of 1933. Named as principal underwriters: Smith, Barney & Co. of N.Y. and the Nomura Securities Co., a Japanese firm with N.Y. offices. Sony also asked SEC (File 2-18067) to register 798,200 shares for subscription offerings to U.S. shareholders of record March 1. These shares are part of an 18-million-share offering being made generally to Sony holders. Sony's U.S. sales in 1960 accounted for 9.1% of its total volume. (For 1960 sales & profit, see table.)

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 4, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 22½ | 24⅝ |
| Adler Electronics | 18¼ | 20⅛ |
| Aerovox | 11¾ | 13⅛ |
| Allied Radio | 27½ | 29⅞ |
| Astron Corp. | 2⅝ | 3-3/16 |
| Babcock | 33¾ | 36¾ |
| Baird Atomic | 23¼ | 25¾ |
| Cannon Electric | 38 | 40⅞ |
| Capehart | 9¼ | 10½ |
| Chicago Aerial Ind. | 26 | 28¼ |
| Control Data Corp. | 108 | 115 |
| Cook Electric | 12 | 13⅛ |
| Craig Systems | 15 | 16½ |
| Crosby Teletronics | 7¼ | 8⅛ |
| Dictaphone | 31½ | 34⅛ |
| Digitronics | 34 | 37⅛ |
| Eastern Ind. | 19¼ | 20⅝ |
| Eitel-McCullough | 16¾ | 18¼ |
| Elco Corp. | 12¼ | 13⅞ |
| Electro Instruments | 23½ | 26¾ |
| Electro Voice | 12 | 13⅜ |
| Electronic Associates | 34¼ | 37 |
| Electr. Capital Corp. | 53 | 57½ |
| Erie Resistor | 15¾ | 16⅝ |
| Executone | 20¾ | 22½ |
| Farrington Mfg. | 19¼ | 21 |
| Foto Video | 8¾ | 10 |
| Four Star TV | 24 | 26¼ |
| FXR | 20½ | 23 |
| General Devices | 16⅛ | 18 |
| G-L Electronics | 9 | 10¼ |
| Goodwill Stations | 12¼ | 13⅝ |
| Granco Products | 4⅜ | 5¼ |
| Gross Telecasting | 22 | 24¼ |
| Hallicrafters | 49 | 53 |
| Hathaway Instr. | 27¾ | 30⅛ |
| High Voltage Eng. | 185 | 198 |
| Infrared Industries | 19½ | 21½ |
| Interstate Eng. | 27¾ | 29⅞ |
| Ionics Inc. | 40 | 44 |
| Itek | 57 | 61½ |
| Jerrold | 7¼ | 8½ |
| Lab for Electronics | 58 | 61½ |
| Leeds & Northrup | 39½ | 42¼ |
| Lel Inc. | 11½ | 12⅞ |

| Stock | Bid | Asked |
|---|---|---|
| Magna Theater | 3½ | 4-1/16 |
| Magnetics Inc. | 14 | 15⅜ |
| Maxson | 28¼ | 30⅜ |
| Meredith Pub. | 39½ | 43½ |
| MetroMedia | 21⅛ | 22⅝ |
| Microdot | 29 | 31½ |
| Milgo Electronics | 25½ | 27¾ |
| Narda Microwave | 6¾ | 7⅝ |
| Newark Electronics | 16 | 17⅜ |
| Nuclear of Chicago | 45 | 48¾ |
| Official Films | 3⅝ | 4¼ |
| Pacific Automation | 4¾ | 5½ |
| Pacific Mercury | 8 | 8⅞ |
| Philips Lamp | 163¼ | 168¾ |
| Pyramid Electric | 2¾ | 3-3/16 |
| Radiation Inc. | 28¼ | 30⅝ |
| Rek-O-Kut | 1¾ | 2¼ |
| Research Inc. | 7⅛ | 8 |
| Howard W. Sams | 53 | 56⅞ |
| Sanders Associates | 57 | 61 |
| Silicon Transistor | 13¼ | 14⅝ |
| Herman Smith | 14¼ | 16 |
| Soroban Engineering | 75 | 80¾ |
| Soundscriber | 14 | 15½ |
| Speer Carbon | 24½ | 26½ |
| Sprague Electric | 73½ | 78¼ |
| Sterling TV | 4¼ | 4¾ |
| Systron-Donner | 44½ | 47¾ |
| Taft Bcstg. | 24½ | 26½ |
| Taylor Instrument | 52½ | 56½ |
| Technology Inst. | 6¼ | 7¾ |
| Tele-Broadcasters | 3⅜ | 4-1/16 |
| Telechrome | 15⅞ | 17⅛ |
| Telecomputing | 7 | 7¾ |
| Time Inc. | 93 | 97½ |
| Tracerlab | 15¼ | 16¾ |
| United Artists | 7¼ | 8⅝ |
| United Control | 19¼ | 21¼ |
| Universal Trans. | 1¾ | 2⅜ |
| Vitro | 24⅞ | 26⅝ |
| Vocaline | 2⅝ | 3-3/16 |
| Wells-Gardner | 29¼ | 31¾ |
| Wilcox Electric | 10⅝ | 11⅝ |
| Wometco | 21 | 23 |

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Adler Electronics | 1961—12 wks. to Mar. 11 | $ 2,100,345 | — | $ 39,000 | $0.07 | 552,129 |
| | 1960—12 wks. to Mar. 5 | 749,957 | — | 74,000 | .27 | 278,129 |
| Advance Ross Electronics | 1961—qtr. to Mar. 31 | 941,069 | — | 127,484 | — | — |
| | 1960—qtr. to Mar. 31 | 803,087 | — | 106,215 | — | — |
| Clevite | 1961—qtr. to Mar. 31 | 22,697,974 | $ 2,375,550 | 1,169,550 | 0.60[1] | 1,884,713 |
| | 1960—qtr. to Mar. 31 | 25,978,895 | 4,536,953 | 2,315,953 | 1.21[1] | 1,872,429 |
| Cohu Electronics | 1961—qtr. to Mar. 31 | 2,101,507 | — | 209,155 | .15 | — |
| | 1960—qtr. to Mar. 31 | 1,492,287 | — | 5,098 | .01 | — |
| Fleetwood Corp. (Canada) | 1960—year to Dec. 31 | 11,381,423 | 1,362,777 | 658,978 | 1.01 | 650,000 |
| | 1959—year to Dec. 31 | 12,437,600 | 1,563,769 | 752,756 | 1.16 | 650,000 |
| General Bronze | 1961—qtr. to Mar. 31 | 4,836,471 | (442,877) | (212,877)[2] | — | 391,820 |
| | 1960—qtr. to Mar. 31 | 7,637,149 | 286,697 | 138,697 | .36 | 384,137 |
| Indiana General | 1961—qtr. to Mar. 31 | 4,813,462 | — | 356,243 | .31 | 1,139,522 |
| | 1960—qtr. to Mar. 31 | 5,148,876 | — | 365,359 | .32[3] | 1,124,522[3] |
| International Rectifier | 1961—9 mo. to Mar. 31 | 10,763,278 | — | 928,201 | .39 | 2,405,994[13] |
| | 1960—9 mo. to Mar. 31 | 9,934,386 | — | 924,248 | .38 | 2,405,994[13] |
| International Resistance | 1961—15 wks. to Apr. 16 | 6,495,550 | — | 567,000 | .41 | 1,386,998 |
| | 1960—15 wks. to Apr. 16 | 6,191,383 | — | 677,398 | .49 | 1,381,098 |
| Lynch Corp. (Symphonic) | 1960—year to Dec. 31 | 25,989,077 | — | (623,935) | — | 692,779 |
| | 1959—year to Dec. 31 | 25,861,881 | — | 430,648 | .62 | 692,779 |
| | 1961—qtr. to Mar. 31 | 4,642,566 | — | 45,193 | .07 | 692,779 |
| | 1960—qtr. to Mar. 31 | 5,467,815 | — | 1,051 | — | 692,779 |
| Meredith Publishing | 1961—9 mo. to Mar. 31 | 43,961,618 | — | 1,347,503 | 1.02 | — |
| | 1960—9 mo. to Mar. 31 | 44,611,954 | — | 3,702,578 | 2.80 | — |
| Microwave Associates | 1961—6 mo. to Mar. 31 | 4,806,000 | — | 366,500[14] | .37[14] | 999,200 |
| | 1960—6 mo. to Mar. 31 | 4,259,300 | — | 263,800 | .27 | 986,700 |
| Motorola<br>Story on p. 23 | 1961—qtr. to Mar. 31 | 59,758,600 | 1,545,921 | 802,977 | .20 | 4,028,652 |
| | 1960—qtr. to Mar. 31 | 71,077,994 | 6,378,467 | 3,036,475 | .75[4] | 4,030,262[4] |
| NAFI Corp. | 1961—qtr. to Mar. 31[5] | 17,380,269 | 954,971 | 544,971 | .45 | 1,215,755 |
| | 1960—qtr. to Mar. 31[5] | 6,210,385 | 282,413 | 262,413 | .25 | 1,029,155 |
| Paramount Pictures | 1960—year to Dec. 31 | 131,325,000 | 10,379,000 | 7,026,000 | 4.20 | 1,673,231 |
| | 1959—year to Dec. 31 | 115,216,000 | 5,816,000 | 7,519,000[6] | 4.47[6] | 1,683,598 |
| Philips' Lamp[7] | 1960—year to Dec. 31 | 1,333,000,000 | 241,000,000 | 111,000,000 | — | 651,421,000 |
| | 1959—year to Dec. 31 | 1,170,000,000 | 207,000,000 | 98,000,000 | — | 619,030,000 |
| RCA<br>Story on p. 21 | 1961—qtr. to Mar. 31 | 361,700,000[8] | 22,600,000 | 12,000,000 | .68[1] | 16,553,000 |
| | 1960—qtr. to Mar. 31 | 361,200,000 | 25,400,000 | 13,000,000 | .85[1] | 14,344,000 |
| Sangamo Electric | 1961—qtr. to Mar. 31 | 11,948,000 | 746,000 | 390,000 | .24 | 1,622,636 |
| | 1960—qtr. to Mar. 31 | 11,743,000 | 571,000 | 296,000 | .18[9] | 808,398 |
| Sony Corp. (Japan)<br>Story on p. 23 | 1960—year to Oct. 31 | 36,775,000 | — | 1,936,000 | — | 36,000,000 |
| | 1959—year to Oct. 31 | 23,607,000 | — | 2,046,000 | — | — |
| | 1961—4 mo. to Feb. 28 | 10,584,000 | — | 720,000 | — | 36,000,000 |
| Speer Carbon | 1961—qtr. to Mar. 31 | 6,009,421 | 572,380 | 264,380 | .29[1] | 881,700 |
| | 1960—qtr. to Mar. 31 | 6,761,995 | 1,239,900 | 572,900 | .64[1] | 881,400 |
| Technicolor | 1961—qtr. to Mar. 31 | 11,807,564 | — | 451,479 | .18 | 2,543,179 |
| | 1960—qtr. to Mar. 31 | 8,818,593 | — | 259,350 | .13 | 2,036,235 |
| TV & Radar Corp. | 1960—year to Nov. 30 | 6,659,258 | — | 79,272 | .04 | 2,264,910 |
| | 1959—year to Nov. 30 | 7,364,061 | — | 174,702 | .08 | 2,264,910 |
| 20th Century-Fox Film | 1960—year to Dec. 31 | 118,356,457 | (3,490,839)[10] | 6,213,101[11] | 2.54[11] | 2,445,486 |
| | 1959—year to Dec. 31 | 119,851,807 | 3,605,595 | 4,163,135[12] | 1.78[12] | 2,338,536 |
| Varian Associates | 1961—6 mo. to Mar. 31 | 27,322,793 | — | 1,716,501 | .50 | 3,461,744 |
| | 1960—6 mo. to Mar. 31 | 22,249,265 | — | 1,439,405 | .46 | 3,146,705 |
| Wells-Gardner Electronics<br>Story on p. 23 | 1961—qtr. to Mar. 31 | 4,084,707 | 59,572 | 34,572 | .08 | 422,400 |
| | 1960—qtr. to Mar. 31 | 3,801,338 | 30,543 | 20,543 | .05 | 421,800 |
| Wometco Enterprises | 1961—12 wks. to Mar. 25 | 3,434,453 | 583,293 | 301,293 | .30 | 1,006,757 |
| | 1960—12 wks. to Mar. 26 | 2,418,950 | 375,321 | 200,321 | .22 | 896,980 |

**Notes:** [1]After preferred dividends. [2]After $230,000 tax credit. [3]Adjusted for June-1960 2-for-1 split. [4]Adjusted for July-1960 2-for-1 split. [5]Excludes Chris-Craft Corp., acquired April 1960. [6]Includes profit of $3,109,000 ($1.85 a share) on disposal of films & investments. [7]Figures converted from guilders at the rate of 28¢ per guilder. [8]Record. [9]Adjusted for May-1960 2-for-1 split. [10]After $2 million provision for inventory losses. [11]After $9,081,214 ($3.71) in special credits. [12]After capital gains of $1,830,000 (78¢). [13]Average outstanding. [14]Includes capital gains of $70,900 (7¢).

**Paramount Pictures** is setting aside 155,000 common stock shares for use in its stock-option plan for management & key employes, according to an SEC registration statement (File 2-18069).

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WEEKLY

# Television Digest

MAY 15, 1961 © 1961 TRIANGLE PUBLICATIONS, INC. VOL. 17: No. 20

**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** Full texts of the speeches by
Chairman Newton N. Minow of the Federal Communications Commission
President LeRoy Collins of the National Association of Broadcasters
at the 39th annual convention of NAB in Washington, D.C.

## SUMMARY-INDEX OF WEEK'S NEWS

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**SLOW START FOR STEREO** broadcasting seen at NAB convention due to equipment shortage, economic questions (p. 3). Stereo broadcast equipment roundup (p. 11).

**TV TAPE & AUTOMATION** highlight NAB equipment exhibits, with on-the-spot sales reported good. Trend toward lower prices, wider variety of equipment (pp. 4 & 11).

**MOVIE CENSORSHIP NEXT** on NAB agenda for TV Code. Convention delegates told that "pre-screening service" is planned to cut sex & violence from feature films (p. 5).

**JFK RATES TV-RADIO TOPS AS POWER** in Communism-vs.-freedom contest. In NAB convention surprise, President also presents astronaut as "No. 1 TV performer" (p. 8).

**RIBICOFF BACKS ETV AID** in Kennedy administration plan for govt. grants matching state funds for planning systems & buying equipment, he tells NAB convention (p. 8).

**FCC PANEL PROS & CONS** touch on major topics, giving broadcasters glimpse into Commissioners' thinking (p. 9).

### *Consumer Electronics*

**SEARS TO OFFER COLOR** late this fall, probably under Silvertone brand name (p. 19).

**FM STEREO ADAPTERS** begin to appear, as GE & Zenith demonstrate stereo before broadcasters' convention. Marketing plans develop for stereo radio (p. 19).

**COLUMBIA PHONOS GOING:** Insiders tell us instruments will cease to be marketed via distributors & dealers, will be used only to promote record sales (p. 20).

**TV RETAIL SALES** in March showed gain over 1960, according to EIA; radio sales also up (p. 21).

**NON-TV HOFFMAN EYES A SALES RECORD.** No dissident voices raised over withdrawal from TV, at shareholder meeting (p. 22).

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**MINOW & COLLINS—'COP' & 'POP':** Shock. Fear. Anger. Dismay. Confusion. Those words are perhaps too mild to describe reaction of broadcasters to FCC Chmn. Minow's May 9 speech at NAB convention in Washington last week.

Feelings were so high that some resentment rubbed off on NAB's new Pres. LeRoy Collins, who had taken broadcasters to task in his own way in speech May 8. The speeches are so important, bound to serve as fundamental references for months if not years, that we've reprinted full texts in special supplement herewith. We urge you to study them carefully and keep them close at hand.

What now? Though there will be a drive to "contain" Minow—through his fellow Commissioners, Congress and White House—we find little evidence that it will be successful.

FCC majority which generally shares Minow's views certainly looks as if it will continue to do so. In fact, in its meeting only 2 days after speech, Commission designated 2 radio cases for hearing (sale of KGMS Sacramento and new application for Holly Springs, Miss.)—both on "concentration of control"—questioning whether each licensee would own too many stations in same general area. In addition, Holly Springs applicant was questioned on programming plans, the Commission wondering whether it would meet community needs because it proposed little educational, discussion or live programs; not a single Commissioner dissented. Commissioners themselves regard these actions as important evidence that majority is still solid.

Congress, which a year ago was castigating FCC as a "do-nothing" agency, is unlikely to move to emasculate it now—though there is some concern that Commission may go too far.

There's no question that White House is strongly behind Minow and his majority. It passed word to that effect after speech. Minow pointedly related that President Kennedy had asked him whether astronaut Shepard should be brought to convention and then invited Minow to ride with them from White House (see p. 8).

At week's end, after several days of reaction to his speech, Minow told us he was confident FCC had backing where it counted. His staff reported receiving more than 300 calls, wires and letters—every one of them commendatory and including praise from man-in-the-street and high Congressional and administration figures. TV critics and editorialists sang hosannahs. Exceptions: Wall St. Journal & columnist David Lawrence.

Gov. Collins, whom Minow commended several times in the address, offered us his first, immediate reaction—with a wry smile: "I think he made me look like a middle-of-the-roader." He went on: "I believe he's sincere & earnest. He said what's in his mind & heart. I have every respect for him. We have divergent views on some matters. On ratings, he questions their use and I question their accuracy. He believes there should be more stations in TV. Our experience with radio shows that's not the answer. When competition is too keen, stations strive to cut every possible corner to make every possible dollar." Asked if he believes that Minow was using threats in an attempt to dictate programming, he said: "I don't believe that at all. I take him at his word. He wants broadcasters to strive to uplift their programming."

• • • •

Of the TV networks, which got their share of Minow lumps, only ABC chief Leonard Goldenson gave us a comment last week, off the cuff right after speech: "I agree with the principle. I agree with what he says. If we get more stations we'll get more competition & better programs." His press vp Michael Foster was quick to add that ABC-TV would have a children's news program this fall, something Minow had urged, and that Goldenson had discussed it previously with Minow. (And Taft Bcstg. Co. quickly announced that all 4 of its stations in Cincinnati, Columbus, Birmingham and Lexington, Ky., would integrate a 5-min. children's news show entitled "Young People's World" into the existing programs in the 5 to 6 p.m. period Mon. through Fri. beginning June 5.) CBS & NBC topkicks offered no reaction although the press quoted unnamed network aides who allow as how Minow was wrong on several points but criticizing the speech would be like attacking Mother's Day or the Flag. Curiously, Madison Ave. generally cheered the speech, blamed the networks for TV's shortcomings—and opined that Minow's kind of programming wouldn't devaluate TV as an advertising medium (see p. 6). Hollywood adopted a show-us attitude regarding "better" programming (see p. 6).

Broadcaster reaction at convention was almost unanimously critical, of course. Most of it stemmed from the question as old as broadcasting itself: How can FCC do anything to "improve programming" without indulging in censorship and violating First Amendment?

Paradoxically, broadcasters have heard similar ideas from Commissioners before without getting so upset. Here's why they're disturbed now: (1) FCC had been doing something about it in many areas, for a year before Minow arrived. (2) Minow's strong language.

Even some of the new Chairman's supporters at FCC were irked by his use of pronoun "I". It encouraged them to worry more about the President's reorganization plan and the power it might put into Minow's hands (see p. 12). Said one Commissioner, however: "If you strip away all the adjectives & adverbs and just look at the nouns & verbs, you'll find that he simply said what we've been saying & doing for the last year." Some observers, not questioning Minow's sincerity, say he chose strong words for shock value. Others accuse him of nurturing an ominous, overpowering ambition.

• • • •

FCC panel discussion on Wednesday, day after Minow speech (see p. 9), didn't do much to illuminate situation. All Commissioners vowed absolute devotion to freedom of speech and abhorrence of censorship, and minority members such as Hyde & Craven spoke out at length and with vigor. But, on Thursday, even they voted for the Holly Springs hearing. As one veteran FCC staffer put it: "It isn't what FCC says at conventions that counts. It's what it does between."

Now, what does FCC want stations to do? Scanning & rescanning Minow's words and looking at FCC's actions of the last year, we come up with this excerpt from his speech:

"What the Commission asks of you is to make a conscientious, good-faith effort to serve the public interest. Every one of you serves a community in which the people would benefit by educational, religious, instructive or other public-service programming. Every one of you serves an area which has local needs—as

to local elections, controversial issues, local news, local talent. Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest."

FCC intends to enforce some standards. Suppose it makes them stick? Broadcasters are saying that it would be grossly unfair of Commission to punish stations harshly after changing ground rules in middle of the game, after all these years of laissez faire. One Commissioner's reply: "They needn't worry about that."

In contrast with their reaction to Minow, broadcasters accepted with reasonably good grace the indictments delivered by their own Pres. Collins. Apparently, it's the difference between "cop" & "pop."

Collins showed there's no-nonsense toughness behind his charming manners & delightful Southern-locale stories by delivering the harshest keynote speech ever heard at an NAB convention. His audience loved it. He was stopped by applause 15 times and when he finished, a long line of members crowded to congratulate him. Venerable former NAB Pres. Justin Miller said: "Wonderful." Minow said: "Magnificent. Absolutely magnificent. And I know he means it." Read full text in our special supplement. It doesn't read quite as well as it sounded, because Collins is clearly one of nation's great speakers.

Very important from here on out is where Congress stands or will stand. There was an extraordinary turnout of Congressmen at convention's reception only 4 hours after Minow spoke—and broadcasters poured out bitter reactions to their representatives. Rep. Avery (R-Kan.) & Sen. Proxmire (D-Wis.) inserted text of speech in the May 11 Congressional Record, the former fearing "program control," latter commending "brave words."

It's not at all inconceivable that broadcast-regulation issue could ignite a major battle in Congress—and that Kennedy, despite his current support of Minow, may wind up curbing or dumping him to gain votes for issues he considers more vital.

Note: Registration was a record 3,099 compared with 2,810 in 1960 and 2,448 in 1957, the previous high.

(For detailed coverage of other convention facets, see pp. 3 to 11. On the last day of a strenuous week, we ran into NAB radio vp John Meagher. "John," we said, "you look relaxed. How come?" He stared at us for 5 seconds, then said: "I'm not relaxed. I'm dead.")

**SLOW START FOR FM STEREOCASTING:** A few FM stations may begin broadcasting in stereo in about 30 days under FCC's newly adopted multiplex standards—but there won't be much momentum until fall or winter at the earliest.

This was obvious last week at the NAB convention's FM sessions & equipment exhibits, and in our conversations with FM broadcasters. Most transmitter makers showed hastily assembled prototype or mock-up stereo generators, promising production delivery in late summer, fall, or by end of year (see p. 22 for description, prices & availability dates). At panel sessions and in the halls, experts warned broadcasters against undue haste.

FM broadcasters showed interest in stereo as they crowded GE & Zenith demonstrations, but no desire to rush into it. Almost everybody was confused. Some broadcasters weren't even sure what FM stereo was. The questions asked most by broadcasters were: "What will this do to my service area?" "How will it affect my SCA background-music operation?" "How can I make this pay?"

All questions were answered more or less satisfactorily—except the last one. FCC stereo-expert Harold Kassens told the broadcasters that the stereo reception area would be about 33% less than the corresponding monophonic reception area—in other words, when a station converts to stereo, its stereo signal can be picked up in stereo only two-thirds as far as its mono signal could be picked up on a mono set. This means that greater use of outdoor antennas will be required in fringe areas, said Kassens.

The nearly-200 stations now broadcasting background music and other SCA signals will have to study stereo problems very closely before making any moves on the stereo front. In some cases, the addition of stereo will require cutback in area covered by SCA. Poor or sloppy stereo-equipment installations can result in interference to SCA channels.

"FM stereo has got to be as good as any stereo," warned Kassens in a panel session. "The requirements for this system are even stricter than you'll get on records, and maybe this will challenge the record industry to improve its standards." NAB engineering mgr. A. Prose Walker added: "From the engineering standpoint, the future for stereo looks good—but we will need a high degree of stability in both transmitting & receiving equipment. Only time & you & the public will determine the future of stereo."

Most broadcasters were more interested in economic answers than engineering answers. There were few. There's no money in stereo multiplexing as such. Nevertheless, there's no question that leading stations in each major FM community will adopt stereo, and others will follow—reluctantly. Stereo can help FM financially only by increasing listener interest and boosting set sales & circulation—and this is the slow way.

Some receiving equipment will be available by June 1 (see roundup, p. 19)—but we doubt if any stations will make it by that date. FCC sources told us at press time that no applications for type-approval of stereo transmitting equipment had been submitted—a requirement before any such equipment can be used. Any station which intends to start stereocasting must use equipment which has already been type-approved by FCC, and must notify the Commission 10 days before it plans to begin. Notifications will have to be filed by next Monday (May 22) in order for a station to meet the June 1 target.

**TV TAPE, AUTOMATION HIGHLIGHT EXHIBITS:** Broadcast equipment exhibition at last week's NAB convention was biggest in recent years in 3 respects—size of exhibits, amount of new equipment shown and number of orders taken.

Most exhibitors reported business better than usual, and there was speculation that many TV stations are coming to the end of an obsolescence cycle, and beginning to replace large amounts of equipment.

In field of new equipment, these were highlights:

(1) TV tape recording equipment. Prices are coming down; equipment is getting better; wide variety of accessories is being offered. Telechrome's $14,990 2-head TV tape recorder (Vol. 17:19 p5), designed in cooperation with Japan Victor and Epsilon (England), attracted continuous crowds. Impressive features are simplicity, flexibility & low price. Excellent broadcast-quality picture may be stopped, sped up, played backwards, slowed down without losing image on monitor, razor-blade splices may be made anywhere without rollover. Despite its incompatibility with Ampex-RCA standards, broadcasters displayed strong interest, had ordered 6 machines by close of show.

Ampex & RCA showed lower-priced TV recorders, automatic timing controls (which clarify the picture by removing skews, scallops, etc.), electronic tape editing systems. One significant Ampex development was a long-life ferrite recording head, claimed to operate 10 times as long as the present (150-200-hour) heads. Two new sources for video-tape stock opened up—EMI (British-made) and Telechrome (Japanese). [Details of new Ampex & RCA tape equipment on p. 4.]

(2) TV automation systems. Complete automation of all TV operations, from logging to billing, appeared to be leaving the curiosity-&-luxury stage and approaching the status of a necessity for stations planning major expansion. RCA and Visual Electronics devoted much space & energy to plugging their automation systems, drawing heavy interest from station operators & engineers.

(3) Live TV cameras. Continuation of 2 important recent developments—toward 4½-in. image orthicons & studio-quality vidicons—was apparent. Sarkes Tarzian, showing an extensive line of TV station equipment this year, joined the march to the 4½-in. camera, with RCA, GE, Marconi & EMI/US demonstrating improved models. About a dozen studio vidicons were shown, with quality improved substantially enough to qualify these low-priced cameras as satisfactory for standby or small-station use. Remote tilt, pan & focus systems, offered by several makers, underlined new trend to manless camera operations.

(4) Film equipment. GE-Eastman continuous projector was shown in new model, with optical multiplexer which enables it to be used in conjunction with standard film & slide equipment. Two companies showed high-definition cameras for film-chain use. Fairchild demonstrated its new economical & flexible 8-mm sound news camera—opening field of on-the-spot sound-&-picture news coverage to small stations. (Simple modification of 16-mm film chain can convert it for 8-mm use.)

(5) Color. RCA gave its usual heavy play to color equipment, with live color cameras also shown by GE and EMI/US (3-vidicon camera). A new line of color equipment was displayed by Foto-Video. Interest in color by telecasters was mild, perhaps somewhat greater than last year, but not of runaway proportions.

Attention of NAB equipment show has swung from TV transmitters to new studio & electronic equipment, apparatus to improve TV's product—the picture—and to deliver it more economically. Most of new equipment is designed for ease of service; much of it is transistorized and of modular construction. End result of this year's new equipment is a cleaner, sharper, far superior TV picture.

**NETWORK NEWSFILM-BY-WIRE EXPANDS:** Another headache for film syndicators, who have had a rough season (Vol. 17:19 p3), is developing rapidly in the area of local news & public-affairs programming. The problem, from the telefilm standpoint: Networks are moving into the rapid syndication of newsfilm footage by feeding it, on a contract basis, via network lines.

All 3 networks are now active in this field and are adding to the trend to greater program interdependency between stations & networks. Here's the latest lineup:

**ABC-TV:** Under "study" by ABC is a plan to wire-syndicate ABC newsfilm footage due to be produced when news vp James Hagerty's plans for an expanded network news operation go into high gear. Not having a large team of reporters & photographers, ABC currently relies on news footage from Hearst-owned Telenews—but has evolved a deal whereby affiliates which subscribe to Telenews can record Telenews footage from 3 daily ABC network newscasts (1:24 p.m. series with Al Mann, 6 p.m. series with Bill Shadel and the new 11 p.m. newscast). Thus, ABC-TV at the moment is acting somewhat in the role of "distributor" for Telenews to its subscribers. In the near future, ABC will also be in the newsfilm business for itself.

**CBS-TV:** Starting May 15, CBS-TV affiliates (which sign an amendment to their affiliation agreements) will have the right to record (tape or film) CBS newsfilm and certain special events for use in local news programming. The programs from which such recordings will be made include 3 daytime newscasts, Douglas Edwards with the News, mid-day Sunday & Saturday newscasts, and the Sunday News Special. CBS won't permit stations to use "the voice and/or image" of CBS-TV correspondents or newscasters, including voice-over narratives, but there's plenty of newsfilm coverage left. Weekly charge for the service, offered exclusively to CBS affiliates and available on a trial 3-month contract: "15% of the station's one-hour network class A hourly rate, with a minimum fee of $60."

**NBC-TV:** Newsfilm has been fed by NBC on a contract basis to affiliates since Feb. 6 (Vol. 17:16 p7), drawing on the resources of NBC News and its international staff. The arrangement is like that of CBS's (which has largely modeled its plan on NBC's) although the newsfilm material to be taped locally is fed on afternoon closed-circuitcasts and affiliates pay for it on flat-rate arrangements geared to market size. About 4 out of every 10 NBC affiliates have video-tape recorders; most of these now take the NBC newsfilm service.

## NAB

**MOVIE CENSORSHIP FOR TV:** NAB staffers are working up a pre-screening system by which objectionable scenes in movies can be kept off TV screens, TV Code Dir. Edward H. Bronson reported last week.

Some horrible examples of what he had in mind—rampant sex, sadistic violence and slapstick vulgarity—were screened for a TV assembly in the Shoreham Hotel at Washington's NAB convention.

"Feature films have always constituted a major concern to most Code stations," Bronson said. "This material was not planned nor made for the home viewing audiences. The Code Review Board hopes, in due time, to be able to offer a pre-screening service to stations for feature films like that provided for syndicated films & commercials."

Bronson didn't indicate just how Code censorship of movies—particularly the new flock of post-'48 features—would be worked out. He was in conference early in the convention with representatives of major film distributors, but no agreement with them on possible methods was reported reached immediately.

How the Code works to delete some episodes from Hollywood's TV film series was demonstrated at the TV session by Frank Morris, who heads the Code office there. "The men I work with are almost uniformly co-operative," he said. "They want to make good, acceptable TV shows. They also want to make a profit. If they can do both, they're only too happy to try."

Before-&-after editing of beating scenes in *Have Gun, Will Travel* and *The Alaskans* and of a sex scene in *Miami Undercover* were shown on the screen to illustrate what was "left on the cutting-room floor" by the films' producers in cooperation with the Code.

In another Code presentation, the N.Y. office's Stockton Helffrich showed some results of missionary work among advertisers in such areas as commercials for beer, laxatives and deodorants. Also screened for the delegates were samples of winners of the American TV Commercials Festival—described by Helffrich as exhibiting "wit, ingenuity and increasing good taste."

Down-the-line support of Code rules was called for by TV Board Chmn. W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.), who said they're "the conscience of TV." Similar pleas were made by Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City), who reported that the number of subscribers—385 stations, the 3 networks, 18 film producers—was the highest on record.

At the convention's corollary radio session on NAB's Radio Code, Radio Board Chmn. Thomas C. Bostic (Cascade Bcstg. Co.) said 1,237 stations were lined up with it now—"only a good start" toward industrywide participation. "We must recognize that we have come to the point where we must make a choice," Bostic told the radio delegates. "Either we will regulate ourselves, or we will be regulated."

Radio Board Chmn. Cliff Gill (KEZY Anaheim, Cal.) put it up to the radio delegates: "We can only hope that when the Commission asks us to provide a list of subscribers, your name will be on it."

**HOLLYWOOD AGREES, BUT—:** FCC Chmn. Minow was correct in telling NAB conventioneers TV needs to improve its programming (see supplement), but he came up with no constructive ideas as to how to achieve this goal. That's what the majority of TV-film executives we checked in Hollywood think. Consensus: It's not enough to say TV needs to be improved; the real question is how do you go about it?

The producers also said that improvement really depends on the decision-makers in N.Y.—the networks & ad agencies. They uniformly dislike the rating system, but point out that this is the system by which their shows live or die, and no one has come up with any substitute measure.

Government intervention is not the answer, executives agreed. There was little thought that Minow's talk would be reflected in better Hollywood product in the future, since companies now say they do the best they can to turn out good shows within the restrictions & limitations of the networks & sponsors.

One executive expressed the fear that Minow had simply strengthened the networks' virtually complete control of programming, to the detriment of quality. He commented caustically: "The networks may decide a program is good for the viewer because they own 60%."

Here's our sampling of executive opinion:

**Roy Huggins, production vp, 20th Century-Fox TV:** "I was appalled at Minow's remark that TV is not doing as good a job as the newspapers. I'd argue that point any day in the week. I read the Los Angeles newspapers, and I see nothing on TV as sickening as their sensationalism. He is not attacking TV realistically, in relation to other media, but is attacking it in limbo. There is a lot to be said of the low quality in all media. There is a shortage of excellence in the world in which we live. The vast size of the TV audience calls attention to its defects, although there are defects in all fields. As for Minow's remarks about violence, if he means violence for its own sake where it is unrelated to the story and used for its assumed intrinsic appeal, then I agree with him. This is bad storytelling & bad taste. But if you take violence integrally related to a worthwhile story out of it, then you are going to be in trouble with the American people, because you will be forcing bad entertainment on them. Shakespeare used violence. Minow's talk might force those producers who use violence for sensationalism to stop this practice. I'm in favor of that. It should be the aim of every producer to lift the quality of what goes on TV. We suffer from a shortage of excellence in writing, direction, acting and producers."

**William Dozier, vp in charge of West Coast activities for Screen Gems:** "I agree with what Minow said about the need for improvement for lofty & educational programs. However, this is no good unless everybody does it. If CBS puts a public service show on Tuesday night, and another network slots a comedy opposite it, nobody will watch the public-service show. If all 3 networks volunteered to put on such shows at the same time it might work, but I doubt it. As it is, public-service shows get killed in the ratings by entertainment shows. The networks have a responsibility to their stockholders as important as their responsibility to the public . . . I hope the determination to have shows with high ratings will subside to the point where there can be an upswing in quality, with the shows not contingent on ratings. As long as the networks live by ratings & cost-per-thousand, there will be no improvement."

**Tom McDermott, exec. vp, Four Star Television:** "I agree with a lot of what Minow said, but it's not that easy to get good programming and it's awfully tough to get the public to look at it when you do. I think better programming will come, but government intervention is not the answer. Part of it is that we've got to be more concerned about quality and less concerned about ratings. TV won't improve immediately because producers don't *try* to make bad pictures. The quality depends on the decision-makers —the networks & agencies. Minow has to recognize that until there is a change in the structure of our country, TV is the advertising business, and as yet we have found nothing to replace ratings. By placing too much emphasis on ratings, we are making a big mistake and killing the medium."

**Gordon Oliver, exec. producer, Spartan Productions:** "Minow's remarks will strengthen the position of the networks. He said the networks would have to tell the sponsors what is to be on the air and what they can take so that the public interest can be best served. It gives the networks complete power in this area, and I think that's dangerous. Such decisions should be made by an independent body. The producers haven't lived up to their responsibilities, and networks and agencies are interested in product to make a buck, not to please the people. I see no change as a result of Minow's talk except that networks will use it to program without criticism. In fairness they should be given a chance to prove themselves now that they're on their own."

**Howie Horwitz, Warner Bros. producer:** "Neither the government nor any individual can tell the public what it wants. Years ago Samuel Goldwyn tried to foist Anna Sten onto the public as a star, but it didn't want her. Today the public is getting what it wants on TV. Otherwise they would switch the knob on the dial. There is improvement in all areas of TV. We have proof the public likes what it gets—it's buying the sponsor's product. I don't think Minow's talk will change anything. Hollywood itself is constantly seeking to improve product by reason of competition. This is just a momentary tempest in the teapot. A well-qualified, experienced producer hasn't the right to more than suggest he may know what the people want. Yet here is a man recently appointed to his job who thinks he is qualified to know what the people want."

**Rod Amateau, producer of "Dobie Gillis":** "Who's Newton Minow? I never heard of him."

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**MADISON AVE. MULLS MINOW:** Agencymen & advertisers, who have watched—often sourly—the 3 TV networks create a control over TV programming that's virtually ironclad, were generally tickled pink last week by FCC Chmn. Newton N. Minow's blast at TV programming delivered at the NAB convention (see Supplement No. 5). In effect, most top Madison Ave. brass said: "That's exactly what we've been telling the networks for the past couple of seasons. Routine TV programming is rubbish. TV is due for a shakeup —and one which won't hurt it as an ad medium."

In more detail, here are some reactions voiced by admen to Minow's speech:

**Roland Martini, vp & exec. TV dir., Gardner Advertising:** "Greatest thing I ever read. We've been backing public-affairs shows right along (*Conquest, Expedition,* etc.) and have gone light on TV violence. Minow's attack on general programming was highly justified. Broadcasters

have downgraded the public too long. I don't think it will have any adverse effect on TV as an ad medium if programming is improved."

**A. L. Hollender, exec. vp for TV-radio, Grey:** "The over-whelming majority of people in the advertising industry want the best TV product attainable. But achieving this goal is made complex by many factors [such as] the need over the long run to give due weight to what interests the vast majority of the American public."

**Lee Rich, senior vp for media, Benton & Bowles:** "They [the 3 networks] have taken the attitude that all of the creative talent is held by them. The result is that only 9 of the more than 100 shows scheduled for next season are by advertisers & agencies. I don't say that advertisers are lily-white, but the sameness in programming stems from the fact that nobody but the networks is given a chance . . . you have your hands full trying to get a show on the air that the networks don't control."

**Robert L. Foreman, exec. vp, BBDO:** "We . . . are most enthusiastic. For 10 years we have been advocating the kind of superior TV programming that he has proposed. Many of our client shows on the air for the past 10 years have demonstrated BBDO's attitude . . . what is good for the public is also good for advertising."

**Rollo W. Hunter, vp & TV-radio dir., Erwin, Wasey, Ruthrauff & Ryan:** "A guy who's been in office for two months ought to come on a little softer."

**Richard A. R. Pinkham, senior vp for TV-radio, Ted Bates:** "The medium certainly needs refreshment and revitalization . . . I was very impressed by [the] speech."

**George H. Gribbin, pres., Young & Rubicam:** ". . . a fine, pertinent talk. I agree with Mr. Minow that there can and should be a lot more good programming. But I do not think TV is quite as vast a wasteland as he pictures it. Anything that will encourage TV stations to meet their full responsibilities . . . is bound to be not only in the public interest but also in the best interest of TV itself."

**C. Terence Clyne, vice chmn., McCann-Erickson** (which handles the NBC account, worth some $2 million in annual billings): "No comment."

**L. H. Titterton, senior vp & dir. TV-radio programming, Compton:** ". . . The first blunt, forthright statement to issue from any member of FCC in many a year. Perhaps Minow necessarily flays everybody when speaking to a gathering such as NAB—among whose members are all shades of coloring from villainous black to at least an approximation of white. The scrutiny of the Commission as it watches programs offered in 1961 will be worthwhile —if it results in the return to wider diversification . . . truly in the public's convenience, interest, and necessity."

**Nicholas E. Keelsey, senior vp & TV-radio dir., Lennen & Newell:** "I think the industry got the message. Network schedules have been top-heavy with violence—and advertisers have been forced into too many of them. The networks allowed themselves to follow ABC with its rating success and to go overboard with action shows. The public is still watching, but it's beginning to get bored. Next fall will be the acid test—the networks will try to prove that what they're doing is right. But after the 1961-62 season, I think you'll see the return of fine anthologies, musical shows and other quality programming."

**William T. Young, pres., Leo Burnett Co., Chicago:** "A stimulating & challenging speech. I'll be very interested in seeing what action is taken to implement it."

## Editorial

This is no time for indignation, for bitterness, for argument. Both men, the Chairman of FCC and the President of NAB, are admittedly novices in broadcasting. Grant that they cannot possibly understand the frustrating complications of doing business in television. Grant that they never have had to deal with stockholders, never have worried over a network or station P & L sheet, never have had to answer complaints from viewers who wanted to see a second-rate prize fight instead of the President of the United States explaining a dangerous international situation.

They are nevertheless the men selected by government and by broadcasting itself to lead this industry. Their motives are honest. Not even the most jaded cynic among us would doubt their sincerity or their dedication to duty.

LeRoy Collins is tough and he is determined. To those who were aghast at his frank criticism of television last week, who wondered why he of all men had been picked to be the spokesman *for* broadcasting, we say he was an excellent choice for the job. It's a job—and it's more evident now than ever before—for a fighter. And the best fighters analyze their weaknesses and overcome them *before* entering the ring.

Newton Minow is a young man—a young man who personifies the New Frontier compulsion for haste. It was strange to hear the standard egghead criticism of television, and some of the standard egghead cures, voiced by the Chairman of the Federal Communications Commission.

It was strange, on the subject of public service, to hear the entire medium tarred with a brush that should have been limited to the mere handful of station operators who are shirking their responsibility.

And it was difficult to reconcile the Chairman's abhorrence for government censorship with his warning that license renewals will depend upon whether a station is trying to meet community needs—in the judgment of a government commission.

But it was one hell of a speech. He said what he meant clearly and courageously. Even if there is some question whether the majority of the Commission will go along with his broad interpretation of public service, even if there is even more question about the practicality of the idealism that filled passages of his speech and to a degree reduced its impact, his basic message was undeniable.

Television *isn't* as good as it should be— as it can be. Much of the standard network programming *is* formula stuff, ground out by hacks in Hollywood who have even less respect for the public than the men in New York who buy their product. Violence (and gentlemen, isn't this what started the whole new wave of criticism?) *is* being used indiscriminately. And more diversity in programming *is* absolutely necessary.

Collins said, "Wake up!" and Minow said, "Wake up or else!" Whether all they said was right or fair or practical is not too important. What *is* important is that no one in the industry can say, "They weren't talking about me." What is *more* important is that everyone in television —from Hollywood writer to station owner to network president—start working now toward the day when he can take pride in *everything* he places before the public.

***More about***

**JKF TO NAB (WITH AOK):** U.S. broadcasters "are the guardians of the most powerful & effective means of communication ever designed," President Kennedy told the opening general session of NAB's Washington convention May 8.

In a somber speech stressing the combatant role of TV & radio in the world contest between communism & freedom, the President told some 4,000 NAB badge-wearers in the Sheraton Park Hotel: "There is no means of communication as significant as that in which you are involved—to hear, and to see, and to listen."

The jampacked delegates applauded repeatedly as the President called on broadcasters & the country to exploit "the great inner resource of freedom"—the "better advantages of a free society."

Mr. Kennedy had been billed in advance for little more than a ceremonial appearance at the convention. Instead, he unexpectedly took over the rostrum from an old friend —NAB Pres. LeRoy Collins—for a 2,500-word address on world perils and "painful choices" ahead for the U.S.

The wildest ovation of the convention was given to an unscheduled NAB guest who shared the platform with the President, however. Introduced by Mr. Kennedy as "the nation's No. 1 television performer, who I think on last Friday morning secured the largest rating of any morning show in recent history," the surprise star was Comdr. Alan B. Shepard Jr.

### Astronaut Shepard Speaks to NAB

On his own impulse, the President had brought astronaut Shepard, Mrs. Shepard and Vice President Johnson direct to the Sheraton from the White House reception for the space hero. Shepard made a 3-sentence speech, the first third of which was heard only by those on the platform: "How do you get them to stop? We only have time for a few words here, because I understand we have a rather busy day ahead of us. I just want to say, thank you very much for such a warm welcome."

In his own speech, the President used Shepard's May 5 flight and the broadcast coverage of it as a springboard for remarks on essential differences between totalitarian & free societies. The "very public flight" and its potentials for failure were hazardous not only for Shepard but for the nation's prestige, Mr. Kennedy said, but the step-by-step coverage was "the kind of risk which members of a free society must take." He went on:

"There had been before the flight, as you know, a good many members of the community who felt that we should not take that chance. But I see no way out of it. I don't see how it is possible for us to keep these matters private, unless we decide on the highest national level that all matters which are risky, which carry with them the hazard of defeat, which could be detrimental to our society, that none of them will be printed in the paper or carried on radio or television. The essence of free communication must be that our failures as well as our successes will be broadcast around the world. And therefore we take double pride in our successes . . .

"The full development of broadcasting as an instrument of education is one of the most significant challenges which confronts your industry. And here in our own country this power can be used—as it is being used—to tell our people of the perils & the challenges & the opportunities that we face—of the effort & the painful choices which the coming years will demand."

**Ribicoff Backs ETV Aid:** Uncertainty about the Kennedy administration's attitude toward federal-aid-to-ETV legislation in the House (Vol. 17:19 p17) was ended last week by HEW Secy. Abraham Ribicoff. He told the NAB convention in Washington that he'll support matching-fund measures to help states develop educational TV systems.

Addressing a May 10 management conference luncheon at the convention, Ribicoff said he'd detail Administration plans for ETV in May 17-18 hearings by the House Commerce Communications Subcommittee. He didn't disclose in his NAB speech how much government money would be sought to match state-appropriated funds.

Unlike a Senate-passed bill by Sen. Magnuson (D-Wash.), which provides for outright $1-million federal grants for ETV to each state & D.C., most of a half-dozen ETV bills pending in the House set up matching-grant aid systems. Ribicoff had opposed the Magnuson measure because it lacked sufficient self-help standards for the states and didn't require assurances that ETV operating funds would be provided.

The administration's plan, Ribicoff said, would include provisions that states & localities could use matched funds for ETV planning as well as for buying station equipment.

"We believe that federal funds should be available on a matching basis to enable states & localities to further the use our nation has thus far made of TV in its educational processes," Ribicoff told the NAB delegates. At the same time, he warned them that ETV progress won't "take commercial broadcasters off the hook."

Echoing ETV comments in FCC Chmn. Minow's earlier speech to the convention (see p. 1), Ribicoff said broadcasters have a duty to provide "balanced programming, including programs which significantly contribute to education."

There was ETV talk at another NAB convention session, too. While Ribicoff was addressing the management conference luncheon, atomic physicist Dr. Edward Teller was telling an engineering luncheon that it's time for commercial broadcasters to offer more educational programming in prime time. This could make "an enormous contribution to the future of our country," Teller said. Teller's ETV plea, interposed in a technical discussion of satellites, was applauded at the luncheon.

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**David Lawrence:** "Mr. Minow makes the usual disclaimer that any governmental censorship is intended. What the FCC Chairman proposes, however, is broader than censorship. No particular program or particular declaration or particular form of speech-making will be ordered suppressed—that's "censorship." Instead, a whole broadcasting company would be suppressed and put out of business and its source of revenue taken away altogether unless that company toes the mark and conforms to the doctrines of the administration which happens to hold office when a broadcasting license comes up for renewal. This is a form of dictatorship which it is surprising to see advocated under a so-called 'liberal' administration."—*N.Y. Herald Tribune.*

**John Crosby:** "Newton Minow is a courageous man to state these glaring truths. Now let us see how the broadcasters plan to grapple with them and the man who uttered them. As for the threat not to renew a license just because the licensee asks for it in perpetuity, we should all live so long as to see a single license revoked."—*N.Y. Herald Tribune.*

**FCC PANEL PROS & CONS:** The traditional question-&-answer session at NAB's conventions, in which FCC members subject themselves to written & oral queries, no longer appeals to a majority of Commissioners. However, a minority pressed for it last year & this—so they all went along with it. Predictions at the FCC are that the session will be discontinued next year or soon thereafter. Herewith is a summary of the major topics discussed—NAB Chmn. Clair McCollough again serving as genial & agile moderator:

FCC's **role in programming**—Comr. Ford referred listeners to the Commission's policy statement of July 1960 (Special Supplement No. 7) which, he said, proposes that broadcasters tell FCC what they've done to determine their community needs and what "you, not we, propose to do to meet them." Comr. Hyde referred to a 1949 statement calling for "fairness, freedom of speech and the right of the public to know." He said he hoped FCC wouldn't attempt to require "outlines in advance and adherence to strict formulas regardless of changing situations." Chmn. Minow said that the Commission would continue to look into "legitimate complaints, not those from crackpots, and to do spot checks as renewals approach."

**Allocations**—Comr. Lee said that the start of FCC's N.Y. uhf project is due Oct. 1, with programming to begin Nov. 1. At the end of the project, he said, the plan is to turn the facilities over to the city of New York. He said that engineers tell him that the Empire State Bldg. tenants will be able to get TV for the first time through uhf —though neither he nor Comr. Craven could tell why. All 7 N.Y. vhf channels transmit from atop the building, as will uhf. Craven predicted that Congress won't pass FCC's proposed all-channel-receiver bill and added: "I'm fearful that uhf-vhf sets will cost more than people are willing to pay."

**Editorializing**—Comr. Bartley stated his belief in equal time on controversial issues. He was bearish about broadcasters' endorsement of candidates: "I doubt whether we're mature enough to do it in many markets." Lee noted that the fairness doctrine is now law and expressed concern lest the presentation of all points of view pre-empt too much station time.

**Station sales**—Comr. Cross, referring to FCC's proposal to make broadcasters keep stations at least 3 years except in hardship cases, said that an analysis of recent sales showed an "unhealthy" turnover. Hyde urged retention of the case-by-case system, though he added: "Maybe we should look into each more." Craven said the 3-year proposal smacks of "govt. interference into private enterprise." Lee said the proposal "is not unreasonable" but should have exceptions for good cause.

**NAB Codes**—Minow endorsed them heartily, saying: "I'd prefer you set your own rules and revitalize the Codes." Unfortunately, he said, the people who should be reached by the Codes don't even attend the conventions. Hyde was strong for the Codes, said that FCC must steer clear of censorship.

**AM stations**—There are too many AMs, Lee asserted, and he'd grant no more. Craven said that he was worried about FCC's attempting to judge the economics of "too many stations," fearing that it would lead to "govt. interference in industry business affairs." Minow said that radio offers a much more difficult problem than TV because it makes much less money and has to compete with TV. He said he was making an "earnest study" of radio but is deferring judgment for the present. For this statement, he was applauded.

**Pay TV**—Cross had the short answer: We granted RKO's application for Hartford—and the case is now in court.

**CATV**—Lee said that CATV-station conflicts have almost disappeared and the need for legislation "may become moot." Ford thought, however, that it would be good to have the law on the books to keep the problem from rising again.

**Ratings**—Minow repeated the theme in his speech—that he isn't concerned with accuracy but with their use in scheduling programs—and urged that NAB follow through on Collins' suggestion that the Association sponsor research on accuracy.

**FM radio**—Hyde said there are plans in the works to negotiate Canadian & Mexican agreements to protect stations on both sides of the border.

**"First Amendment"**—A question from the floor sparked a roundup on freedom of speech. Bartley said "I don't find advertising in the First Amendment." Hyde repeated his concern about govt. censorship. Ford called FCC's July 1960 policy statement "quite a charter of freedom for the broadcaster" and asserted that "I don't see how anyone can point to anything we've done interfering with the First Amendment." Lee pleaded for adherence to NAB's Codes. Craven stated flatly: "We invade the right of free speech every time we check balance." Bartley spoke for "self regulation" and urged resistance to "all pressure groups." Minow wrapped it up with: "There will never be any censorship by the FCC. Why are we here? There are not enough frequencies. We've got to pick out responsible broadcasters and see that you operate in the public interest."

On the non-broadcast agenda, Ford was asked when "a final decision" was due on "another Ford in your future"—referring to his upcoming offspring. Ford quipped: "I hope you don't poll the Commission on that question." It's understood that the target is mid-July. Minow concluded the session with: "I will always talk to you plainly so you'll know where I am." This produced substantial applause.

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**Space Coverage Lauded:** TV-radio & newspaper coverage of the May 5 manned Mercury shot into space "was handled wonderfully," Chmn. Kerr (D-Okla.) of the Senate's Aeronautical & Space Committee told a meeting of the Okla. Bcstrs. Assn. at last week's NAB convention. In a footnote to President Kennedy's opening convention speech (see p. 8), Kerr related that the White House gave the go-ahead on the flight despite scientific advice that money required for the project could be spent more profitably in other space-development areas. Kerr said that he & other administration leaders urged the President to proceed with the exploit as quickly as safety permitted. It was needed by the U.S. as an antidote to Russian successes in space, Kerr said, adding that all future shots should be made with as much publicity as possible. "When we put a man in orbit, he'll be talking to the world from space," Kerr told the broadcasters.

**Raymond F. Guy**, retired NBC senior staff engineer, was presented NAB's engineering achievement award at the Association's annual convention. Guy recently returned from a 90-day mission to Viet Nam as a U.S. consultant on the construction of a communications network.

**NBC & ABC Affiliate Sessions:** NBC-TV's meeting for affiliates before the NAB convention stressed "diversity" in programming, tailored to the Washington setting. After a rundown on the fall schedule by NBC executives, producers & talent, Chmn. Robert Sarnoff summarized:

"We have heavy commitments & heavy sales. This is going to be our year." He said there would be a "well-rounded schedule of news & public affairs" and asserted "we have no fear how our affiliates will fare under govt. scrutiny." He urged affiliates to consider "program balance" and to "be diligent about what you add to the network schedule." And, he said, "we must guard against over-commercialization."

"The govt. shouldn't tell us what to program," Sarnoff said, "and the only way to hold the line is self-regulation & self-improvement."

The ABC-TV affiliates group heard a strong top-executive pitch, including word from AB-PT Pres. Leonard Goldenson, stressing "youth" & "growth." Goldenson noted that ABC had financial interests in 19 foreign stations, hoped to increase the number to 38—to be ready when satellites bring instant global networking.

Pres. Oliver Treyz had 2 main points: (1) ABC-TV's audience has a higher percentage of post-war families than either of the other networks. (2) ABC-TV needs more full-time affiliates & clearances.

Other executives used rating figures in an effort to wean affiliates from CBS & NBC, showing how stations achieved sharp increases after switching to ABC-TV in Salt Lake City, Boston, Milwaukee, etc.

ABC announced that more than 95% of its affiliates had agreed in writing not to triple-spot in 40-sec. station breaks. The affiliates elected as Chmn. John F. Dille Jr., WSJV South Bend, Ind. He succeeds Howard W. Maschmeier, WNHC-TV New Haven.

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**Morency Honored:** TV-radio-NAB veteran Paul W. Morency (WTIC-TV & WTIC Hartford) has been awarded a special Broadcast Pioneers citation for "leadership over the years." The Travelers Bcstg. Service Corp. pres. was ill & unable to be on hand for the presentation at NAB's Washington convention, but the award was accepted for him by Gladden W. Baker of Travelers. At another meeting in conjunction with the convention, the Society of TV Pioneers re-elected all officers & directors at its traditional breakfast. The board is headed by W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.). CBS radio Pres. Arthur Hull Hayes is the incoming Broadcast Pioneers pres.

**"Summit Meeting" for World TV:** The international assembly of the Academy of TV Arts & Sciences will hold a top-level meeting of world TV leaders Nov. 4-11 with U.N. Ambassador Adlai Stevenson as principal speaker. Alfred Stern, NBC enterprises vp, announced participation commitments from TV organizations in 10 countries: Great Britain, Japan, Canada, Argentina, West Germany, Panama, Australia, Belgium, Venezuela and Colombia. Puerto Rico also will be represented. The assembly, chaired by Ed Sullivan, has no U.S. govt. affiliation, and plans to subsidize itself by selling a telecast of the conference to the 3 networks.

**More Uhf Bids Asked:** Contractor bids on making & installing a special uhf-project directional antenna atop N.Y.'s Empire State Bldg. are sought by FCC, which said it plans to put it into test use Sept. 1. The Commission also set a May 31 deadline for quotations on radio frequency amplifiers to be used in the N.Y. project.

**APBE Re-elects Linton:** Meeting in advance of NAB's convention in Washington, the affiliated Assn. for Professional Bcstg. Education re-elected Pres. Bruce A. Linton of the U. of Kan. TV-radio-film department. NAB Industry Affairs vp Howard H. Bell was named APBE exec. secy. Other officers: Vp, Harold Niven, U. of Wash.; Secy.-treas., W. Earl Dougherty, radio KXEO Mexico, Mo. Dougherty and W. C. Swartley of WBZ-TV & WBZ Boston were designated by NAB Pres. LeRoy Collins for new 3-year terms as board members. Speakers at the APBE sessions included NBC's Washington news mgr. Elmer W. Lower and exiled Cuban broadcaster Goar Mestre. Lower said that in the U.S. "politics & broadcasting have become inseparable bedfellows," that the impact of TV & radio on future Presidential elections will be even greater than it was in 1960. Mestre related how Fidel Castro had taken over Cuban broadcast facilities to pervert them to his own uses. A former supporter of Castro, he also criticized U.S. policies in Latin America.

**TIO Reports:** Schedules of their "better" programming are now being produced by stations in 26 markets, reported Louis Hausman, dir. of TIO, at the NAB convention. The schedules go to 135,000 opinion makers & community leaders. Hausman also reported that TIO's continuing study of 2,000 American homes by the Psychological Corp. indicated another increase in the number of people who think TV programming is getting better. The figures: 1959—18%; 1960—20%; 1961—23%. Hausman said TV is presently making it possible for 46 million American families to have cultural experiences which were available only 15 years ago to a relatively tiny group limited by geography & income.

**TV Board Names Martin:** Dwight W. Martin (WAFB-TV Baton Rouge) stepped up last week to the chairmanship of NAB's TV Board, succeeding W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.). Martin was co-chairman of the NAB convention and had been TV Board vice chairman. Succeeding him as vice chairman was William B. Quarton (WMT-TV Cedar Rapids-Waterloo). Re-elected to the board were NAB Chmn. Clair R. McCollough (Steinman Stations) & Rogers. New members named: James D. Russell (KKTV Colorado Springs-Pueblo) & Robert F. Wright (WTOK-TV Meridian, Miss.).

**IAAB Proclaims "Emergency":** A "declaration of Washington," calling on Western Hemisphere broadcasters to rally against communist subversion in Cuba & elsewhere, has been issued by the Inter-American Assn. of Bcstrs. Released during NAB's Washington convention, the manifesto was adopted by IAAB delegates from 21 countries—many of whom participated in the NAB sessions. It "declares a state of emergency & proclaims the positive duty of every member to contribute to the defense of the democratic system of representative governments, using the means they have at hand for its protection." Peoples Bcstg. Corp. Pres. Herbert E. Evans represents NAB on the IAAB directive council. Delegates to IAAB's general assembly preceding the NAB convention presented Evans with a gold watch in appreciation of his services.

**NAB Wins RFE Award:** A special award to NAB for its help in promoting the Radio Free Europe Fund was presented to Pres. LeRoy Collins at the Washington convention. In giving the award to Collins, Westinghouse Bcstg. Co. Pres. Donald H. McGannon, who heads "Broadcasters for RFE," said the industry's response to the RFE campaign in the U.S. was "nothing short of phenomenal."

***More about***

**STEREO STATION EQUIPMENT:** There won't be any shortage of equipment to convert FM stations to the new FCC stereocasting standards, judging by the manufacturers' displays at the NAB convention last week. And there won't be any hurry to buy it either, judging by the attitude of FM broadcasters who shopped the equipment exhibits but were reluctant about placing orders for new gear about which very little information was available (see p. 3).

Some orders were placed for hurry-up delivery of hand-made prototype equipment by stations which wanted to be first in their areas, but most FM broadcasters seemed willing to wait until equipment makers' claims could be studied and prices compared. Highlights of other manufacturers' FM stereo transmitter & studio equipment, as shown & discussed at NAB:

**RCA:** Showed a transistorized stereo generator at $975 and stereo matrix unit at $275. Production units of the generator will be available in Oct., the matrix unit next month. RCA is offering June delivery of pre-production stereo generators at $1,495. The equipment is designed to work with any RCA FM transmitter ever built. Stereo studio equipment shown by RCA includes transistorized control console, tape recorder, stereo pickups & pre-amps.

**ITA:** As reported earlier this month (Vol. 17:18 p4), this Lansdowne, Pa. company is offering a stereo generator at $995, complete stereo exciter unit for $2,495—the latter for stations without multiplex equipment. Deliveries are being promised in 2-to-3 months. Also shown by ITA: Stereo monitor ($1,380), 3-channel console ($1,995).

**Standard Electronics:** Showed a stereo exciter unit at $1,700, promising delivery of production units in 60 days. The first pre-production unit was purchased by an unidentified San Francisco station for delivery in 30 days.

**Collins Radio:** Displayed new 250-watt transmitter with stereo already built in, promising delivery in production quantities by year's end. A spokesman said Collins will also have conversion gear. Stereo console was shown.

**GEL:** Suppressed-carrier FM converter was shown at $2,000; production-unit deliveries slated in 6-to-8 months.

**Moseley Associates:** This Santa Barbara, Cal. manufacturer of multiplex equipment, will have a stereo subchannel generator at $1,200 by this summer.

**GE,** which had been expected to show a transmitter modification kit at the convention, was silent, revealing neither prices nor plans, although it demonstrated the stereo system in a special showing.

**Crosby-Teletronics,** not represented at the convention, announced meanwhile that it "expects to be the first to deliver a complete line of stereo FM products including transmitters, laboratory & production test equipment, adapters & complete receivers."

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**Bartley Stereo Winner:** Awarded a Westinghouse stereo set in *Radio-TV Daily's* daily drawing during the NAB convention, FCC Comr. Robert Bartley was asked by reporters whether he saw any problem under President Kennedy's new "ethics" rules. Said Bartley: "I don't think this presents any problem. Anyone could have won it, and I am told the drawing was completely fair."

**Awards:** To NBC, NBC-TV and affiliates—the Distinguished Service Award of the President's Committee on Employment of the Physically Handicapped.

***More about***

**NEW TV TAPE EQUIPMENT:** Highlights of TV-tape improvements launched at last week's NAB convention (see p. 4):

RCA showed both less expensive & more deluxe TV tape recorders. In addition to the standard model, now priced at $44,900, RCA showed an incompatible 2-head tape recorder for closed-circuit use (non-EIA signal) at $17,500 (delivery in 6 months), a stripped-down compatible 4-head recorder (also for closed-circuit) at $27,500, a deluxe all-transistorized developmental console recorder in a single cabinet at $59,500 (delivery in 2 years). RCA TV-tape accessories include the Pix Lock system ($4,295) for synchronizing tape machine with any external picture source, for fades, laps & dissolves without rollover or loss of sync; Automatic Timing Control ($4,500) which removes skew, scalloping, residual errors from picture.

Among Ampex's new developments are a closed-circuit single-head recorder (not shown at convention) at $21,000; a new simplified upright model VTR at $41,950; the AMTEC time element compensator (developed by CBS) at $7,570, which automatically removes geometrical distortion on a line-by-line basis; the compact Colortec color-playback converter at $9,750. In developmental stage is a Selective-Editing Accessory making possible electronic editing on a frame-to-frame basis, providing 2-camera effects with a single camera and recorder and possibly making possible animation on tape; when available, it will cost about $2,500.

## Stations

**MST Renames Harris:** Jack Harris (KPRC-TV Houston) was re-elected pres. of the Assn. of Maximum Service Telecasters at a directors' meeting held in conjunction with NAB's Washington convention. Also renamed were 1st vp Charles H. Crutchfield (WBTV Charlotte), secy.-treas. Harold Essex (WSJS-TV Winston-Salem) and asst. secy.-treas. Lester W. Lindow, who also is exec. director. Lawrence H. Rogers II (WKRC-TV Cincinnati) replaced Donald D. Davis (KMBC-TV Kansas City) as 2nd vp. In a report to MST members, Lindow said farm organizations are lining up solidly with the organization in pushing for big-station TV coverage of farm areas. Among them, he said, are the National Grange, Farm Bureau Federation, Farmers Union, National Council of Farmer Co-operatives.

**WWL-TV Answers AFM:** American Federation of Musicians has no legal standing to complain to FCC about the use of musicians at WWL-TV New Orleans, the station told the Commission recently (Vol. 17:18 p6). In addition, said the station: "They have merely shown an excessive preoccupation with statistics, coupled with an understandable, though irrelevant, desire to increase employment . . . Their inflexible view of the significance of a program plan proposed 8 years ago results in their absurd demand for 'legally enforceable commitments' which would be contrary to [licensee's] informed, honest and prudent judgment."

**TV Music Negotiators:** The all-industry committee gearing to negotiate with ASCAP on music fees (Vol. 17:14 p5) has appointed the following as an executive committee to do the actual on-the-spot negotiating: Hamilton Shea, WSVA-TV Harrisonburg, Va., chmn.; John McCoy, Storer; Cliff Kirtland, Transcontinent; Payson Hall, Meredith; Robert Smith, WCYB-TV Bristol, Va.; Allen Hartnick, MetroMedia; William Grant, KOA-TV Denver; Charles Tower, NAB (also secy.).

## Congress

**TROUBLE FOR JFK'S FCC PLAN:** An unexpected groundswell of opposition to President Kennedy's reorganization plans for FCC & other federal regulatory agencies (Vol. 17:19 p3) began developing last week in Congress—particularly among Republicans.

The first formal resolutions of disapproval of the White House proposals cropped up in the Senate & House, either of which can veto any plan by majority vote by the end of June. Public hearings on the schemes to speed up agency processes were set in both Senate & House, a 3rd set of hearings was likely—and the President's agency advisor James M. Landis was subjected on Capitol Hill to private cross-examination about White House intentions.

Resolutions (S. Res. 142-3) disapproving Reorganization Plans Nos. 2 (covering FCC) & 3 (covering CAB) were submitted by Sens. Case & Mundt (R-S.D.). In the House, Rep. Hoffman (R-Mich.) fired away at all of the plans in resolutions (H. Res. 285-8). They covered not only FCC & CAB but SEC & FTC—Plan No. 4 on FTC having been submitted to Congress by the President May 9, just a day before Hoffman moved to the attack.

Getting the jump on Senate Commerce Communications Chmn. Pastore (D-R.I.), who had already scheduled a May 23 hearing on the FCC plan, Chmn. Dawson (D-Ill.) of the House Govt. Operations Committee meanwhile set hearings starting May 19 on all of the plans. Chmn. McClellan (D-Ark.) of the Senate's Govt. Operations Committee then called its members to a May 18 caucus to plan additional hearings.

### Landis Questioned Behind Closed Doors

The House Commerce Committee under Chmn. Harris (D-Ark.) wasn't expected to get into the public-hearing act itself, but Harris planned to turn up at Dawson's hearing this week—as an observer if not as a witness. And the Commerce Regulatory Agencies Subcommittee, also headed by Harris, summoned Landis to the Hill May 11 for 4 hours of closed-session grilling on the plans which he drafted.

Also present at the private House Subcommittee session—but not called on by Harris to say anything—were FCC Chmn. Minow & all other Commission members except Comr. Lee. Minow was asked by Harris to come back for another executive session for questioning on the FCC plan May 16—and the invitation was extended to any other FCC member who wants to talk about it.

When the 4-hour meeting with Landis was over, Harris told newsmen that "some of the objectives of the proposed reorganizations are very good" but that he "can't say I prefer the methods." Rep. Springer (R-Ill.) chimed in that "one-man commissions" might result from the proposed reorganizations. "The party that controls the chairman under these new plans controls the commission," Springer said. "It could be dangerous."

Landis himself was reported to have argued stoutly at the closed session that both the intent & language of all of the plans were sound. One of the other participants in the meeting in Commerce Committee offices told us that nobody suggested that the plans be withdrawn by the White House for revision—and that Landis gave no hint that he'd even think of such a thing.

Subcommittee fire on the plans was reported centered —by Harris & other members—on provisions abolishing procedural rights to FCC hearings by parties in adjudicatory cases which are decided at staff levels under authority delegated by the Commission chairman.

"There would be legal difficulties under the FCC plan as written," one Subcommittee source told us. "They might not come up under the plans for the other agencies, but mandatory-hearing provisions of the Communications Act would still be standing even if the FCC plan becomes effective."

It's unusual for Congress to turn down a President's reorganization plan at any time. It would be particularly surprising this early in the Kennedy administration for a revolt to develop to the point where any of the new President's plans would be rejected. "But there's a chance of it now," our Subcommittee source told us.

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**"Influence" Hearings Set:** After a 5-month delay, House Commerce Committee Chmn. Harris (D-Ark.) will open hearings next month on his omnibus measure (HR-14) to rid FCC, FTC, SEC, CAB and FPC of backdoor influences. He scheduled June 6-9 sessions on the bill—introduced at the start of the 87th Congress in January (Vol. 17:2 p2)—to tighten up *ex-parte* regulations in existing laws covering the regulatory agencies. Harris also said his Committee would look over broad conflict-of-interest proposals recommended by President Kennedy in his special "ethics" message to Congress last month (Vol. 17:18 p2). On the Senate side, Judiciary Administrative Practice & Procedure Subcommittee Chmn. Carroll (D-Colo.) meanwhile proposed a 3-point agency-reform package of legislation. Carroll's proposals would: (1) Increase terms of agency members to 10 years. (2) Outlaw back-door approaches to decision-making agency members & staffers. (3) Implement the President's authority to enforce good-conduct standards.

**Free Time Up Again:** Long-dormant proposals that TV & radio be required to provide free time to political parties during election campaigns have been revived in the Senate. Sen. Gore (D-Tenn.) said at a hearing by the Rules & Administration Elections Subcommittee that he thought such a free-time guarantee should be written into station grants & renewals. Last year the Senate Commerce Communications Subcommittee knocked down similar proposals requiring free prime time for Presidential candidates (Vol. 16:21 p2). Gore brought up the subject again during testimony on election-reform bills, including one (S-227) by Senate majority leader Mansfield (D-Mont.) providing $1-million govt. subsidies to help major parties pay for broadcast time (Vol. 17:13 p15).

**TV Blackout Proposed:** Another bill to put professional baseball & football under the same antitrust exemptions—and permit TV blackouts of some games—has been introduced by Sen. Hart (D-Mich.). Co-sponsored by Sens. Keating (R-N.Y.), Humphrey (D-Minn.) and Dirksen (R-Ill.), the measure (S-1856) would protect college football from TV competition on traditional Fri.-Sat. game days. It specifies that a pro game on any day except Sunday couldn't be telecast within 75 miles of an intercollegiate game site without the home-college's permission.

**Network Controls Sought:** Rep. Bennett (R-Mich.), ranking minority member of the House Commerce Committee and longtime advocate of FCC regulation of networks, has re-introduced legislation (HR-7003) amending the Communications Act to subject them to "controls designed to assure that their operations are in the public interest."

## The FCC

**Plugola Rules Proposed:** Following up its anti-payola guidelines, drawn for broadcasters in April (Vol. 17:18 p3), FCC last week proposed a 5-point set of rules to require plugola announcements under terms of Harris-Pastore act.

In its planned rule-making (comments due by June 19), FCC said that unless a program itself makes it apparent that somebody has a financial interest in a "service or commodity" plugged on the show, an announcement must be made if any of the following has such an interest:

"(1) The licensee of a station which broadcasts such promotional matters.

"(2) A network which furnishes such promotion matter for broadcasting.

"(3) Any officer, director, or employe of such station, licensee or network.

"(4) Any person who directly or indirectly holds an ownership interest of 10% or more in such station, licensee or network.

"(5) Any person appearing on a program during which such promotional matters is broadcast."

When are program plugs payola? The Commission listed 13 examples—most of them covering plugs which are permissible without announcements:

"(1) A radio network directly or indirectly has an ownership interest in a company engaged in the business of producing phonograph records. A popular music recording produced by that company is played during a program of the network, and program announcer gives the names of the selection, the composer, the performing band, the soloist and the record manufacturer. No announcement is necessary since it is customary to identify musical recordings in this manner.

"(2) Facts as under (1) hut the announcer comments favorahly on the popularity or appeal or merits of the record. Announcement is necessary where such comments are not customarily made, but not necessary if such matter is customarily interpolated in the program format.

"(3) The parent corporation of a television network is entitled to share in the proceeds of the sale in stores, of a game which is hased on a similar game hroadcast as a program of that network. During that program it is announced that the same or a similar game of the same name can be hought at stores. Announcement of the network's interest is necessary, since mention of the public sale of the game is not necessary to its performance on the program.

"(4) Facts as under (3) except that instead of the announcement that thc game can be hought at stores, copies of it are given away on the program as prizes. An announcement of the network's interest is necessary since it is not necessary to the program that copies of the game he included in the prizes awarded to contestants.

"(5) Facts as under (4), except that the program on which the game is played is sponsored hy the company which manufactures the game and the appropriate sponsorship identification is broadcast. Additional announcement is not necessary.

"(6) A person who is the licensee of a radio station owns shares in a publicly held corporation. That corporation sponsors a program broadcast over the station and proper sponsorship identification is made. No additional announcement is necessary.

"(7) A person appearing on a television program not associated with a particular game mentions and praises it. He has an interest in the proceeds from its sale. Announcement is required since its mention is not reasonably necessary to the program and his interest is not otherwise evident to the audience.

"(8) An actor who plays the leading role in a motion picture appears on a television program and mentions the film. The actor is entitled to a percentage of the income from exhihition of the film. No announcement is necessary since it is ordinarily to he expected that the actor will benefit financially from the success of the film.

"(9) The author or puhlisher of a hook appears on a hroadcast program and mentions the book. No announcement is necessary since it is readily apparent that the author or puhlisher will have a financial interest in the proceeds from its sale.

"(10) A singing celehrity appears on a regular or special broadcast program and sings a song which is available on records for sale to the public. No announcement is necessary.

"(11) Facts as under the previous example, but the singer refers to the fact that the song is availahle on records. Announcement is not necessary, since it is readily apparent that the singer will benefit financially from the sale of the record.

"(12) An employee of a radio or television station has an interest in dance band which performs on a broadcast over the station. Without more, no announcement is necessary.

"(13) Facts as under the preceding example, but the audience is informed that the band plays at a certain dance hall or other place or is available for engagements. Announcement is necessary since the additional matter is not ordinarily necessary to the performance of the band during the hroadcast and serves to promote patronage of the band beyond listening to or watching its broadcast performances."

**FCC REVISING PROGRAM FORM:** After talking with NAB & FCBA representatives, FCC has decided to redo its proposed program form and postpone time for comments from June 1 to a date to be set later.

The Commission itself has new ideas and it has been given some by industry. Among them: Separate questions for radio & TV, inclusion of reports on clearances of various kind of network programs, reinstatement of the composite week (instead of the proposed "average" week), more specifics in other areas.

FCC said it would come out with a revised proposal "as quickly as possible." Meanwhile, it said, "no useful purpose would be served by interested parties expending time & effort to comment on the presently outstanding proposals."

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Local Notices Clarified: FCC has taken note of some "confusion" among broadcasters on local-notice requirements for hearings on license applications under the Harris-Pastore Act. The Commission reiterated that except in assignment & transfer cases "local notice of hearing must be given in all cases designated for hearing on or after Dec. 13, 1960, even if the application was filed prior to that date." However, FCC said, applicants who filed prior to Dec. 12 but whose hearings weren't designated until then or later "will not be penalized for failure to obtain timely compliance with the local-notice requirement." The Commission granted an extension of time for all such cases—but warned the applicants to "take immediate steps to comply."

Agency Parley Planned: The first plenary session of the Administrative Conference of the U.S., set up by President Kennedy to recommend improvements in regulatory-agency machinery (Vol. 17:19 p15), probably will be held in Washington in late June. Court of Appeals Judge E. Barrett Prettyman, Conference chairman, told a D.C. Bar Assn. meeting that the initial session will be followed by another late this year. "If it works," Judge Prettyman said, the 50-member conference can become a permanent watchdog over agency procedures.

WHDH-TV Appeal Refused: The Supreme Court has refused a plea by WHDH-TV Boston to review a Court of Appeals decision sustaining FCC in its "influence" findings that the Ch. 5 CP should be set aside (Vol. 17:5 p3).

## Auxiliary Services

Medical TV Guides: The Council on Medical TV (33 E. 68th St., N.Y. 21) has published 5 papers distributed at its 3rd annual meeting at Bethesda, Md. (Vol. 17:16 p7). Available without charge from exec. secy John K. Mackenzie, they are: *Progress Report of Closed-Circuit-TV Teaching System at Duke U. Medical Center, Preliminary Report on Intramural TV, Staff Summary & Critique of a Study on the Utah Open-Circuit Teleclinics, Medical TV Equipment & Utilization Report* and *Keynote Speech by Sen. Magnuson* (D-Wash.).

Cal. Community TV Assn. Elects: Fred Rutledge, Ukiah, pres.; Dean DeFoe, Barstow, vp; Harry Ford, Barstow, secy.-treas. Meeting in Sacramento April 23-24, the group lunched with state senators & assemblymen, discussed the formation of a Southwestern Regional Community TV Assn., to include Cal., Ariz., N.M. and Utah.

## Networks

**Filming Now OK at TV City:** CBS-TV, previously prevented by union restrictions from filming its series at its huge Television City in Hollywood, is now free to do so. IBEW, in recent negotiations for a new contract, withdrew its objection to the network's bringing in IATSE workers to film shows. It was an "unwilling departure from previous practice," we were told by Andrew Draghi, business mgr. of Local 45, IBEW, Hollywood, but the union receded from its previous position as part of the over-all settlement.

Thus, CBS-TV, which has had virtually empty stages (Vol. 17:19 p9) can now quarter its film series, such as *Gunsmoke, Have Gun—Will Travel, Perry Mason* and *Twilight Zone*, at TV City. Currently, the network is paying huge rentals at Hollywood studios.

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Red Parade Protest: NBC-TV has been reproved by the Veterans of Foreign Wars for carrying May Day scenes at the Kremlin. In a telegram to network officials, the VFW says: "It seems strange that NBC should ignore Loyalty Day celebrations in the U.S. while stimulating interest in communism through extensive coverage of the Moscow May Day parade." A copy of the protest was sent to Rep. Van Zandt (R-Pa.), former head of the VFW.

### NETWORK SALES ACTIVITY

ABC-TV

Adventures in Paradise, Sun. 10-11 p.m., part. eff. Oct.
*Union Carbide* (William Esty)

Roaring Twenties, Sat. 7:30-8:30 p.m., part. eff. May.
*American Chicle* (Ted Bates)

The Untouchables, Thu. 9:30-10:30 p.m., part. eff. May.
*Schick Safety Razor* (Compton)

Cheyenne, Mon. 7:30-8:30 p.m., part. eff. Oct.
*Miles Laboratories* (Wade)

Daytime programming, Mon.-Fri., part. eff. May & June.
*Clairol* (Foote, Cone & Belding)
*General Mills* (BBDO)
*Welch Grape Juice* (Richard K. Manoff)..

NBC-TV

Frank McGee's Here and Now, Fri. 10:30-11 p.m., full-sponsorship eff. Sept. 29.
*Gulf Oil* (Young & Rubicam)

Robert Taylor's Detectives, Fri. 8:30-9:30 p.m.; Laramie, Tue. 7:30-8:30 p.m., part. eff. Oct. & Nov.
*Pittsburgh Plate Glass* (Maxon)

Daytime programming, Mon.-Fri., part. eff. June & Sept.
*Norwich Pharmacal* (Benton & Bowles)
*Bon Ami* (Hoyt Associates)

CBS-TV

Candid Camera, Sun. 10-10:30 p.m., co-sponsorship eff. fall.
*Lever Bros.* (J. Walter Thompson)
*Bristol-Myers* (Young & Rubicam)

The New Breed, Tue. 9-10 p.m., part. eff. fall.
*Brown & Williamson* (Ted Bates)
*Johnson & Johnson* (Young & Rubicam)
*Miles Laboratories* (Wade)
*Scott Paper* (J. Walter Thompson)

Frontier Circus, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
*Du Pont* (N. W. Ayer)

Mister Ed, Sun. 6:30-7 p.m., co-sponsorship eff. Oct. 1.
*Studebaker-Packard* (D'Arcy)

Daytime programming, Mon.-Fri., part. eff. Sept. 16.
*Colorforms* (Kudner)

**CBS Into Arbitron Orbit:** The rare occasions on which all 3 TV networks simultaneously carry the same news event provide a fine opportunity to measure the competitive audience-attracting qualities of a network's general news "image." Such an occasion was the May 5 sub-orbital space shot from Cape Canaveral with its 3-network pool coverage. On first yardsticks, CBS-TV seemed to be the winner.

During the first segment of the space shot (10:15-10:30 a.m.), CBS was in front with an Arbitron of 10.8 vs. 8.4 for NBC and 3.0 for ABC. In the last segment (11:15-11:30 a.m.) CBS was still ahead in Arbitron with 14.5 vs. 11.5 for NBC and 3.8 for ABC. CBS also led in the rating race that night with space specials, drawing a 22.7 Arbitron for a 10:30-11 p.m. *Eyewitness to History* vs. 15.4 for *Law & Mr. Jones* on ABC and 11.7 for *Michael Shayne* on NBC. A Gulf-sponsored space special at 8 p.m. on NBC-TV drew a 10.6; a space report on ABC-TV at 7:30 drew a 9.6.

Researchers at the runner-up network in such 3-way races usually have a mathematical challenge (or at least an explanation) up their sleeves, and last week NBC was doing this slide-rule bit. NBC's footnotes to the CBS victory, however, made a pair of interesting points: (1) CBS's strong morning rating was helped, NBC said, by a lead-in from the reruns of *I Love Lucy*. The network was in the midst of a *Lucy* show with a 10.8 rating when the pool coverage of the shot began. (2) Since 45% of the "weight" of the 7-city Arbitron panel is concentrated in N.Y., Arbitron ratings tend to favor network popularity in N.Y. at the expense of a national cross-section, NBC added. During the space shot, the WCBS-TV N.Y. audience share was 50% in Arbitron, vs. only 29% for NBC. Out of town, things were different. In the other 6 Arbitron cities, NBC had a 43% audience share, and CBS had a 39%. Also, conspicuously absent from NBC's coverage were Chet Huntley & David Brinkley. Reason: The Canaveral shot was one of the "instant news" shows sponsored by Gulf Oil Co.—and Texaco, a rival, sponsors the nightly Huntley-Brinkley NBC newscasts.

What will really tell the story, NBC feels, is the audience split that will be shown by national Nielsens on the space shot. During last fall's Presidential election-night coverage (another 3-network competitive battleground), the 7-city Arbitrons gave CBS a 36% audience share and NBC a 34% share. When the Nielsens for the same event appeared later, they showed a switch; CBS still had a 36% share, but NBC's share had jumped to 45%. NBC's point: CBS may have won a skirmish at Arbitron creek, but may yet lose the battle of Nielsen bay.

## Foreign

Swiss TV Festival: Networks in 20 countries, including U.S., are expected to enter programs in the International TV Festival in Montreux, Switzerland this year, starting May 15. The musical or variety program entries are being kept tightly under wraps, all networks assuming that the time to mention their program is after it has won an award and not before. Entries will be judged by a 7-man jury representing as many nations, the winner receiving "The Golden Rose of Montreux" award and a cash grant of 10,00 Swiss francs.

Malaya Plans TV Assembly: The Minister of Finance has announced intention to authorize the assembly of TVs as one of 4 pioneer industries in the country. The TV assembly companies now planned are reportedly joint ventures of Japanese & Singapore interests.

## Advertising

**DIXON HITS CODE FAILURES:** Self-regulation by broadcasting & other advertising media is a good thing which everybody favors—"provided the concept never becomes too much 'self' & too little 'regulation' "—FTC Chmn. Paul Rand Dixon said last week.

Speaking to the National Assn. of Better Business Bureaus convention in Phoenix, where NAB TV Code Review Board Chmn. E. K. Hartenbower appeared via film (Vol. 17:19 p4), Dixon said he didn't "mean to be cynical," but many instances could be cited in which ad codes "shielded wrong-doing and delayed corrective action" by FTC.

Dixon observed that ANA, AFA, AAW, AAAA and ANPA were represented at the BBB convention along with NAB. He saw this as "a hopeful indication" that business organizations themselves are developing closer working relations for truth in advertising.

Moreover, he said, there's no doubt that "newspapers, magazines and broadcast stations refuse more deceptive advertising every day than the government can enter for investigation." He cited an ANPA report that U.S. & Canadian daily newspapers in 1960 rejected more than $7.5 million in "hokum advertising." No comparable broadcasting figure was available—but if it were, it "would compare favorably with the printed media," Dixon went on.

Without mentioning NAB by name, Dixon nevertheless said that industry codes setting "a common standard of integrity" run into problems when they are administered by "private organizations dependent for their existence on financial or other contributions from their membership."

Members of such self-regulating organizations agree unanimously that "sin should be exposed & denounced [but there] is less unanimity on which sinners should be exposed," the FTC chief told the BBB convention, adding:

"And human nature being what it is, there is a disinclination on the part of organizations to identify which financial pillars are in need of repair. It is much easier to designate which shrubbery is in need of clipping in order to present a respectable appearance to the public.

"Or, to put it another way, it is extremely difficult, if not impossible, to design an impressive temple where provision must be made for care & feeding of sacred cows.

"I would urge instead that the FTC tend such cows so that the temple can better serve the vast majority of businessmen who have the honor & capacity to police themselves."

Dixon said he's not optimistic enough to tell self-policing industry groups: "Congratulations, boys, we're all doing a dandy job." Instead: "False advertising campaigns run their courses before they are stopped, with the public & sellers of competing products the victims. Our fine police force—self-regulation working hand in hand with government—chalks up another zero. And the triumphant advertiser grins & exchanges congratulations with his advertising agency."

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**Branham Gives Up Broadcast Div.:** Thomas B. Campbell has been named pres. of a new organization formed to take over Branham agency's broadcast div., effective June 30 for an undisclosed price. The un-named company will have its hq in N.Y. and sales offices in Chicago, Detroit, Minneapolis, Atlanta, St. Louis, Dallas, San Francisco & Los Angeles, with present Branham broadcast div. personnel continuing under the new corporation.

**Toys-I'lus-TV Equals Sales:** Leading national toy advertisers have moved to TV "to the virtual exclusion of all other media," TvB reported last week. Only 4 of the top 10 companies used magazines in 1960, the Bureau said, and none used newspapers. TV expenditures of the top 10 toy firms totaled $4.8 million. Total 1960 gross time billings for network & spot TV were $7.2 million, up 17% over 1959's $6.2 million. Biggest toy spender was Mattel, with gross time billings of $1.4 million, followed by Remco ($796,990) and Ideal Toy ($656,550). TvB also reported last week that food & food product advertising made the biggest network-TV dollar gains of all product classifications in the first 2 months of 1961. Gross time billings for January-February were $22.2 million, compared with $19.9 million in the like period last year.

**Gardner Goes International:** Gardner Advertising this month joined the growing list of TV-minded U.S. ad agencies with overseas liaisons. A "business association" with Basil Butler Co. Ltd. of London provides for a mutual stock exchange. Each agency will acquire "a substantial, noncontrolling interest" in the other. Basil Butler, one of the first British agencies to start a commercial TV dept. & install closed-circuit TV, had 1960 billings of $5 million. Gardner's billings were $42.7 million. "We believe the day is not far off when most manufacturers will be engaged in international marketing," said Gardner Pres. Charles E. Claggett. "With that will come the need for ad agencies equipped to deal with international marketing problems." Operating under the same theory, Campbell-Ewald recently formed an international department. Based in N.Y., the new division will be headed by Monte Johnson, former Robert Otto & Co. executive.

**Magazines Up 10.3%:** While TvB was lauding TV's ad-getting superiority over newspapers (Vol. 17:19), Magazine Advertising Bureau was patting its own print medium on the back. The 100 leading magazine advertisers spent $393.7 million in 1960—an increase of 10.3% from $356.9 million in 1959, MAB said. General Motors was the biggest magazine advertiser, with billings of $39.1 million, followed by Chrysler ($13 million), Ford ($11.7 million) and AT&T ($11.1 million).

**Non-Daily Newspapers Up:** They rose 700,000 in circulation in 1960 over 1959, reports *N. W. Ayer's 93rd Directory of Newspapers & Periodicals.* The field, comprising English-language weeklies, semi-weeklies and triweeklies, had a total circulation of 23.5 million. Although total circulation rose, the number of publications in the field dropped 22 to 9,331. Free newspapers in this category (including shopper's guides) rose 76 in '59 to 653 in '60.

**Add TV-Impact Testimonials:** Robert Bovier, a gunsmith in Lafayette, Ind., said he was so engrossed in watching a TV program recently that he did not hear burglars drilling their way into his store. The thieves stole 8 pistols, 6 rifles, 9 shotguns and several boxes of cartridges.

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**Ad People:** Charles A. Winchester named vp & TV-radio supervisor, Doherty, Clifford, Steers & Shenfield . . . **John Hoagland**, Ogilvy, Benson & Mather vp, named bcstg. dir. . . . **Richard D. Wylly** elected a senior vp, Sullivan, Stauffer, Colwell & Bayles. **George Frey** resigned as network relations vp, will act as consultant to the agency, . . . **L. E. Miller** named Ted Bates vp . . . **Laurence Frerk**, ex-WPTA Fort Wayne, named asst. promotion & merchandising mgr., Needham, Louis & Brorby TV-radio programming dept.

## Programming

**Crosby Scores 'Petulant' Programming:** Bing Crosby has accused networks and/or agencies of "petulant" programming in slotting specials opposite each other. Never again, he told us last week, would he agree to his show being put in such a position. Crosby's ABC-TV special last March 20 was opposite Ingrid Bergman's *24 Hours in a Woman's Life* on CBS-TV.

Not only do ratings of competing specials suffer; the public is deprived of an opportunity to watch both shows, said the singer. "We won't do it again; we won't sign a contract until we know where the show is slotted," he said.

The normally easy-going Crosby said his special was slotted opposite Miss Bergman's due to a combination of factors. "Originally the agency didn't want to buck the Johannson-Patterson fight, although I don't know why; that was on closed-circuit and only about 1.5 million people saw it," he noted. "Then the networks started taking pot shots at each other. They're petulant. There were only 2 specials on that week, and they put them on against each other." As for his TV plans for next season, Crosby informed us he will film a special in Ireland this summer with an all-Irish cast. It will be telecast on St. Patrick's Day—March 17. His other ABC-TV special will be a Christmas show. Crosby's production company sold the 60-min. *Ben Casey* series to ABC-TV for next fall, and production begins on that as soon as possible.

Crosby, who recently golfed with President Kennedy, analyzed: "He would be a good golfer if he had the time to devote to it."

———■———

CBS Buys "Power & the Glory": Producer David Susskind, who recently formed a production & financing alliance with Paramount Pictures (Vol. 17:15 p9), last week found a customer for a project he'd been planning for several months: An adaptation of Graham Greene's *The Power & the Glory*, starring Sir Laurence Olivier. The show, which will be taped & filmed simultaneously and is expected to cost at least $500,000, will be telecast "this fall," according to CBS. Susskind hopes to use a film version of the program (rather than a tape-to-film transfer) as a future theatrical release. Dale Wasserman has prepared the script adaptation. Actually, it will be the 2nd time that Susskind has produced the Graham Greene story for TV; it was done (with a lower-budget cast) as one of the early productions in *The Play of the Week*, tape-syndicated by NTA. No sponsor for the show was announced by CBS.

Minow Urges Viewers to Express TV Views: FCC Chairman calls on parents to deliver their opinions of programming direct to stations & networks. Replying in the May 13 issue of *TV Guide* to the magazine's April 8 open-letter request for action on TV problems, Minow declared: "If you parents feel the station is emphasizing too much violence, you should say so. Personally, as the father of 3 little girls, I think too many programs teach our youngsters that the solution to most problems is a punch in the jaw or a bullet in the belly. If information shows are rarely carried by your station and you want more information and less entertainment, say so. If you think too much attention is paid to the TV ratings, come forward with your opinions. Most broadcasters want to be responsive to the public and responsible about their use of your airwaves."

**Food Sponsor Upstages NBC:** Kraft Foods is jumping the gun on NBC's plans to put post-1948 features on the network this fall. As a summer replacement for the 60-min. Perry Como's *Kraft Music Hall*, Kraft's agency, J. Walter Thompson, has assembled a 16-picture package of low-budget British mystery features, and will start airing them on June 14 in the regular Como slot. There are no plans to carry Kraft's all-in-color program & commercial philosophy through the summer; the British films are b&w.

The films have been rounded up, an agency source told us, "from several British independent producers." They will be scheduled under the general title of *Kraft Mystery Theatre*, with Como announcer Frank Gallop (who once MC'd *Lights Out*) as program host. First trimmed-down suspense feature in the series is "The Professionals," with an all-British cast (William Lucas, Andrew Faulds, Colette Wilde). It was produced by Allied Independent Productions, a small British independent noted for fast-action crime films. Some subsequent titles: "Break-Out," "The Desperate Man," "Danger Tomorrow."

According to both NBC and agency sources, the features: (1) Have been shown theatrically in Britain, but not on TV there. (2) Have never been issued theatrically in the U.S. (3) May be shown theatrically in the U.S. if they prove a rating success. (4) Will be cut to 60-min. length for U.S. TV. NBC's own plans for featurecasts on the network are built around a package of post-1948 features from 20th Century-Fox ("On the Riviera," "Titanic," etc.) which will be slotted opposite *Have Gun, Will Travel & Gunsmoke* this fall on Saturday nights.

## Film & Tape

**TV CASUALTY LIST SETS RECORD:** A dubious record of 48 axings has been set this season. Of the total, 39 are TV-film series.

NBC-TV leads the networks with 20 of its shows evicted. CBS-TV is runnerup, with 16, and ABC-TV follows with 12.

The heavy toll hasn't hurt most TV-film companies, because they have sold new series. However, it's been a blow for a number which had one series. Among these are Paramount TV, *The Garlund Touch*; Shunto Productions, *The Tab Hunter Show*; Filmcraft Productions, Groucho Marx's *You Bet Your Life*; One Step Beyond Productions, *One Step Beyond*; Spartan Productions, *Peter Gunn.*

Actually, Hollywood executives have become fatalistic and expect a heavy casualty list each season because of various factors: The time slot; competition; quality; changing network policies; the fickleness of the public regarding shows which have been on for some time.

Few series can be classified as "veterans" in an industry where durability is a rarity. These few include *GE Theater, Walt Disney, Lassie, The Danny Thomas Show, Perry Mason, Wagon Train, Alfred Hitchcock Presents, The Adventures of Ozzie and Harriet, Gunsmoke, Wells Fargo, Have Gun—Will Travel ,The Ed Sullivan Show.*

Veteran series which fade away after this season include *The Loretta Young Show*; *You Bet Your Life*; *Wyatt Earp*; Ralph Edwards' *This Is Your Life*; *The Dinah Shore Chevy Show.*

———■———

**Caron Productions** has been formed by Four Star Television producer Aaron Spelling and his actress wife, Carolyn Jones.

## HOLLYWOOD ROUNDUP

**Film's New Production Record:** After a year in which it set a record for casualties (see p. 16), the TV-film industry is in the proces of chalking up another record—for production volume. The casualty mark is for the season just ending; the production peak for the 1961-62 semester.

A check of series sold for next year indicates an overall production expenditure of approximately $160 million—topping last year's record of $150 million. The increase is undoubtedly due to the trend toward higher-budget 60-min. shows. There will be 30 next season, 13 of them new. In addition, Revue Studios has 14 hour shows, which, in its Alcoa series, will be intermingled with 14 half-hours. Revue leads in production volume with 16 series.

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Desilu Productions' 13 hour-long Lucille Ball-Desi Arnaz shows were sold to Australia last week by Charles Michelson, Inc., N.Y. . . . **Trojan Productions**, in association with Field Education Enterprises, Inc., begins production May 24 at KTTV studios on *The World Book*, a 30-min. series dealing with the universe, science, natural history and biographies. Dr. Frank C. Baxter is featured in the series being co-produced by Trojan Pres. Erwin Buckspan and exec. vp Ralph Andrews.

Format Films producer Herbert Klynn signed Shep Menken to narrate a character in its *The Alvin Show*, scheduled on CBS-TV next fall . . . **Television Producers Guild** nominated Ben Brady for re-election as president; Everett Freeman, first vp; David Dortort, second vp. The annual election is May 27.

**Producer Helen Ainsworth** will pilot a series, *Man at the Top*, about a private investigator for the President . . . **Roncom Productions** exec. producer Alvin Cooperman: "TV has no trends—only treadmills. You're constantly trying to make something else of what already exists."

Revue Studios has resumed production on *Laramie* for next season and begins filming its new *The Tall Man* segments this week. *Laramie* star Bob Fuller has just returned from a personal appearance tour of Japan, where the series is distributed.

**20th Century-Fox TV**, which puts its 5 series into production this week, has a record number of writers—62—preparing scripts . . . **Burt Metcalfe**, who plays the groom in MGM-TV's *Father of the Bride*, became a real life groom May 7 when he and Toby Richman were married.

**Cayuga Productions** has begun production on next season's *Twilight Zone* at MGM . . . **NBC-TV's** *The Americans* has been canceled.

**Bennye Gatteys** is signed as co-star of *The Boston Terrier*, a Blake Edwards pilot.

**People: Mark Daniels** and **William Davenport** were signed to producer-writer contracts by Four Star Television . . . **Richard Whorf** will direct 38 *My Three Sons* episodes for producer Don Fedderson next season . . . **Frank Browne** named sales mgr. of the syndication div. of the Los Angeles Times-Mirror Bcstg. Co., and will headquarter in N.Y. and Mobile, Ala. . . . **Samuel Goldwyn** left for N.Y. and conversations regarding the disposal of his movies to TV.

## NEW YORK ROUNDUP

**Official Films**, to "meet the demand for specialized programming," has 7 TV series in the syndication hopper —3 of them based on its recently acquired Paramount newsreel library: (1) *Humor in the News*, a 260-episode, 5-min. series using old Paramount footage. (2) An untitled 30-min., 39-episode biographical series including films on Admiral Byrd and Marshal Rommel. (3) A 29-episode, 60-min. series on "a wide range of subjects" (sample: "The Depression Years") utilizing Paramount news footage. (4) *Africa Now*, a 13-episode, 30-min. series now being shot on location. (5) *Around the World with Deleplane*, a 30-min. travel series in color hosted by news columnist Stanton Deleplane. (6) *Revolutions in Warfare*, a series devoted to changing military methods. (7) *Flight Nurse*, a proposed 30-min. action-adventure series aimed at a 1962-63 network berth. Also included in Official's "$1 million expansion" are a 20% increase in sales & program-development staffs, and an extension of overseas sales of some 30 series to include Japan & Australia.

**William H. Fineshriber**, who heads the TV Film Export Committee and is also vp of the Motion Picture Export Assn., left N.Y. May 13 for what was described as "an extended tour of Latin America." One of Fineshriber's main objectives during the trip will be to argue against a new set of telefilm quota regulations issued in Brazil last month which sharply limits the amount of time available on Brazilian TV stations for imported motion picture films during prime-time hours. Fineshriber will also attempt some anti-quota lobbying in Argentina, where a bill passed by the Argentine Senate last October requires that all TV films shown on Argentine TV be dubbed in Argentina. The bill, largely created by pressure from Argentine film unions, is being opposed by the country's principal TV broadcasters, advertisers and agencies.

**Seven Arts**, the only other packager to unveil a new post-'48 package in Washington, racked up 6 station sales for its 2nd group of Warner Bros. features (Vol. 17:18 p12): WCAU-TV Philadelphia, KENS-TV San Antonio, WKBW-TV Buffalo, KGMB-TV Honolulu, WSOC-TV Charlotte, and KLZ-TV Denver. The latter station also signed for "Films of the 50s—Volume I," buying a total of 91 Warner pictures last week in its first feature-film foray.

**CBS Films**, to streamline its sales efforts for animated shows & commercials, has formed CBS Animations. The new div. will operate exclusively as a TV animation sales arm with CBS Terrytoons handling all productions & theatrical distribution of cartoons. Tom Judge, one-time head of CBS's production sales unit, which was closed down in January (Vol. 17:4 p11), has been named gen. mgr. of the new TV sales division.

**MGM**, showcasing its long-awaited post-'48 feature package at NAB last week, sold to all 6 Triangle stations its 30-feature group (Vol. 17:18 p12). Other sales scored by MGM on a 5-year, 5-run basis: WKBW-TV Buffalo, WCKT Miami.

**MGM's** deal for purchase of NTA Telestudios Ltd. in N.Y. (Vol. 7:19 p12) was finalized last week, effective June 1. The price is understood to be "about $500,000." The facilities will be used by MGM-TV in a tape-TV commercials expansion, as reported.

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** John F. Dille Jr., WSJV South Bend-Elkhart, Ind., elected chmn., ABC-TV Affiliates Assn. board of governors, succeeding Howard W. Maschmeier, WNHC-TV New Haven, Conn. John T. Gelder Jr., WCHS-TV Charleston, W. Va. named vice chmn. D. A. Noel, WHBQ-TV Memphis, Tenn., appointed secy. Mike Shapiro, WFAA-TV Dallas, treas.

John F. Lynch, ex-CBS News public affairs dir., named exec. asst. to John H. Secondari, ABC News special projects div. exec. producer . . . Ben B. Baylor Jr., ex-WMAL-TV Washington, WANE-TV Fort Wayne and Triangle Publications TV-Radio Div., N.Y., named gen. sales mgr., WVUE New Orleans.

W. Hugh Clark, ex-Young & Rubicam Ltd. TV-radio dir., named sales vp of CTV Canadian TV Network Ltd. . . . Arthur M. Griffin appointed business affairs vp and exec. asst. to the pres., National Educational TV & Radio Center . . . Arden E. Swisher, KMTV Omaha, elected pres., Neb. Bcstrs. Assn. . . . Harold G. Kern named exec. committee chmn., Hearst Corp. (WBAL-TV & WBAL Baltimore, WISN-TV & WISN Milwaukee, radio WCAE Pittsburgh, 50% of WTAE Pittsburgh). He succeeds the late Martin F. Huberth.

A. L. Hammerschmidt, former NBC engineering facilities vp, named chief engineer, RCA Missile & Surface Radar Div., Moorestown, N.J. . . . J. R. (Jack) Poppele, pres. of radio WAUB Auburn, N.Y. and former VOA dir., elected to board of Teleglobe Pay-TV. Other new board members: Ira Kamen, pres. of Portland Industries Corp.; Gerald Bartell, pres. of Bartell Bcstg. System and Macfadden Publications; Lazaar Henkin, N.Y. attorney.

Milton J. Shapp, Jerrold Electronics pres., will receive the annual award of the American Jewish Congress in the Delaware Valley for advancing the aims of democracy . . . Sheldon Smerling, NT&T vp & chief operating officer named a dir.; he'll assume supervision of all theater operations . . . Benedict P. Cottone, Washington TV-radio attorney, and Joseph A. Fanelli, onetime chmn. of U.S. Board of Immigration Appeals, join to form Cottone & Fanelli, using Cottone's offices at 1001 Connecticut Ave. . . . Howard Cowgill, ex-FCC Broadcast Bureau chief, rejoins Washington law firm of Smith, Hennessey & McDonald.

**Meetings Next Week:** Assn. of Independent Metropolitan Stations spring meeting (May 20-24). Broadmoor Hotel, Colorado Springs, Colo. • IRE National Symposium on Global Communications (22-24). Hotel Sherman, Chicago • Best. Advertising Club of Chicago luncheon meeting (24). CBS Pres. Frank Stanton will speak. Sheraton-Towers, Chicago • Iowa Bcstrs. Assn. annual convention (25-26). FCC Comr. Robert T. Bartley will speak. Roosevelt Hotel, Cedar Rapids • Radio-TV News Dirs. of the Carolinas annual meeting (26-27). Francis Marion Hotel, Charleston, S.C. • Pa. Assn. of Bcstrs. annual convention (21-23). Sen. Hugh D. Scott Jr. (R-Pa.) and Drew Pearson will speak. Nittany Lion Inn, State College, Pa. • Electronics Parts Distributors Show (21-24). Hilton, Chicago.

**Hollywood Ad Club Nominees for Annual Election:** George Allen of Guild, Bascom & Bonfigli and Harry White of Western Airlines, for Pres.; Robert Light, Southern Cal. Bcstrs. Assn., and Jack Lucas, *Valley Citizen-News*, first vp; Oliver Crawford, *TV Guide*, and Bob Sutton, radio KNX Los Angeles for second vp.

***Obituary***

Mrs. George C. McConnaughey, 62, wife of the former FCC Chairman, died May 7 at her home in Columbus, Ohio. Surviving are her husband and 2 sons.

## Educational Television

**Tape-Swap Among NET Outlets:** A taped-program interchange between ETV stations is being developed by the National ETV & Radio Center. John F. White, NET pres., is expected to announce this week (May 15) a fund-raising campaign for the new service, which will be "separate from but parallel to" NET's present national distribution of its own taped programs to 51 ETV outlets. Reason for the ETV interchange, according to White: "Continued requests from many of our affiliates who wish to supplement their local TV instruction with the finest TV teaching produced elsewhere."

**TV Reduces Illiteracy:** Illiterate adults in the South are learning as much in 8 months from TV courses as average primary-school students absorb in 25 months in classrooms, according to Mrs. Pauline Jones Hord. A consultant on programs in the area, she told the International Reading Assn. in St. Louis that experimental literacy projects started in 1956 on educational WKNO-TV (Ch. 10) Memphis have been so successful that 10 commercial stations in the South now are rebroadcasting the TV lessons.

**TelePrompTer's Collegiate System:** TelePrompTer Corp. will design & install an audio-visual instruction center featuring several multi-screen projection units for the new Chicago Teachers College. The system will integrate the use of large-screen 3-sided TV, slides, motion pictures, and other devices, including a "classroom recorder" system to measure student comprehension. This last is a push-button device, akin to TelePrompTer's pay-TV system, by which students record responses.

**Washington ETV Application:** With fanfare at FCC offices, Greater Washington Education TV Assn. filed its application for Ch. 26 on May 8. FCC and the group will also sponsor an exhibit at the Commerce Dept., inviting manufacturers to show uhf receiving equipment.

**ETV Primer:** *Teach with Television*, by Lawrence F. Costello & George N. Gordon, Hastings House (192 pp.).

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**SEARS ROEBUCK WILL OFFER COLOR:** Joining the swing to color this fall will be the world's largest consumer-goods merchandising operation, Sears, Roebuck & Co. At press time, few details were available, except that company has decided on "limited introduction" of color TV late this fall.

Sets will probably be sold under Sears' Silvertone label—but it's not known what company will make them. Sears is largest stockholder in 2 consumer electronics suppliers—Warwick Mfg. Co. and Pacific Mercury Electronics—both of which manufacture Silvertone sets. But Sears also occasionally buys such equipment from other manufacturers. It's good guess that Sears' color sets will be made either by RCA or Warwick. No price information is available yet, nor is it known whether color sets will be offered by catalog as well as in retail stores.

Sears' biggest nationwide competitor, Montgomery Ward & Co., has been offering RCA color sets in about 50 of its retail stores for 2 years, and apparently has no immediate plans to offer color more extensively (Vol. 17:11 p16).

**FM STEREO ADAPTERS SHOWN:** FM continues to occupy consumer electronics spotlight—with 2 demonstrations at last week's NAB convention in Washington (see p. 3), showings of first commercial adapters, and plenty of comments & confusion. Here are highlights of last week's developments:

(1) Adapters shown: Two quality component manufacturers—H. H. Scott and Fisher—showed prototype stereo adapters to broadcasters at the convention. Now in pilot production, Scott's adapters will be on market in 3 weeks. They're designed & recommended for Scott FM tuners only, have 5 tubes and will be priced at $99.50. Fisher adapter lists at $89.95, has 4 tubes, is recommended for use with all sets having ratio detector design. It features "stereo beacon"—pilot light which indicates tuned station is broadcasting stereo. First mass-market FM stereo sets probably will be shown this week at Admiral's Las Vegas dealer convention, with more component adapters due next week at Parts Show in Chicago. Bell Sound Div. (Thompson Ramo Wooldridge) will show $40 unit there.

(2) Patents, licenses & claims. There are indications that Zenith & GE are willing to bury the hatchet in the "who-invented-stereo" hassle (Vol. 17:19 p19). GE's William Clemmons said his company had notified FCC it's willing to sit down with FTC and discuss Zenith's recent complaint. Meanwhile, Crosby Teletronics, still claiming "the only FM stereo patent," held an FM stereo symposium for its 21 licensees May 12. At last report, only Pilot Radio had signed up for GE's May 15 symposium—other manufacturers balking at the $1,000 registration fee, to be credited against royalty payments to GE (Vol. 17:19 p19). Crosby Teletronics announced it will start deliveries of its own stereo adapters this month, to be followed by a complete line of stereo FM products.

(3) Sources of Supply. The small manufacturer who wants to buy ready-made stereo adapters for conversion of his own-make FM tuners or inclusion in his own sets apparently has no source of supply at the moment. Such major suppliers of FM front ends as Standard Kollsman have no plans to make adapters for sale to manufacturers, but they're studying both technical requirements and demand.

(4) Adapter circuits offered. GE Receiving Tube Dept. announced it had developed adapter & complete stereo set circuitry using its multi-purpose Compactron tubes. Advantages, it said, are small size, lower cost. An adapter design uses one Compactron with function of 2 tubes or one tube & 2 diodes, at 25% below cost of 2 tubes, 10% below cost of tube-diode combination. The department also announced it had developed 12 designs for FM stereo radios using 5-7 Compactrons, functioning as 11-12 tubes.

(5) Stereo demonstrations. GE & Zenith held separate demonstrations of FCC's chosen stereo sys-

tem at the broadcasters' convention. Both were impressive, with excellent stereo separation and fidelity. Zenith demonstrated use of the system with a simultaneous 3rd channel devoted to functional music.

(6) Dealers warned. In a letter to dealers, Zenith Sales Corp. Pres. Leonard C. Truesdell cautioned against haste and cheap-&-dirty receivers. "It is apparent," said Truesdell, "that some manufacturers are trying to rush this equipment to the market before they have had time to do a complete development job [and] there will be offered to you converters & adapters which quite possibly are not capable of doing a good job. We urge you to wait until you get sufficient information regarding these products so that you will be able to make a knowledgeable decision on what you plan to offer your customers." Truesdell reiterated that Zenith won't offer converters for FM table models because "it would be much cheaper to buy a new set."

(7) Marketing facts. At a pre-NAB panel in Washington, Zenith's Truesdell & GE's Clemmons estimated prices of FM stereo receivers. Truesdell said stereo probably will add $25-40 to the price of a console, $50-75 to a table model (bringing price of 2-piece stereo table model to $150-175). Clemmons estimated stereo set probably will cost about 40% more than a comparable monophonic FM set. Both agreed that there'll always be a market for monophonic FM sets—and that interest in FM generated by stereo probably would actually boom sales of conventional sets.

Survey of GE dealers 2 weeks ago, reported by Clemmons, showed they were all interested in FM stereo but needed education; that they were not concerned about obsolescence of their present FM stock; that they expect FM stereo sets to sell as high as twice the price of monophonic sets.

Consumers are already pre-sold on stereo by phono manufacturers & dealers, Zenith's Truesdell said; they're pre-sold on FM, too, as evidenced by fact that some 15 million FM radios are already in use. Therefore, he reasoned, it shouldn't be difficult to sell public on combination of the two—FM & stereo. Clemmons pointed out that most of the stereo consoles sold last year included FM-AM radis—about 900,000 vs. 700,000 without radios. Many of these are prospects for adapters or complete new FM stereo tuners. Both GE & Zenith spokesmen said they will use FM radio as an advertising medium to sell stereo.

(8) When will it start? There'll be stereo adapters (and possibly complete FM stereo sets) on market before there's any appreciable amount of stereocasting. This was obvious from caution shown by FM broadcasters at convention and from advance delivery dates being quoted for stereo broadcast equipment (see roundup, pp. 3 & 11). We'll keep you informed of first new stereo broadcasting markets as they open up—or before they open up, whenever possible. Keep your eye on San Francisco, N.Y., Chicago, Boston, Washington, Los Angeles. They're almost certain to be among the earliest.

**TV-RADIO PRODUCTION:** EIA statistics for week ended May 5 (18th week of 1961):

| | Apr. 29-May 5 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 110,397 | 103,418 | 103,432 | 1,830,563 | 2,104,110 |
| Total radio | 278,212 | 298,512 | 316,261 | 4,981,481 | 6,012,232 |
| auto radio | 100,944 | 111,367 | 110,266 | 1,553,725 | 2,374,470 |

**COLUMBIA PHONOS GOING . . . GOING . . .:** Reading between the publicity euphemisms, it's clear that CBS Inc. is bidding goodbye to large-scale phonograph operations. Officially, Columbia has announced that a major change in marketing operations becomes effective June 30 when the 2-year-old Columbia Record Dept. expires and its activities are transferred to the Record Division. Vp James J. Shallow, gen. mgr. of the departing dept., has reported that the phonograph line will be marketed through the Columbia Record Club and other division outlets.

So much for the official announcement. Insiders tell us that the decision to wash out the Phonograph Dept. was sudden, unexpected and completely puzzling, considering the department's progress. A CBS executive who should know told us that there probably always will be Columbia-brand phonos, "but the days of selling & marketing instruments in the traditional sense, via distributors & dealers, are over." From here on in, under present planning, Columbia will retain and/or obtain a few token models and use them to fill out record-phono packages to be offered via the Columbia Record Club and its one-year-old experimental Home Music Library. Still to be decided, we understand, is whether to offer phonos through record distributors as a sideline to record sales.

Our informants disagree with Shallow who assured us last week that "Columbia is not going out of the phono business." Technically, Columbia will continue to sell phonos—but apparently only as a spur to record sales. Shalow told us he would be with the Phonograph Dept. through June 30, "wrapping things up here." Thereafter, he would not reveal his plans. Most of his staff, he said, already had been absorbed by the Record Division. Among them: National sales mgr. Milton Selkowitz who is now gen. mgr. of the Home Music Library.

Columbia's retrenchment involves no liquidation of plant or production facilities, because the company has never produced phonographs. Its Columbia-brand instruments are products of several private-label suppliers.

**RETAIL SALES UP:** Retail TV sales in March showed a surprising 5.6% upswing from March 1960, according to EIA figures. They indicated sales of 530,105 TVs vs. 501,829 for the same month last year. The retail-sales projections were particularly interesting in light of the fact that EIA's tally of distributor sales to dealers showed a decline in March. If retail sales did increase in March, this rise was not shared at the distributor & manufacturer levels.

EIA figures showed radio retail sales in March nearly 30% above the year-ago level. First-quarter figures showed radio retail sales slightly ahead of last year, TV sales still well behind last year. Production was being held to reatively low levels. The EIA TV-radio production & retail sales figures:

TELEVISION

| Month | Total Production 1961 | Total Production 1960 | Uhf Production 1961 | Uhf Production 1960 | Retail Sales 1961 | Retail Sales 1960 |
|---|---|---|---|---|---|---|
| January | 367,935 | 526,494 | 25,270 | 50,119 | 399,791 | 590,867 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 452,282 | 507,673 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 530,105 | 501,829 |
| TOTAL | 1,390,811 | 1,579,447 | 71,324 | 139,067 | 1,382,178 | 1,600,369 |

RADIO

| Month | Total Production 1961 | Total Production 1960 | Auto Radio Production 1961 | Auto Radio Production 1960 | Retail Sales (excl. auto) 1961 | Retail Sales (excl. auto) 1960 |
|---|---|---|---|---|---|---|
| January | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 580,680 | 803,388 |
| February | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 666,228 | 611,479 |
| March | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 853,821 | 664,441 |
| TOTAL | 3,589,154 | 4,465,706 | 1,079,336 | 1,863,094 | 2,100,729 | 2,079,308 |

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127). Three-month total: 166,822 (192,764).

**Trade Personals:** P. J. (Pat) Casella, former RCA exec. vp and onetime chmn. of RCA Sales Corp., joins Endicott Johnson Corp. as senior sales & mktg. vp . . . **H. Edward Rice** named operations vp, Philco's govt. & industrial group.

**Justin L. Albers** named distributor operation services vp, RCA Sales Corp. He assumes the duties previously performed by **Robert M. Ryan** who has retired as regional finance vp . . . **Robert F. Davis** named sales mgr., GE TV receiver dept., succeeding **Joseph F. Effinger**, who has been placed on special assignments. **John S. Chamberlin** appointed product planning & mkt. research mgr., a new post in the receiver dept. . . . **William R. Weir** promoted from semiconductors Pacific regional sales mgr. to new post of national sales mgr., Sylvania semiconductor div.

**Rear Adm. Rawson Bennett** (U.S.N. ret.) named senior vp & engineering dir., Sangamo Electric Co. . . . **Glenn E. Ronk** named to new post of mktg. dir., Cornell-Dubilier . . . **Louis H. Aricson** named chief exec. officer of Daystrom's Weston Instruments div., continuing as a Daystrom vp.

**Robert A. Elliot** resigns as gen. mgr., Erie Distributor div. of Erie Resistor . . . **Charles H. Coombe** named Eastern sales mgr., Packard Bell home products div. . . . **Robert B. Fisk** named controller, Raytheon distributor products div. . . . **Col. Robert C. Walton** (USMC ret.) named to head West Coast office of Radio Engineering Labs . . . **John T. Mallen** named to new post of entertainment products equipment sales mgr., Sylvania electronic tube div.

**H. T. Herick**, Westinghouse attorney specializing in collective bargaining, appointed special aide to Asst. Labor Secy. James J. Reynolds . . . **John A. Miguel Jr.** Zenith Sales Corp. export vp, elected pres., International Trade Club of Chicago . . . **Herbert Kabat**, Delmonico International exec. vp., leaves May 20 for combination business & pleasure trip around the world.

**RCA PREVIEWS 'SETS OF THE 70s':** In what amounted to a 1-year progress report on the work of its Advanced Design Center, RCA in N.Y. last week unveiled 8 electronic devices which "are distinct possibilities for the consumer" in the next decade. Tomorrow's sets will be "smaller, thinner, more functional and in complete compatibility with the conception of the homes of the future," said RCA group exec. vp & Sales Corp. Chmn.-Pres. W. Walter Watts. Predicting that the consumer electronics industry alone will "double its current volume ($10.2 billion) in the next 10 years," he previewed these design concepts of products to come:

(1) Pocket-size, battery-operated color TV receiver-stereo radio set. "Every kid on the block will have one in 10 years . . . we hope," said Tucker P. Madawick, industrial design mgr. & Center director.

(2) Book-size color TV-stereo radio unit with a clock timer, housed in a hinged travel case and nicknamed "The Clamshell."

(3) Color TV set in an attache case with a video-audio tape player to show pre-selected TV shows and sales presentations.

(4) A sort of "Big-Brother-is-watching-you" home communications system which would also receive regular color TV broadcasts.

(5) "24-hour secretary" which the busy executive can use at home to record dictation & instructions and have the taped messages transmitted to his office by radio at a pre-set time. It uses the RCA tape cartridge system.

(6) 5-inch deep, large-screen color TV console with the screen covered by a tambour door that is raised or lowered by remote control.

(7) Console combining color TV, stereo radio and a video-audio tape recorder-player that permits the automatic pre-selection of "hear-see" TV tape cartridges.

(8) The "globe trotter"—a flip-over console with large color TV screen "capable of producing signals bounced from satellites" on one side of a 3-inch panel and an international stereo radio on the other.

"It now costs $10,000, conservatively, to produce one of these sets," said Madawick. "Our greatest challenge is to mass produce them and take them to market at popular prices. But," he added, "after Alan Shepard's breakthrough the other day, anything is possible."

The futuristic sets are based on the anticipated development of thin TV picture tubes having a maximum depth of 4-5 inches (vs. about 18 in. in current tubes). An RCA spokesman reported the lab-development of a b&w kinescope only 2-in. deep. However, he said it produces a picture of rather poor quality and is "very expensive."

## *Obituary*

**Joseph K. Godfrey**, 61, retired Western Electric Co. executive, died May 10 in Englewood, N.J. after a long illness. He had been in charge of various Western Electric mfg. & engineering programs. Surviving are his wife, a daughter and 2 sons.

**Allen R. Eckman**, 78, onetime (1940s) PR staffer of RCA Victor div. of RCA, died May 7 in Camden County Hospital, Lakeland, N.J. At his death, he was PR counsel for the city of Camden. Surviving are 3 daughters.

**Merle N. Thompson Sr.**, 56, mgr. of value analysis for Philco, died May 6 in Abington Memorial Hospital, near his home in suburban Philadelphia. He is survived by his wife, a son, his mother, 4 sisters and a brother.

**Mergers & Acquisitions:** General Instrument has virtually acquired Pyramid Electric (Vol. 12:12 p15), Darlington, S.C. capacitor manufacturer, for approximately 55,000 common shares (GI closed at 51⅞ May 11). Stockholders of both concerns voted their approval last week, but completion of the amalgamation has been stalled by a minority group of Pyramid's preferred stockholders. They object to the terms and have obtained a temporary injunction against Pyramid. More than two-thirds of the outstanding shares of both companies approved the terms: one GI common share for each 17½ shares of Pyramid common, one GI common share for each 6½ shares of Pyramid preferred.

Other merger news last week: Lionel Corp. and Textron Electronics have shelved, "at least for the present," their plans to merge (Vol. 17:18 p15). Lionel Pres. John B. Medaris said it is no longer in Lionel's best interest to merge, following failure of negotiations to resolve several key issues.

Avnet Electronics Pres. Lester Avnet is a principal in the purchasing group, headed by NYSE member J. R. Williston & Beane, which last week acquired control of Bogue Electric Mfg., Paterson, N.J. maker of industrial electronic devices and ground support equipment for aircraft. Avnet was elected chairman of Bogue. The investment group reports it can vote 600,000 of Bogue's 1,177,000 outstanding common shares. Bogue's sales: $8.9 million in the 11 months to Jan. 31, producing unaudited earnings of $520,873 (44¢ a share).

Fairchild Camera & Instrument seeks to acquire for cash Curtis Labs and Circle Weld Mfg., both of Los Angeles. Curtis makes precision optical & phonographic equipment. Circle Weld produces a line of bellows elements.

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Fairbanks Morse Buys Herold: Assets of the defunct Herold Radio & Electronics Corp., including a lease on a recently constructed 120,000-sq.-ft. plant in Yonkers, N.Y., have been acquired by Fairbanks, Morse & Co., which will consolidate headquarters of its electronics and scale divisions in Yonkers. Former Herold Pres. Roland J. Kalb has been named vp & group executive in charge of the 2 divisions. Much of the Herold personnel will be retained in the new operation. Fairbanks Morse recently entered the closed-circuit TV manufacturing field on the basis of a research & development tie-up with EMI Ltd. (England). FM won't resume Herold's consumer-electronics business.

FAA Bans FM Radios on Planes: One-year edict against use of portables aboard U.S. civil aircraft becomes effective May 25. The Federal Aviation Agency explained last week that the ban resulted from an investigation of the effects of portable electronic devices—radios, dictating machines, tape recorders—used on planes. Tests to date, FAA said, show that only radios having oscillators operating in or near the vhf band—108 to 118 megacycles—affected instruments in various aircraft examined. The oscillator signals in FM sets are within or very near the radio band used in aircraft navigation. The FAA tests show that FM signals were picked up by the plane's internal wiring or by its outside antenna and transmitted to the plane's navigation receivers. The latter are tuned to fixed ground stations. More detailed tests are planned for later this year. (May 11 N.Y. *Times*, reporting on the FAA ban, noted that "2 FM radios of the popular transistor type were found in the rubble of a UAL jet that crashed in Brooklyn last Dec. 16 after colliding with a TWA Constellation.")

## Finance

**Non-TV Hoffman Eyes Sales Record:** Hoffman Electronics, which recently dropped TV & stereo (Vol. 17:14 p18), anticipates record sales this year, Pres. H. Leslie Hoffman told the annual meeting last week. "We cannot be as definitive in our forecast of profits because it is not possible to predict some of the marketing conditions we will encounter," he said. "Our objective is to establish a general profit ratio similar to 1958 & 1959 [about 4% of sales].'

There wasn't a single stockholder protest when Hoffman repeated that the firm had withdrawn from TV & stereo—to stop "a source of dilution of the over-all corporate profit." He said the withdrawal was handled smoothly, without "distress advertising," and accounts receivable with dealers are down to "under $100,000."

Dr. Bruce Birchard, international trade dir., said that Hoffman has been importing from Hayakawa Electric, Osaka, Japan, a line of 7- & 8-in. transistor radios, which will be augmented with solar-powered transistor radios and other consumer products (such as tape recorders). He also reported a licensing & technical assistance agreement with I.P.E.E. in Argentina under which TVs & radios are being manufactured there. Similar pacts are planned with firms in Uruguay and Brazil.

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**Admiral's First-Quarter Drop:** Admiral sailed back into the black in 1961's first quarter after last year's loss operation (Vol. 17:14 p23)—but the results were less than cheery. Compared with 1960's first quarter, profit plunged 73% on a 12% sales decline (see financial table).

"Our company's prospects for 1961 are tied closely to the national economy which is sensitive to many domestic issues as well as to the rapidly changing international situation," noted Pres. Ross D. Siragusa. "Most of the nation's key economic indicators have been edging upward in recent weeks. The improved state of the economy, combined with our low inventory position, rigid cost reduction program, and newly integrated consumer electronics production should result in continued progress for Admiral during the months ahead."

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Tele-Broadcasters Gets 10-Year Loan: It obtained $630,000 from Narragansett Capital Corp. of Providence, R.I., which also invested $170,000 in the capital stock of Tele-Broadcasters (radios WPOP Hartford; KUDL Kansas City, Mo.; KALI Pasadena; KOFY San Francisco; Tele-Communications Inc., San Francisco electronics firm).

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Reports & Comments Available: General Instrument, review, Hirsch & Co., 25 Broad St., N.Y. 4 • Standard Kollsman, study, D. H. Blair & Co., 42 Broadway, N.Y. 4 • International Resistance, review, Robinson & Co., 42 S. 15th St., Philadelphia 2 • Maxson Electronics, report, H. Hentz & Co., 72 Wall St., N.Y. 5 • Columbia Pictures, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Electronic Assistance Corp., prospectus, Hayden, Stone & Co., 25 Broad St., N.Y. 4 • Cohu Electronics, memo, Purcell & Co., 50 Broadway, N.Y. 4 • Technicolor, review, Winslow, Cohu & Stetson, 26 Broadway, N.Y. 4 • Burroughs, analysis, Harris, Upham & Co., 120 Broadway, N.Y. 5 • G B Components, offering circular, Warner, Jennings, Mandel & Longstreth, 111 Broadway, N.Y. 6 • Harvey-Wells Corp., offering circular, Schirmer, Atherton & Co., 50 Congress St., Boston 9.

**Officers-&-Directors** stock transactions as reported to SEC for April:

**Allied Artists.** George N. Blatchford sold 200, held none. George D. Burrows sold 12,100, held 29,686. Sherrill C. Corwin sold 5,400, held 12,000. Roger W. Hurlock bought 400, held 22,100. Edward Morey sold 1,800, held 12,550. Sam Wolf sold 12,000, held 10,000.

**American Electronics.** Charles L. Jones sold 500, held none.

**Ampex.** Phillip L. Gundy bought 3,750, held 8,427.

**Amphenol-Borg.** Lester M. Grether sold 1,100, held none. J. Frank Leach exercised option to buy 500, held 1,350. Fred G. Pace exercised option to buy 400, held 750. William H. Rous exercised option to buy 575, held 1,500. Rodolfo M. Soria exercised option to buy 900, held 1,250.

**Arvin Industries.** Edward J. Killion bought 125, held 125. Eldo H. Stonecipher exercised option to buy 125, held 2,550. Glenn W. Thompson sold 400, held 5,500.

**Avco.** M. A. McLaughlin bought 4,000, held 9,900. W. A. Mogensen sold 1,000, held 5,000. James D. Shouse sold 10,000, held 6,980. Curry W. Stoup sold 1,500, held 5,720.

**Avnet Electronics.** Leonard Carduner sold 400 as custodian for sons, held 414 as custodian for sons, 13,233 personally. Arnold M. Weinstein bought 222, held 1,557.

**Beckman Instruments.** Robert Erickson exercised option to buy 7,500, held 8,300.

**Belock Instrument.** Jack J. Fischer sold 3,000, held 27,770. Donald C. Walton sold 1,500, held 15,871 personally, 1,743 for wife.

**Capital Cities Bcstg.** James Floyd Fletcher sold 500, held 37,901 personally, 20,195 for wife.

**Cinerama.** R. G. Kranze bought 500, held 800.

**Clarostat.** Arthur Richenthal sold 2,760 personally, 219 for wife, 107 for Charles J. Goldstein, held 1,000 personally, none for wife, none for Charles J. Goldstein.

**Collins Radio.** W. W. Roadhouse sold 234, held none. L. M. Schoon sold 100, held 441. John B. Tuthill sold 100, held 216.

**Columbia Pictures.** L. J. Barbano sold 10,000 through Fico Corp., in which other officers & directors hold interests, held 104,189 in Fico Corp., none personally. P. N. Lazarus Jr. exercised option to buy 3,773, held 3,773. S. H. Malamed bought 344 through stock purchase plan, held 334. A. Montague sold 600, held 4,366. B. E. Zeeman bought 562 through stock purchase plan and exercised option to buy 1,105 more, held 1,681.

**Corning Glass.** John F. G. Hicks exercised option to buy 500, held 3,500. Amory Houghton sold 700 from trusts, held 1,034,687 in trusts, 52,350 personally. Charles D. LaFollette exercised option to buy 500, held 12,936.

**Daystrom.** Richard F. Wehrin bought 100, held 100.

**Electronic Research Associates.** Max Shapiro sold 2,463, held none.

**Electronic Specialty.** William H. Burgess sold 10,000, held 135,000. Richard H. DeLano sold 500, held 7,067. C. Raymond Harmon bought 10,000, held 16,500.

**Emerson.** Harold Goldberg sold 100, held 2,581.

**Filmways.** Rodney Erickson received 27,500 in exchange for all Rodney Erickson Enterprises Inc. stock, held 27,500.

**GE.** Cramer W. LaPierre exercised option to buy 8,202, held 15,277. Robert Paxton bought 4,723, held 28,450. Robert T. Stevens bought 200, held 700. Clarence L. Walker sold 1,450, held 6,813.

**General Instrument.** Alois Konecny Jr. sold 1,000, held 5,000.

**General Precision Equipment.** Joel Dean sold 100, held 400.

**General Telephone & Electronics.** Theodore E. Brophy exercised option to buy 250, held 250.

**Globe-Union.** R. W. Conway exercised option to buy 100, held 2,500.

**Hazeltine.** Alan Hazeltine sold 1,701, held 90. Wilfred M. McFarland sold 300, held 244.

**IBM.** Walker G. Buckner sold 100 from Foundation, held 469 in foundation, 1,631 in trusts, 2,077 personally. Albert L. Williams exercised option to buy 556, held 3,827.

**ITT.** George R. Brown bought 1,000 in partnership and 1,000 more for Brown Foundation, held 12,000 in partnership, 9,000 in Brown Foundation, 9,200 in Victoria Gravel Co., 2,000 in Brown Engineering Corp., none personally. Harold S. Geneen received 108 as bonus, held 2,236. M. Richard Mitchell receivd 22 as bonus, sold 400, held 2,770. Paul F. Swantee sold 200, held 3,194.

**Ling Temco Electronics.** D. H. Byrd bought 1,000, held 74,953. V. A. Davidson bought 1,000, held 4,931 personally, 145 for wife.

**Litton Industries.** Roy L. Ash sold 1,000 personally and 500 more as custodian, exchanged 5,000 for mutual fund shares, held 107,794 personally, 1,285 as custodian, 14,178 in partnership. Franklin B. Lincoln bought 5,000 in private transaction, held 5,000. Norman H. Moore exchanged 3,500 for mutual fund shares, held 21,322. Charles B. Thornton sold 500, exchanged 7,000 for mutual fund shares, held 269,126 personally, 31,191 in partnership.

**Loew's.** Joseph A. Macchia bought 100, held 300.

**Loew's Theatres.** Lewis Gruber bought 100, held 600. Herbert A. Hofmann bought 200 and 100 more for trust, held 1,200 personally, 1,200 in trust. Arthur M. Tolchin bought 1,000, held 6,500.

**Loral Electronics.** O. Arthur Koteen sold 200, held 145. Frederick L. Moore sold 468, held 1,452. Sidney Rydell sold 6,000, held 8,295.

**MPO Videtronics.** Charles L. Hewitt bought 250, held 750.

**Magnavox.** Richard A. O'Connor sold 3,500, held 83,697.

**MGM.** Nathan Cummings sold 4,000, held 54,300. Joseph A. Macchia sold 100, held 200. William A. Parker bought 500 in partnership, held 500 in partnership, 1,000 personally. Sol S. Siegel exercised option to buy 6,000, held 6,500. Benjamin Thau sold 4,101, held none. Joseph R. Vogel sold 14,800, held 578.

**Microwave Associates.** Vessarios Chigas sold 3,400, held 7,215. James S. Galbraith sold 500, held 500. Herman H. Kahn bought 692. sold 14,600 through Lehman Bros., held 892 personally, none in Lehman Bros. George S. Kariotis sold 1,950, held none. Richard M. Walker sold 2,000, held 33,252.

**Minn. Mining & Mfg.** Herbert P. Buetow exercised option to buy 8,000, held 86,274. Archibald G. Bush sold 5,000, held 1,803,195 personally, 25,000 in General Guarantee Insurance. Robert L. Westbee exercised option to buy 6,000, held 20,411. Louis F. Weyand sold 100, held 221,975.

**National Telefilm Associates.** M. N. Leeds bought 100, held 100.

**National Theatres & TV.** E. V. Klein bought 19,602, held 42,225.

**National Video.** Harold Cole sold 100, held 600. Arthur E. Dreher sold 100, held 100.

**Oak Mfg.** William Bessey sold 3,000, held 12,000.

**Packard-Bell.** Neil H. Jacoby sold 300, held 314.

**Paramount Pictures.** Y. Frank Freeman sold 200, held 300. Louis A. Novins sold 190, held 491.

**Pentron Electronics.** Richard F. Dooley sold 1,000, held 363. Marshall Peiros sold 1,000, held 8,400. Kenneth C. Prince sold 1,500, held 4,500. Theodore Rossman sold 3,000 personally and 1,800 more from trusts for children, held 118,000 personally, 9,000 in trusts for children.

**Philco.** Henry F. Argento sold 3,000, held 876. William Fulton Kurtz bought 100, held 631 personally, 500 in trust.

**RCA.** John Q. Cannon exercised option to buy 416, held 1,083. Charles M. Odorizzi exercised option to buy 3,000, held 12,305. Douglas Y. Smith exercised option to buy 2,100, held 3,664. Theodore A. Smith bought 1,000, held 3,848.

**Raytheon.** David D. Coffin exercised option to buy 992, held 2,887. Dean S. Edmonds sold 152, held 39,400. Fritz A. Gross exercised option to buy 233, held 331. Percy L. Spencer sold 1,000, held 1,251.

**Reeves Bcstg. & Development.** J. D. Hastie sold 12,000, held 76,100.

**Rollins Bcstg.** John W. Rollins bought 175 as guardian, held 2,425 as guardian, none personally.

**Siegler.** Merrill L. Bengtson sold 525, held 7,255.

**Telectro Industries.** Stanley Rosenberg sold 5,800 from July 1960 to March 1961, held 173,450. Harry Sussman sold 4,200 from July 1960 to February 1961, held 175,550.

**TelePrompTer.** Fred Marton sold 2,000, held 41,643. T. F. McMains bought 300, held 500.

**Television Industries.** Martin J. Robinson sold 500, held none.

**Texas Instruments.** Cecil H. Green exchanged 3,000 for mutual fund shares, held 276,410. C. J. Thomsen exchanged 750 for mutual fund shares, held 10,432.

**Thompson Ramo Wooldridge.** E. C. Brelsford exercised option to buy 300, held 1,300. Benjamin W. Chidlaw exercised option to buy 100 and sold 500, held 100. C. L. Kahlert exercised option to buy 200, held 200. M. E. Price exercised option to buy 550, held 1,344.

**Trans Lux.** Harry Brandt amended January report to state he bought 19,400, held 190,264 personally, 17,850 for wife, 5,250 in Brapic Inc., 210 in Marathon Pictures, 38,989 in foundations.

**Transitron Electronic.** Hylan Freed sold 100, held none.

**20th Century-Fox.** C. Elwood McCartney sold 600, held 650. Joseph H. Moskowitz sold 2,000, held 1,200.

**Varian Associates.** William H. Chandler sold 435, held 750. Francis P. Farquhar sold 1,800, held 10,587 personally, 1,640 as trustee, Clifford V. Heimbucher sold 1,000, held 27,955. Ralph W. Kane sold 200 from joint tenancy, held 1,350 in joint tenancy, 3,095 personally. Richard M. Leonard sold 289, held 26,982. H. Myrl Stearns sold 200, held 27,234 personally, 10 in joint tenancy, 3,800 as trustee.

**Victoreen Instrument.** David H. Cogan sold 1,000, held 18,561 personally, 601 as custodian for minor son.

**Warner Bros.** Serge Semenenko sold 200 from trust, held none in trust, 1,800 personally.

**Webcor.** Titus Haffa disposed of 61,540 to sisters, held 62,554.

**Westinghouse.** L. B. McCully exercised option to buy 2,250, held 7,350. P. N. Ross sold 121, held none. W. C. Rowland sold 2,000, held 516.

**Zenith.** Hugh Robertson exercised option to buy 1,500, held 8,083. Joseph S. Wright sold 500, held 4,660.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday May 11, 1961

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 26¼ | 28½ |
| Adler Electronics | 19¼ | 21¼ |
| Aerovox | 13 | 14⅜ |
| Allied Radio | 28½ | 30⅞ |
| Astron Corp. | 2½ | 3 |
| Babcock Electronics | 33½ | 36¼ |
| Baird Atomic | 20½ | 22½ |
| Cannon Electric | 38 | 40⅞ |
| Capehart | 9½ | 10½ |
| Chicago Aerial Ind. | 26¼ | 28½ |
| Control Data Corp. | 102 | 109 |
| Cook Electric | 14½ | 15¾ |
| Craig Systems | 17½ | 19⅛ |
| Crosby Telectronics | 6¾ | 7¾ |
| Dictaphone | 31½ | 34⅛ |
| Digitronics | 32 | 35 |
| Eastern Ind. | 20⅜ | 21⅞ |
| Eitel-McCullough | 19 | 20⅝ |
| Elco Corp. | 14 | 15¾ |
| Electro Instruments | 24 | 27 |
| Electro Voice | 14½ | 16¼ |
| Electronic Associates | 34¼ | 37 |
| Electr. Capital Corp. | 56 | 60 |
| Erie Resistor | 14⅞ | 16⅛ |
| Executone | 23¾ | 25⅝ |
| Farrington Mfg. | 17 | 18⅜ |
| Foto Video | 10½ | 11¾ |
| Four Star TV | 23 | 25¼ |
| FXR | 20½ | 22½ |
| General Devices | 15½ | 17 |
| G-L Electronics | 9 | 10¼ |
| Granco Products | 3⅝ | 4¼ |
| Gross Telecasting | 22 | 24⅛ |
| Hallicrafters | 47 | 50⅞ |
| Hathaway Instr. | 27½ | 29⅞ |
| High Voltage Eng. | 182 | 196 |
| Infrared Industries | 18½ | 20⅝ |
| Interstate Engineering | 27 | 29⅛ |
| Ionics Inc. | 35½ | 39⅝ |
| Itek | 56½ | 61 |
| Jerrold | 8¾ | 9⅝ |
| Lab for Electronics | 62 | 65½ |
| Leeds & Northrup | 39 | 42 |
| Lel Inc. | 10¾ | 11¾ |

| Stock | Bid | Asked |
|---|---|---|
| Magna Theater | 4⅛ | 4⅝ |
| Magnetics Inc. | 1 | 1⅛ |
| Maxson | 30 | 32¼ |
| Meredith Pub. | 41 | 45⅛ |
| MetroMedia | 21 | 22½ |
| Microdot | 30 | 32½ |
| Milgo Electronics | 26 | 29¼ |
| Narda Microwave | 8¼ | 9½ |
| Newark Electronics | 17⅝ | 19 |
| Nuclear of Chicago | 43 | 46⅝ |
| Official Films | 3⅝ | 4⅛ |
| Pacific Automation | 5 | 5¾ |
| Pacific Mercury | 7½ | 8⅝ |
| Philips Lamp | 157¾ | 163½ |
| Pyramid Electric | 2½ | 3 |
| Radiation Inc. | 30¼ | 32¾ |
| Rek-O-Kut | 1¾ | 2¼ |
| Research Inc. | 6¾ | 7⅝ |
| Howard W. Sams | 50½ | 54 |
| Sanders Associates | 50 | 54½ |
| Silicon Transistor | 13¾ | 15⅜ |
| Herman Smith | 14¼ | 15⅞ |
| Soroban Engineering | 72½ | 76¾ |
| Soundscriber | 15½ | 17 |
| Speer Carbon | 24 | 25⅞ |
| Sprague Electric | 75 | 78¾ |
| Sterling TV | 4⅜ | 4⅞ |
| Systron-Donner | 46½ | 49⅞ |
| Taft Bcstg. | 24¾ | 26¾ |
| Taylor Instrument | 52½ | 56½ |
| Technology Inst. | 6¼ | 7⅜ |
| Tele-Broadcasters | 3 | 3⅜ |
| Telechrome | 16¼ | 17⅜ |
| Telecomputing | 9⅛ | 10 |
| Time Inc. | 91 | 95 |
| Tracerlab | 16⅜ | 18⅜ |
| United Artists | 7¾ | 8⅝ |
| Universal Trans. | 1¼ | 1⅞ |
| Vitro | 30¾ | 33¼ |
| Vocaline | 2¾ | 3¼ |
| Wells-Gardner | 29¾ | 32¼ |
| Wilcox Electric | 11¼ | 12¼ |
| Wometco | 24¾ | 27 |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Admiral<br>Story on p. 22 | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | $ 42,432,930<br>48,413,663 | $ 302,910<br>1,599,535 | $ 204,113<br>763,375 | $0.08<br>.32 | 2,408,836<br>2,405,971 |
| Amphenol-Borg Electronics | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | 13,767,900<br>15,562,129 | 258,735<br>1,647,182 | 123,735<br>789,182 | .11<br>.67 | 1,174,144<br>1,175,774 |
| American Electronics | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | —<br>— | —<br>— | 30,622<br>204,139 | .03<br>.23 | 1,177,708<br>876,880 |
| Canadian Admiral | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 16,020,669<br>19,366,628 | 162,753<br>537,472 | (111,430)<br>178,165 | —<br>.62 | 287,776<br>287,776 |
| CBS Inc. | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | 126,008,092[1]<br>121,077,728 | —<br>— | 6,025,978<br>6,829,367 | .70<br>.79[5] | 8,633,706<br>8,637,683[4] |
| Electronics Associates | 1960—year to Dec. 31<br>1959—year to Dec. 31 | 15,170,722<br>14,481,955 | 1,794,150<br>1,602,190 | 918,420<br>803,126 | 1.27<br>1.11 | 723,470<br>722,721 |
| Four Star Television | 1961—9 mo. to Mar. 31<br>1960—9 mo. to Mar. 31 | 18,413,564[1]<br>12,233,818 | —<br>— | 449,234[1]<br>281,537 | .83<br>.47 | 600,000<br>600,000 |
| General Dynamics | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | 507,524,954<br>473,368,568 | 8,233,076<br>11,614,175 | 4,194,076<br>6,164,175 | .42<br>.62 | 9,997,076<br>9,945,588 |
| ITT | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | 193,559,000<br>177,760,000 | —<br>— | 6,640,000[6]<br>5,871,000 | .42[3]<br>.38 | 15,698,524<br>15,534,307 |
| Maxson Electronics | 1961—6 mo. to Mar. 31<br>1960—6 mo. to Mar. 31 | 6,461,448<br>9,376,610 | —<br>— | 203,696<br>206,239 | .27<br>.28 | —<br>— |
| MetroMedia[7] | 1961—13 wks. to Apr. 2<br>1960—13 wks. to Apr. 3 | 11,059,589<br>6,936,936 | —<br>— | (12,666)<br>150,689 | —<br>.09 | 1,699,387<br>1,699,012 |
| Minnesota Mining & Mfg. | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | 139,680,358<br>128,669,218 | 32,389,082<br>32,317,911 | 16,489,082<br>16,217,911 | .32<br>.32[3] | 51,345,909<br>51,021,819[3] |
| Narda Microwave | 1961—9 mo. to Mar. 31<br>1960—9 mo. to Mar. 31 | —<br>— | —<br>— | 76,615<br>31,905 | .13<br>.05 | —<br>— |
| National Union Electric | 1961—qtr. to Mar. 31<br>1960[4] | 8,435,293<br>— | —<br>— | 151,028<br>— | .03<br>— | 5,747,579<br>— |
| Sonotone | 1961—qtr. to Mar. 31<br>1960—qtr. to Mar. 31 | 4,523,472<br>5,363,135 | —<br>— | (89,741)<br>175,780 | —<br>.15[2] | —<br>— |
| Taft Bcstg. | 1961—year to Mar. 31<br>1960—year to Mar. 31 | 11,100,000<br>10,426,310 | —<br>— | 1,600,000<br>1,413,708 | 1.05<br>.93 | 1,488,186<br>1,488,186 |

Notes: [1]Record. [2]After preferred dividends. [3]Adjusted to reflect May-1960 3-for-1 split. [4]Comparison unavailable because of merger & acquisitions. [5]Adjusted to reflect stock dividend in 1960's first quarter. [6]Before special credits totaling $12.6 million (80¢ a share), representing first-quarter net from sale of a portion of ITT's investment in Nippon Electric and settlement of Japanese war claims. [7]Formerly Metropolitan Bcstg. Corp. (Vol. 17:14 p24).

**Erie Resistor Gains in First Quarter:** Earns $128,000 (13¢ a share) on $5.8-million sales in the 13 weeks to April 2. Although comparison year-ago figures are unavailable because of a change this year to reporting in 13-week intervals, the first-quarter performance represents a gain in profit despite a slight decline in sales. Pres.-treas. G. Richard Fryling forecast "favorable" sales & earnings for the balance of the year.

**Clarostat Posts 4-Month Gains:** Sales & earnings in 1961's first third were "slightly ahead" of Jan.-Apr. 1960, Pres. Victor Mucher told stockholders last week. He predicted that total 1961 performance would top 1960's profit of $222,932 (49¢ a share) on $8,487,850 sales (Vol. 17:16).

**TelePrompTer Expects Record 1961:** After a "promising" first quarter, the outlook is for the "biggest gross & net income of our career," Chmn.-Pres. Irving B. Kahn told the annual meeting recently. Previous records: 1956's $206,841 profit; 1960's revenues of $4,841,043. Stockholders approved an increase in authorized capital shares to 1.5 million from one million.

**ITT's New World Hq:** 320 Park Avenue, N.Y. 22 (Plaza 2-6000). After 33 years at 67 Broad St., ITT has begun the transfer to its new 33-story offices.

**DCA Sees Record 1961 Sales:** Dynamics Corp. of America's orders in 1961's first third were more than triple the volume of Jan.-Apr. 1960, Chmn.-Pres. R. F. Kelley reported to stockholders. In the 4 months to April 30, orders received totaled $21,789,000, vs. $6,470,000 a year earlier. He expects 1961's total sales to top 1960's record $48.6 million, foresees earnings higher than last year's 50¢ a share. To accommodate the expanding volume, Kelley said, DCA "expects to increase employment [now 4,000] by as much as 25% by year-end." Backlog on April 30 approximated $31.9 million, he said.

**Eitel-McCullough Forecasts 1961 Profit:** "Modest" earnings on sales "about the same level" as 1960's $28.3-million volume are anticipated if present trend continues, Chmn. Jack A. McCullough told the annual meeting last week. The company had a net loss of $662,961 in 1960 (Vol. 17:18 p18).

| Common Stock Dividends | | | | *Stk. of* |
|---|---|---|---|---|
| *Corporation* | *Period* | *Amt.* | *Payable* | *Record* |
| CBS Inc. | — | $0.35 | Jun. 9 | May 26 |
| GPE | Q | .30 | Jun. 15 | May 26 |
| Minnesota Mining | Q | .15 | Jun. 12 | May 19 |
| Wurlitzer | Q | .20 | Jun. 1 | May 12 |

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**The authoritative service for executives in all branches of the television arts & industries**

*Full Texts of*

# Addresses by Newton N. Minow

**Chairman, Federal Communications Commission**

# and LeRoy Collins

**President, National Association of Broadcasters**

To the 39th Annual Convention of the National Association of Broadcasters
Washington, D.C., May 9 & 8, 1961

CHAIRMAN MINOW'S SPEECH:

Governor Collins, Distinguished Guests, Ladies and Gentlemen:

Thank you for this opportunity to meet with you today. This is my first public address since I took over my new job. When the New Frontiersmen rode into town, I locked myself in my office to do my homework and get my feet wet. But apparently I haven't managed to stay out of hot water. I seem to have detected a certain nervous apprehension about what I might say or do when I emerged from that locked office for this, my maiden station break.

First, let me begin by dispelling a rumor. I was not picked for this job because I regard myself as the fastest draw on the New Frontier.

Second, let me start a rumor. Like you, I have carefully read President Kennedy's messages about the regulatory agencies, conflict of interest, and the dangers of *ex parte* contacts. And of course, we at the Federal Communications Commission will do our part. Indeed, I may even suggest that we change the name of the FCC to The Seven Untouchables!

It may also come as a surprise to some of you, but I want you to know that you have my admiration and respect. Yours is a most honorable profession. Anyone who is in the broadcasting business has a tough row to hoe. You earn your bread by using public property. When you work in broadcasting you volunteer for public service, public pressure, and public regulation. You must compete with other attractions and other investments, and the only way you can do it is to prove to us every three years that you should have been in business in the first place.

I can think of easier ways to make a living.

But I cannot think of more satisfying ways.

### Broadcasters Must Function as Trustees

I admire your courage—but that doesn't mean I would make life any easier for you. Your license lets you use the public's airwaves as Trustees for 180,000,000 Americans. The public is your beneficiary. If you want to stay on as Trustees, you must deliver a decent return to the public—not only to your stockholders. So, as a representative of the public, your health and your product are among my chief concerns.

As to your health: Let's talk only of television today. 1960 gross broadcast revenues of the television industry were over $1,268,000,000; profit before taxes was $243,900,000, an average return on revenue of 19.2%. Compared with 1959, when gross broadcast revenues were $1,163,900,000, and profit before taxes was $222,300,000, an average return on revenue of 19.1%. So, the percentage increase of total revenues from 1959 to 1960 was 9%, and the percentage increase of profit was 9.7%. This, despite a recession. For your investors, the price has indeed been right.

I have confidence in your health.

But not in your product.

It is with this and much more in mind that I come before you today.

One editorialist in the trade press wrote that "the FCC of the New Frontier is going to be one of the toughest FCC's in the history of broadcast regulation." If he meant that we intend to enforce the law in the public interest, let me make it perfectly clear that he is right—we do.

If he meant that we intend to muzzle or censor broadcasting, he is dead wrong.

It would not surprise me if some of you had expected me to come here today and say in effect, "Clean up your own house or the government will do it for you."

Well, in a limited sense, you would be right—I've just said it.

But I want to say to you earnestly that it is not in that spirit that I come before you today, nor is it in that spirit that I intend to serve the FCC.

I am in Washington to help broadcasting, not to harm it; to strengthen it, not weaken it; to reward it, not punish it; to encourage it, not threaten it; to stimulate it, not censor it.

Above all, I am here to uphold and protect the public interest.

### Minow Defines "Public Interest"

What do we mean by "the public interest?" Some say the public interest is merely what interests the public.

I disagree.

So does your distinguished president, Governor Collins. In a recent speech he said, "Broadcasting to serve the public interest, must have a soul and a conscience, a burning desire to excel, as well as to sell; the urge to build the character, citizenship and intellectual stature of people, as well as to expand the gross national product . . . By no means do I imply that broadcasters disregard the public interest . . . But a much better job can be done, and should be done."

I could not agree more.

And I would add that in today's world, with chaos in Laos and the Congo aflame, with Communist tyranny on our Caribbean doorstep and relentless pressure on our Atlantic alliance, with social and economic problems at home of the gravest nature, yes, and with technological knowledge that makes it possible, as our President has

said, not only to destroy our world but to destroy poverty around the world—in a time of peril and opportunity, the old complacent, unbalanced fare of Action-Adventure and Situation Comedies is simply not good enough.

Your industry possesses the most powerful voice in America. It has an inescapable duty to make that voice ring with intelligence and with leadership. In a few years, this exciting industry has grown from a novelty to an instrument of overwhelming impact on the American people. It should be making ready for the kind of leadership that newspapers and magazines assumed years ago, to make our people aware of their world.

Ours has been called the jet age, the atomic age, the space age. It is also, I submit, the television age. And just as history will decide whether the leaders of today's world employed the atom to destroy the world or rebuild it for mankind's benefit, so will history decide whether today's broadcasters employed their powerful voice to enrich the people or debase them.

If I seem today to address myself chiefly to the problems of television, I don't want any of you radio broadcasters to think we've gone to sleep at your switch—we haven't. We still listen. But in recent years most of the controversies and cross-currents in broadcast programming have swirled around television. And so my subject today is the television industry and the public interest.

Like everybody, I wear more than one hat. I am the Chairman of the FCC. I am also a television viewer and the husband and father of other television viewers. I have seen a great many television programs that seemed to me eminently worthwhile, and I am not talking about the much bemoaned good old days of *Playhouse 90* and *Studio One*.

### Notes Some Praiseworthy Programming

I am talking about this past season. Some were wonderfully entertaining, such as *The Fabulous Fifties*, the Fred Astaire Show, and the Bing Crosby Special; some were dramatic and moving, such as Conrad's Victory and *Twilight Zone*; some were marvelously informative, such as *The Nation's Future, CBS Reports,* and *The Valiant Years.* I could list many more—programs that I am sure everyone here felt enriched his own life and that of his family. When television is good, nothing—not the theater, not the magazines or newspapers—nothing is better.

But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland.

You will see a procession of game shows, violence, audience participation shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, Western badmen, Western good men, private eyes, gangsters, more violence, and cartoons. And, endlessly, commercials—many screaming, cajoling, and offending. And most of all, boredom. True, you will see a few things you will enjoy. But they will be very, very few. And if you think I exaggerate, try it.

Is there one person in this room who claims that broadcasting can't do better?

Well, a glance at next season's proposed programming can give us little heart. Of 73½ hours of prime evening time, the networks have tentatively scheduled 59 hours to categories of "action adventure", situation comedy, variety, quiz, and movies.

Is there one network president in this room who claims he can't do better?

Well, is there at least one network president who believes that the other networks can't do better?

Gentlemen, your trust accounting with your beneficiaries is overdue.

Never have so few owed so much to so many.

Why is so much of television bad? I have heard many answers: Demands of your advertisers; competition for ever higher ratings; the need always to attract a mass audience; the high cost of television programs; the insatiable appetite for programming material—these are some of them. Unquestioningly, these are tough problems not susceptible to easy answers.

But I am not convinced that you have tried hard enough to solve them.

### Minow's Views on Ratings

I do not accept the idea that the present over-all programming is aimed accurately at the public taste. The ratings tell us only that some people have their television sets turned on and of that number, so many are tuned to one channel and so many to another. They don't tell us what the public might watch if they were offered half a dozen additional choices. A rating, at best, is an indication of how many people saw what you gave them. Unfortunately, it does not reveal the depth of the penetration, or the intensity of reaction, and it never reveals what the acceptance would have been if what you gave them had been better—if all the forces of art and creativity and daring and imagination had been unleashed. I believe in the people's good sense and good taste, and I am not convinced that the people's taste is as low as some of you assume.

My concern with the rating services is not with their accuracy. Perhaps they are accurate. I really don't know. What, then, is wrong with the ratings? It's not been their accuracy—it's been their use.

Certainly, I hope you will agree that ratings should have little influence where children are concerned. The best estimates indicate that during the hours of 5 to 6 p.m. 60% of your audience is composed of children under 12. And most young children today, believe it or not, spend as much time watching television as they do in the schoolroom. I repeat—let that sink in—most young children today spend as much time watching television as they do in the schoolroom. It used to be said that there were three great influences on a child: home, school, and church. Today, there is a fourth great influence, and you ladies and gentlemen control it.

If parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday school. What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children? Is there no room for programs deepening their understanding of children in other lands? Is there no room for a children's news show explaining something about the world to them at their level of understanding? Is there no room for reading the great literature of the past, teaching them the great traditions of freedom? There are some fine children's shows, but they are drowned out in the massive doses of cartoons, violence, and more violence. Must these be your trademarks? Search your consciences and see if you cannot offer more to your young beneficiaries whose future you guide so many hours each and every day.

What about adult programming and ratings? You know, newspaper publishers take popularity ratings too. The answers are pretty clear: It is almost always the comics, followed by the advice to the lovelorn columns. But, ladies and gentlemen, the news is still on the front page of all newspapers, the editorials are not replaced by more comics, the newspapers have not become one long collection of advice to the lovelorn. Yet newspapers do not need a license from the government to be in business—they do not use public property. But in television—where your responsibilities as public trustees are so plain, the moment that the ratings indicate that Westerns are popular there are new imitations of Westerns on the air faster than the old coaxial cable could take us from Hollywood to New York. Broadcasting cannot continue

to live by the numbers. Ratings ought to be the slave of the broadcaster, not his master. And you and I both know that the rating services themselves would agree.

### Calls For Programming Balance

Let me make clear that what I am talking about is balance. I believe that the public interest is made up of many interests. There are many people in this great country and you must serve all of us. You will get no argument from me if you say that, given a choice between a Western and a symphony, more people will watch the Western. I like Westerns and private eyes too—but a steady diet for the whole country is obviously not in the public interest. We all know that people would more often prefer to be entertained than stimulated or informed. But your obligations are not satisfied if you look only to popularity as a test of what to broadcast. You are not only in show business; you are free to communicate ideas as well as relaxation. You must provide a wider range of choices, more diversity, more alternatives. It is not enough to cater to the nation's whims—you must also serve the nation's needs.

And I would add this—that if some of you persist in a relentless search for the highest rating and the lowest common denominator, you may very well lose your audience. Because, to paraphrase a great American who was recently my law partner, the people are wise, wiser than some of the broadcasters—and politicians—think.

As you may have gathered, I would like to see television improved. But how is this to be brought about? By voluntary action by the broadcasters themselves? By direct government intervention? Or how?

### Lists His Fundamental Principals

Let me address myself now to my role not as a viewer but as Chairman of the FCC. I could not if I would, chart for you this afternoon in detail all of the actions I contemplate. Instead, I want to make clear some of the fundamental principles which guide me.

First: The people own the air. They own it as much in prime evening time as they do at 6 o'clock Sunday morning. For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service.

Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle over the problems of payola, rigged quiz shows, and other mistakes of the past. There are laws on the books which we will enforce. But there is no chip on my shoulder. We live together in perilous, uncertain times; we face together staggering problems; and we must not waste much time now by rehashing the cliches of past controversy. To quarrel over the past is to lose the future.

Third: I believe in the free enterprise system. I want to see broadcasting improved and I want you to do the job. I am proud to champion your cause. It is not rare for American businessmen to serve a public trust. Yours is a special trust because it is imposed by law.

Fourth: I will do all I can to help educational television. There are still not enough educational stations, and major centers of the country still lack usable educational channels. If there were a limited number of printing presses in this country, you may be sure that a fair proportion of them would be put to educational use. Educational television has an enormous contribution to make to the future, and I intend to give it a hand along the way. If there is not a nation-wide educational television system in this country, it will not be the fault of the FCC.

Fifth: I am unalterably opposed to governmental censorship. There will be no suppression of programming which does not meet with bureaucratic tastes. Censorship strikes at the tap root of our free society.

Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. The squandering of our airwaves is no less important than the lavish waste of any precious natural resource. I intend to take the job of Chairman of the FCC very seriously. I believe in the gravity of my own particular sector of the New Frontier. There will be times perhaps when you will consider that I take myself or my job *too seriously*. Frankly, I don't care if you do. For I am convinced that either one takes this job seriously—or one can be seriously taken.

Now, how will these principles be applied? Clearly, at the heart of the FCC's authority lies its power to license, to renew or fail to renew, or to revoke a license. As you know, when your license comes up for renewal, your performance is compared with your promises. I understand that many people feel that in the past licenses were often renewed *pro forma*. I say to you now: Renewal will not be *pro forma* in the future. There is nothing permanent or sacred about a broadcast license.

But simply matching promises and performance is not enough. I intend to do more. I intend to find out whether the people care. I intend to find out whether the community which each broadcaster serves believes he has been serving the public interest. When a renewal is set down for hearing, I intend—wherever possible—to hold a well-advertised public hearing, right in the community you have promised to serve. I want the people who own the air and the homes that television enters to tell you and the FCC what's been going on. I want the people—if they are truly interested in the service you give them—to make notes, document cases, tell us the facts. For those few of you who really believe that the public interest is merely what interests the public—I hope that these hearings will arouse no little interest.

The FCC has a fine reserve of monitors—almost 180 million Americans gathered around 56 million sets. If you want those monitors to be your friends at court—it's up to you.

Some of you may say—"Yes, but I still do not know where the line is between a grant of a renewal and the hearing you just spoke of." My answer is: Why should you want to know how close you can come to the edge of the cliff? What the Commission asks of you is to make a conscientious, good faith effort to serve the public interest. Every one of you serves a community in which the people would benefit by educational, religious, instructive or other public service programming. Every one of you serves an area which has local needs—as to local elections, controversial issues, local news, local talent. Make a serious, genuine effort to put on that programming. When you do, you will not be playing brinkmanship with the public interest.

What I've been saying applies to broadcast stations. Now a station break for the networks:

You know your importance in this great industry. Today, more than one-half of all hours of television station programming comes from the networks; in prime time, this rises to more than ¾ of the available hours.

### Will Speed Network Study

You know that the FCC has been studying network operations for some time. I intend to press this to a speedy conclusion with useful results. I can tell you right now, however, that I am deeply concerned with concentration of power in the hands of the networks. As a result, too many local stations have foregone any efforts at local programming, with little use of live talent and local service. Too many local stations operate with one hand on the network switch and the other on a projector loaded with old movies. We want the individual stations to be free to meet their legal responsibilities to serve their communities.

I join Governor Collins in his views so well expressed to the advertisers who use the public air. I urge the networks to join him and undertake a very special mission on behalf of this industry: You can tell your advertisers, "This is the high quality we are going to serve—take it or

other people will. If you think you can find a better place to move automobiles, cigarets and soap—go ahead and try."

Tell your sponsors to be less concerned with costs per thousand and more concerned with understanding per millions. And remind your stockholders that an investment in broadcasting is buying a share in public responsibility.

The networks can start this industry on the road to freedom from the dictatorship of numbers.

But there is more to the problem than network influences on stations or advertiser influences on networks. I know the problems networks face in trying to clear some of their best programs—the informational programs that exemplify public service. They are your finest hours—whether sustaining or commercial, whether regularly scheduled or special—these are the signs that broadcasting knows the way to leadership. They make the public's trust in you a wise choice.

They should be seen. As you know, we are readying for use new forms by which broadcast stations will report their programming to the Commission. You probably also know that special attention will be paid in these reports to public service programming. I believe that stations taking network service should also be required to report the extent of the local clearance of network public service programming, and when they fail to clear them, they should explain why. If it is to put on some outstanding local program, this is one reason. But, if it is simply to carry some old movie, that is an entirely different matter. The Commission should consider such clearance reports carefully when making up its mind about the licensee's over-all programming.

We intend to move—and as you know, indeed the FCC was rapidly moving in other new areas before the new administration arrived in Washington. And I want to pay my public respects to my very able predecessor, Fred Ford, and my colleagues on the Commission who have welcomed me to the FCC with warmth and cooperation.

### Pledges Full Test of Pay TV

We have approved an experiment with pay TV, and in New York we are testing the potential of uhf broadcasting. Either or both of these may revolutionize television. Only a foolish prophet would venture to guess the direction they will take, and their effect. But we intend that they shall be explored fully—for they are part of broadcasting's New Frontier.

The questions surrounding pay TV are largely economic. The questions surrounding uhf are largely technological. We are going to give the infant pay TV a chance to prove whether it can offer a useful service; we are going to protect it from those who would strangle it in its crib.

As for uhf, I'm sure you know about our test in the canyons of New York City. We will take every possible positive step to break through the allocations barrier into uhf. We will put this sleeping giant to use and in the years ahead we may have twice as many channels operating in cities where now there are only two or three. We may have a half dozen networks instead of three.

I have told you that I believe in the free enterprise system. I believe that most of television's problems stem from lack of competition. This is the importance of uhf to me: With more channels on the air, we will be able to provide every community with enough stations to offer service to all parts of the public. Programs with a mass market appeal required by mass product advertisers certainly will still be available. But other stations will recognize the need to appeal to more limited markets and to special tastes. In this way, we can all have a much wider range of programs.

Television should thrive on this competition—and the country should benefit from alternative sources of service to the public. And—Governor Collins—I hope the NAB will benefit from many new members.

Another and perhaps the most important frontier: Television will rapidly join the parade into space. International television will be with us soon. No one knows how long it will be until a broadcast from a studio in New York will be viewed in India as well as in Indiana, will be seen in the Congo as it is seen in Chicago. But as surely as we are meeting here today, that day will come—and once again our world will shrink.

What will the people of other countries think of us when they see our Western badmen and good men punching each other in the jaw in between the shooting? What will the Latin American or African child learn of America from our great communications industry? We cannot permit television in its present form to be our voice overseas.

There is your challenge to leadership. You must reexamine some fundamentals of your industry. You must open your minds and open your hearts to the limitless horizons of tomorrow.

### Urges Adherences to TV Code

I can suggest some words that should serve to guide you:

> "Television and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television."
>
> "Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society."

These words are not mine. They are yours. They are taken literally from your own Television Code. They reflect the leadership and aspirations of your own great industry. I urge you to respect them as I do. And I urge you to respect the intelligent and farsighted leadership of Governor LeRoy Collins, and to make this meeting a creative act. I urge you at this meeting and, after you leave, back home, at your stations and your networks, to strive ceaselessly to improve your product and to better serve your viewers, the American people.

I hope that we at the FCC will not allow ourselves to become so bogged down in the mountain of papers, hearings, memoranda, orders, and the daily routine that we close our eyes to the wider view of the public interest. And I hope that you broadcasters will not permit yourselves to become so absorbed in the chase for ratings, sales, and profits that you lose this wider view. Now more than ever before in broadcasting's history the times demand the best of all of us.

### Calls For Revitalized Programming

We need imagination in programming, not sterility; creativity, not imitation; experimentation, not conformity; excellence, not mediocrity. Television is filled with creative, imaginative people. You must strive to set them free.

Television in its young life has had many hours of greatness—its *Victory at Sea*, its Army-McCarthy hearings, its "Peter Pan," its *Kraft Theaters*, its *See it Now*, its *Project 20*, the World Series, its political conventions and campaigns, The Great Debates—and it has had its endless hours of mediocrity and its moments of public disgrace. There are estimates that today the average viewer spends about 200 minutes daily with television, while the average

reader spends 38 minutes with magazines and 40 minutes with newspapers. Television has grown faster than a teen-ager, and now it is time to grow up.

What you gentlemen broadcast through the people's air affects the people's taste, their knowledge, their opinions, their understanding of themselves and of their world. And their future.

The power of instantaneous sight and sound is without precedent in mankind's history. This is an awesome power. It has limitless capabilities for good—and for evil. And it carries with it awesome responsibilities, responsibilities which you and I cannot escape.

In his stirring Inaugural Address our President said, "And so, my fellow Americans: Ask not what your country can do for you—ask what you can do for your country."

Ladies and gentlemen:

Ask not what broadcasting can do for you. Ask what you can do for broadcasting.

I urge you to put the people's airwaves to the service of the people and the cause of freedom. You must help prepare a generation for great decisions. You must help a great nation fulfill its future.

Do this, and I pledge you our help.

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## PRESIDENT COLLINS' SPEECH:

Mr. Chairman, members of the Board of the National Association of Broadcasters, delegates and guests—my follow broadcasters:

May I express first my deep appreciation to all of you for the opportunity to serve as your president.

I am grateful for the confidence of your selection committee, and of your boards. I am grateful also for the magnificent cooperation I have received from our boards and committees, from our headquarters staff and from the rank-and-file members of NAB throughout the land.

You have been understanding of my limitations of inexperience. And you have given me warm encouragement in my determinaton to help develop a spirit of more positive progress for broadcasting.

It is a pleasure to welcome all of you to our 39th annual national convention. We are especially pleased to have you here in Washington, the site of our NAB headquarters.

I am happy to report to you that our Association membership is considerably larger in every category of active members than ever before in history.

Six weeks ago, I wrote a letter to most of our broadcaster friends who were not members of NAB and asked for their help. The quality and quantity of the replies—as well as the number of stations which have subsequently joined—was a heartening sign that our future strength will be much greater.

Since accepting your presidency, the most frequent question I have been asked, by those within broadcasting and without, has been: "Do you think you are going to like your new job?"

This, my first report to you, may serve as an answer to that.

Yes, I am going to like this job—if:

—if I can talk straight to broadcasters, whether some of them like what I say or not,

—if broadcasters genuinely feel that their interests must always be consistent with the public interest,

—if broadcasters agree that they should not allow themselves to be improperly imposed upon by anyone—by the government, by film producers, by labor unions, by rating services, by advertisers, yes, by anyone,

—if broadcasters genuinely want to be professional, and not just tradesmen striving to make every possible dollar.

Now, if on any of these criteria a majority of you and I do not stand together, then it would save us both much pain and discomfort to realize it now. We cannot close ranks if we are following different paths, seeking divergent goals.

But on these things I am confident most of us see eye to eye. Too many of you have told me so. Let us, therefore, talk about where we go from here together.

We are engaged in a business having such overriding effect upon the social and economic progress of our nation's people that we cannot in good conscience make our decisions only on the basis of the bottom line of the balance sheet.

Today, broadcasting in America is one of the major factors in the nation's life. Beyond dispute, it is the most powerful and extensive medium of mass communication ever devised.

Yet, the ironic truth is that, within broadcasting and without, it still does not command the recognition and prestige it should deserve.

I propose that we remedy this.

As a first step, we should come to terms with ourselves.

Do we have a professional status?

We know, of course, that to say we are professional people will not make it so.

It has been aptly said that a profession reveals maturity when *it* becomes *responsible* for the adequate preparation, the competent performance and the ethical behavior of its members.

Beyond this, I feel that if we recognize our unique position—a private enterprise entrusted with the stewardship of perhaps the nation's richest natural resource—and set out to serve the public interest with enthusiasm and dedication, we'll be regarded as the profession we are.

### Asks Stations to Editorialize

And what is more, in my judgment, it is this path—and this path only—that in the range of time is going to assure broadcasters of the maximum return on their considerable investments—and even their survival as a free enterprise.

I do not indict broadcasting now as wholly failing to serve the public interest. In many important ways broadcasters now respond magnificently to this challenge.

But, when measured against the full range of our potential, there is still much more we can and should do.

To achieve that full potential, what we broadcast must reflect our maximum strength.

Entertainment is basic, of course. So is informational reporting.

But these are not enough. To combine the ability to entertain with a good conveyor belt for information still falls short.

Let's face it. The reason—the only reason—the print media are regarded with the esteem they enjoy is that the best of them do more than transmit information and entertainment; *they take sides.* They editorialize.

They aggressively seek to participate in shaping the society in which they exist. They are not content to be passive observers and mere sterile messengers.

The prime reason publishers and editors are sought out by the molders and movers of American life is that they, too, are among the molders and movers, and as such they are regarded as much-to-be-desired allies.

I suggest that the indefensible tendency to deny the same access to information for radio and television as is accorded to other news media has a direct relationship with this too-often missing link in our whole chain of influence.

I know from my own experience as Governor of Florida that whenever I wanted to reach the people with a message, I sought out the radio and television microphones and cameras. But when I also wanted *help* in carrying out my program, when it was *influence* I needed to help lead the thinking of people, it was the editorial writers to whom I turned most often for counsel and assistance.

To earn greater respect—to develop adequately your full potential—more of you broadcasters *must take sides.* You must help Americans and others to understand better this complex, rapidly-changing world and show them how they can become more significant parts of its movement.

This, of course, requires the development of greater skill and that high sense of objectivity and public dedication which is the hallmark of statesmanship. Your voice must be great as well as strong—so great that beyond soothing people it will stir them; beyond entertaining people it will challenge them; beyond praising right it will damn the wrong.

Around Washington these days, as international tension has mounted, one hears disturbing talk born on the winds of expediency and anxiety.

It goes something like this: We are in a life-or-death struggle with communism, and before it is too late we must realize that we must fight fire with fire. It is being said over the bourbon-on-the-rocks that even if it means the abandonment of some of our ideals and concepts of freedom, the ends will justify the means.

Indeed, we are in peril. But that kind of approach will put America on the rocks.

We cannot defeat communism by trying to act as the communists act. We must be true to ourselves as Americans above all else. We must sacrifice, but let us not start by sacrificing the values that makes us strong.

The times demand not that we be un-American, but more American; not that we hide our ideals, but that we hold them out for more to see and understand; not that we be less free, but more free.

Of course, one should not question that our exercise of the freedom to report news and comment upon it must be responsible.

### We Can't Afford Not to Editorialize

But we will do a dreadful disservice—not only to broadcasting but to the American people and our government—if we allow our journalistic integrity and independence to become the pawn of any government, even our own, and even if it is 100-per-cent right in its motives.

The necessity for a free press—and now free broadcasting—in democracy is that it serves as a completely independent means for supplying the people, from whom all power springs, with the information upon which they base their decisions.

A democracy can remain no freer than its communications media.

I hope we never see that day when the lamp of liberty burns so low that American journalism lowers its own stature by lending itself to the exigencies of the moment, becoming the unquestioning handmaiden of any governmental policy, worthy or unworthy.

If radio and television broadcasters are to achieve full stature, stations must begin editorializing on a widespread basis. Those stations that have delayed editorializing because their management felt inadequately prepared are to be complimented for not taking this serious step without proper preparation. However, these stations should not delay further this preparation.

Some stations feel they cannot afford to editorialize. In the present climate, I contend they cannot afford *not* to editorialize.

A few stations oppose editorializing on the grounds that their business might be damaged, that they would lose advertising revenue. Those who have tried it say this is not the case, that advertising revenue actually increases because of the station's greater prestige.

At the winter board meeting of NAB I laid out a course which I recommended that we follow in order to earn greater prominence and influence for broadcasting, and set three primary goals—improvement of broadcasting's relations with government, improvement of broadcasting's relations with the American people and, finally, but most important of all, the improvement of broadcasting, itself.

As you know, I have been undertaking an analysis of current NAB functions and staff structure, with the very valuable consultation of Mr. Robert K. Richards, who is known to most, if not all, of you.

After further consultation with the members of the advisory committee which the board authorized for this purpose, I will recommend to the summer board meeting, just a month from now, a proposal for a major reorganization of the NAB boards, committee and staff structures to carry out more effectively this role for the Association.

I have not hesitated in this interim period to move out in the directions I outlined at Palm Springs and which I feel you have overwhelmingly indicated you approved.

On the governmental front, while proposals for additional regulation were more numerous than ever before when this session of Congress convened, I confidently believe that broadcasting's relations with both the legislative and executive branches of our federal government are very high.

I do not mean to imply that we face no dangers in the regulatory field. But I do feel assured that we enjoy a high degree of respect and confidence from Congress and the executive agencies.

There is an air of confident expectancy on the part of government that broadcasting is keenly aware of its public responsibilities and fully intends to correct any of its ills through the exercise of its own powers of self-discipline, rather than abandon that activity to government.

And I want to emphasize that we have, through the NAB Codes, the means—the proper and the sound means—for correcting and preventing abuses within our medium. If, however, we should fail to make our Codes a stronger and more vital force, we will have only ourselves to blame if the governmental controls we want to avoid are imposed upon us.

### More Stations Should Support Code

While we have made much progress with our Codes, I think it imperative that we make additional and substantial increases in station support for both Codes.

I call upon all members of NAB not only to subscribe to the Codes but to become active participants in their development and enforcement.

In our relations with the public generally, we still have our critics, of course. Some of this criticism is not only unfair but also in bad faith. Some is well-intended but badly informed.

Against such criticism we are making healthy headway. The intelligent and patient efforts of the Television Information Office, for example, have proved of great help with highly intellectual opinion-makers.

But among the broad rank-and-file of Americans—that vast, impossible-to-classify, often-inarticulate bulk of our broadcast audience—we are all aware of the greatest potential source of dissatisfaction. These are the people who, in the last analysis, are our greatest allies; without them we simply cannot succeed.

And among these people I know you will agree there is also a certain air of expectancy. They, too, are waiting—and listening and watching—for broadcasting to measure up to the full stature of its mighty potential.

We dare not let these people down.

They want quality—more quality and diversity in our programming.

To equate them, and their potentials, with mediocrity is not only to make a grievous tactical error, it is also to commit a canard upon our nation.

We simply cannot adjust a thinking broadcaster's future with a mediocre program taste.

This is no mediocre nation; it is the best.

And Americans are entitled to expect the best—the best that broadcasters are capable of producing.

On the horizon now in plain view are other businessmen trying to supply a market for higher-quality pro-

gramming. I refer to those experimenting with pay TV.

I am completely convinced that if pay TV seriously takes hold in this country, it can mean the elimination of free television as we know it.

This, of course, will be disastrous for broadcasters, but the real losers will be the American people—for the inevitable result, should pay TV triumph, will be a television fare which will be no improvement over what it is now, and the American people will have to pay for it.

So, in opposing the use of broadcast channels for pay TV we see no conflict between *our* best interests and the public's best interests.

And NAB will oppose this perversion of broadcast channels at every turn and with every resource.

But to talk a good case is not enough. Is not our surest defense to eliminate or sufficiently reduce the market potential of our competitor? And this, simply, means providing more and more of the higher-quality programming which pay TV holds out that it will supply.

In this free-enterprise system of ours, the way to beat the competition is not to rant and rave at it but to win the loyalties of the customers.

And we can do this most effectively by improving our product, broadcast programming.

Toward that end—the improvement of broadcasting, itself—I have proposed that the broadcasting profession make a concerted effort in its most conspicuous aspect, television, to produce an increased amount of what I call "blue-ribbon" programming in prime time.

Under such a plan, the three television networks, through a cooperative effort, would divide the increased hours among themselves in an equitable fashion so that none would benefit or suffer more than the others.

I have urged advertisers and their agencies to accept their fair share of the responsibility for improving the medium, through which they so greatly profit, by devoting a larger portion of their budgets to sponsorship of such programming. Their response has been encouraging.

### Clear Time for Blue Ribbon Shows

And today I should like to urge you who operate television network-affiliated stations to do your fair share by clearing the necessary time and making it possible for the networks and advertisers to get such blue-ribbon programming in increased amounts to the American public.

I fully believe an effort of this kind entered into with enthusiasm and conviction would broaden tremendously public recognition of our overall efforts toward meeting fully our responsibilities.

We must be on top of every situation that presents a peril or opportunity. We must maintain the initiative, be the prime mover in our environment, and to do this we must be in full charge of our own house.

In my first report to your boards in Palm Springs, I said I was amazed at how broadcasting had come to allow an outsider—the rating services—to become master in its own house. I continue to feel very strongly about this.

Too much of broadcasting is too dependent upon ratings in the determination of programming policies and, for that matter, pricing policies.

We get all hot under the collar about the thought of government stepping in and telling us how to run our business—and I am with you every step of the way on that—and yet we turn right around and permit outside agencies to encumber our decisions by a maze of statistics built from scanty facts, the accuracy of which has never been adequately established.

We talk about keeping broadcasting a free enterprise, but I am wondering how free and how enterprising can an industry be that permits this to happen.

Now, I am not charging the rating services with corruption or bad motives. But what I have trouble digesting is that we have no way of knowing up to this time how near what they report approximates the truth about actual broadcast audiences.

Like most of you, I awaited the report of the group of statisticians which had been engaged by the House Committee on Foreign and Interstate Commerce to study the rating services.

There has been considerable apparent acceptance of the report as giving broadcast ratings a vote of confidence.

Careful reading of the report simply does not support such a conclusion, in my opinion.

Rather than laying to rest the question of broadcast ratings, I think the report raises more questions than it answers. And rather than closing the door on further concern over ratings, it should open wide the door for further and more searching inquiry.

The fact that the report is written in statistical semantics and does not engage in plain spoken criticism should not be taken as a clean bill-of-health for broadcast ratings.

There are two salient features of the report which, despite the circumlocution of the language, are inescapable:

First of all, the report does not attempt to assess the truthfulness of ratings. And secondly, most of the conclusions upon which recommendations are based point up shortcomings of ratings and are actually critical.

Now, if the ratings cannot be related meaningfully to the truth of the audiences they seek to measure, what does that leave?

The report of the statisticians to the Harris Committee does not give assurance of accuracy. In fact, their efforts call to mind the old nursery rhyme:

> Mother, may I go out to swim?
> Yes, my darling daughter,
> You can hang your clothes on a hickory limb
> But don't go near the water.

They just went as far as the hickory limb. To do the job right somebody is going to have to get into the water all the way.

### Set Up an NAB Research Center

It is time that broadcasting undertook the responsibility for getting at the bottom of all of its own most-vexing problems. This profession needs to undertake much basic research.

We have applied millions and upon millions in research and development in the technical aspects of broadcasting. We must recognize that competent research is needed urgently also in the many non-technical aspects.

Therefore, I propose that one of our primary activities should be the establishment and operation of an NAB Research Center. It should be located in close proximity to both outstanding research specialists and practical broadcasters, possibly on or near one of the nation's major university campuses. . .

It would be a place to which we could refer the most-pressing problems of the industry for assignment to the finest research specialists in the nation.

Such a center would not have to carry a large overhead—just a modest staff capable of assigning and overseeing the research at the most appropriate laboratories. It may well be that under skillful management, it could even be made self-supporting.

I can think of no better first research project than the validity of broadcast ratings.

Other areas of pertinent inquiry include such topics as the influence of editorializing, the broadcasting of judicial proceedings, how to maintain both freedom and responsibility in broadcasting, new techniques of public-service programming, the relationship of the broadcaster to the community, the public impact of broadcast programming, the broadcast spectrum and its uses, public impact of broadcast advertising—the list is as wide and as deep as the day-to-day problems affecting broadcasters.

And right at the top of the list of subjects for needed

research is the question: Where Do We Go From Here in Radio?

Radio has held the loyalty of the nation's audiences, despite the expansion of broadcast facilities and stepped-up competition from the print media. The proof is evident in the record sale of sets in recent years, in total advertising revenues and in the growing reliance placed upon the medium for news and information.

The importance of the smallest among our membership entities must never be overlooked. More than 31 percent of our radio members, for example, are small market stations—in many cases representing the prime source of news and information for countless thousands of our citizens. The swift maturing of radio as a news medium beginning at the time of World War II gives promise of its bright future in the changing times ahead.

There has been an awful lot of trial-and-error in radio since the advent of television, and a costly road it has been for most radio stations.

I do not believe anyone now has the answers, but I know just as surely as I am standing here that with better research we can find a much brighter future for radio in this country.

Perhaps we should start by seeking to develop some plan for effective "birth control" in this business.

We are living in times of the greatest change ever known to man. As General Sarnoff once put it, we must reckon not only with great change but with the tremendous acceleration of change.

Not long ago I read a little story about the last trip made by a streetcar in one of our major cities which was abandoning its traction system.

The special guest on the final trip of the last streetcar was an elderly woman, who as a young girl, appropriately titled Miss Trolley Car, had taken the first ride in ceremonies marking the inauguration of the system.

Here was an important industry that had been born, grew, flourished, waned, withered and died—and all in the lifetime of one person.

### A 3-Point Program

Today, we are living in an era in which change is even faster—and great industries can survive or fail in the space of not a lifetime but even a decade.

In the next 10 years, it well may be that broadcasting will be unrecognizable from what it is today.

I would hope that these changes will be for the better. I firmly believe they can be provided we make the effort, as a profession, to take control of the forces of change.

To often, this industry in the past has reacted to outside stimuli, has allowed external forces to impose changes on it.

We are now big enough, mature enough, and, I would hope, far-sighted enough to reverse that trend.

Yes, change there is going to be, and we must put our best brains to work on analyzing the ingredients of and channeling new courses for that change. We must become its master, if we are to avoid becoming its servant —or even worse, its victim.

We can, if we apply ourselves as a profession, shape our own destiny. And this is the catalytic role I propose for NAB.

This is the rationale underlying the three-point program I have proposed:

—We will in Washington and eventually in every state capital become the initiator, rather than the defender, of major legislative proposals relating to broadcasting.

—We will perform an imaginative and energetic public relations program as a great symphonic orchestra is conducted, bringing every possible instrument to play at the proper time and with the proper emphasis.

—And we will turn our attention to the most acute problems afflicting our industry, bringing to bear the ablest research available so that we can begin to mold the future of broadcasting as we want it to become and as it can best serve the people of our nation and the free world.

To do this kind of job for you, we are going to need your understanding, your confidence and your active help.

I have no obligation, no commitment to any individual broadcaster or segment of the broadcasting industry. I am as free as any man could possibly be.

I shall endeavor to serve what I see as the "composite broadcaster," and by that I mean the broadcasting profession as an entity—not any one of its component parts.

It is the duty of NAB to serve all of broadcasting, but we should never forget that the foundation—by law, the very essence—of broadcasting is the holder of the broadcast license.

You, the licensee, have been given the stewardship for this medium. And you should say to those who seek to utilize that medium—for whatever purposes—that *you* are responsible for its standards.

My prime responsibility is to you.

I am here to fight your battles, to defend your interests, and to advance your cause.

No station is too small, no licensee's problem too big, for NAB to ignore.

I make you three promises:

One, that you probably never will agree with me on all counts—for my job is to represent that "composite broadcaster," who by definition is not any single one of you, but rather all of you rolled into one; and

Two, that I will strive to the utmost to cause you to feel prouder with each passing day that you are a broadcaster.

Three, that you will always know where I stand.

We are going to have some active and, necessarily, some stormy times ahead. If you do not approve of the course I have outlined for NAB, I want you to say so. And now is the proper time.

If you do approve, I want your support—your active support, not just your acquiescence.

If you want someone gently to paddle NAB's boat into the stagnant pockets of still water, then you do not want me—nor I, you.

But if you want NAB to get out in the mainstream of American life and shoot some of those rapids in order to get this industry really on the move, then I say, "Climb aboard. Let's weigh anchor and get underway!"


## A SERVICE OF TELEVISION DIGEST

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**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** Financial Data on Electronics & Broadcasting Companies (Supplement)

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**FCC REORGANIZATION NEAR DEATH** as House Commerce Committee Chmn. Harris (D-Ark.) urges rejection of President's plan, which Commission opposes 4-3 (pp. 1 & 6).

### *Minow*

**THE PUBLIC LIKES MINOW,** but Congress has its doubts. Mail response to NAB speech shows about 2,000 enthusiasts (pp. 2 & 3).

**"BETTER" TV AT LEAST A YEAR AWAY.** That's opinion of Hollywood TV-film executives, who point to economics as a main obstacle to achieving Minow's goal (p. 4). New York comments (p. 5).

### *ETV*

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### *Advertising*

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**TV SALES UPSWING,** good radio business, prospect of FM & phono boost through multiplex stereo, provide upbeat mood for EIA convention & Parts Show this week (p. 17).

**FM STEREO TARGETS:** Component hi-fi adapters, this summer; strereo-FM-phono consoles, Labor Day (pp. 17 & 20).

**NEW LINES:** Admiral's 1962 TVs feature lower prices, feature-laden chassis. RCA & Admiral will use Pittsburgh bonded glass in high-end color sets (pp. 18 & 21).

**HOWARD W. SAMS & CO.,** unique clearing-house for electronics-service data, expanding into aviation and other fields (p. 19).

**EIA FM STEREO** "fact book" for trade & public to be considered at annual convention this week. Pres. Davis to be re-elected (p. 20).

**WAR OF WARRANTIES.** Magnavox apparently will have to go it alone with its one-year labor & parts guarantee (p. 21).

**PHONO SALES IMPROVE,** March retail figures showing increase from February (p. 22).

### *Other Departments*

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**FCC REORGANIZATION NEAR DEATH:** President Kennedy's FCC reorganization plan (Vol. 17:20 p12) appears to be as good as dead, suffering from (1) failure of White House regulatory-agency advisor James M. Landis to do his political homework, (2) FCC Chmn. Minow's NAB convention speech, (3) broadcasters' political influences, and (4) rickety draftsmanship.

Virtual death sentence on controversial plan was delivered May 19 by House Commerce Committee Chmn. Harris (D-Ark.), who told Govt. Operations Committee (see p. 6) that it was "objectionable," should be killed. On FCC matters, no member of Congress carries more weight in Congress than Harris—yet he wasn't consulted before President sent proposals to Capitol Hill April 27.

Harris testimony seemed enough to seal fate of controversial proposals to streamline FCC procedures, which may be called up this week for House vote on resolutions to disapprove. But the plan already was tottering under blows from other directions.

Republicans aimed crossfire of criticism at President's plan, seizing on Minow's NAB speech (Vol. 17:20 p1) as ammunition for charges that FCC reorganization would permit Minow to become Commission's dictator—and that he would then apply "program control" on broadcasters. And other witnesses—including Federal Communications Bar Assn. spokesmen—ripped into legal language of plan as confusing if not sinister.

Commission's own 4-3 stand against President's plan probably fitted Congressional nails into coffin. But Chmn. Dawson (D-Ill.) and other Operations Committee members—Democrats & Republicans—already had heard enough objections to weigh down lid.

Agency advisor Landis himself was dejected. Almost unnoticed, he sat through FCC-plan hearing at one end of room, listening silently as attack after attack was leveled at his White House handiwork. Dawson

gave him no chance to take stand in defense. ("Why should I?" Dawson said when we asked him if he'd call Landis. "So far as I'm concerned, it's the President's plan.")

"They have too much misinformation already to need more from me," Landis told us ruefully during break in hearing. He said some witnesses "didn't know what they were talking about," but conceded that Harris probably had reason to raise questions about some legal language in plan.

Landis voiced little hope that FCC plan would survive House vote, but said he didn't think there was any chance that it could be withdrawn by White House for revision to satisfy complaints against it. He told us his best hope was that Congress would now do its own legislating to accomplish plan's objectives of more efficiency & flexibility in FCC operations.

Where does this leave Minow? And FCC? Our guess is that the situation is roughly as before the plan was submitted. FCC majority is still there but it won't be able to move as fast as plan would have permitted. On the plan, Minow had Democratic Comrs. Craven & Cross with him. Comr. Bartley was the only Democrat opposed, joining the 3 Republicans. One observer stated: "If Kennedy couldn't get this through, it cuts Minow off at the knees." Another disagreed: "It got Craven & Cross on his side—even though they frequently oppose Minow's thinking—so maybe it shows that the party lines work."

In any event, all Commissioners agree that changes in the law are needed to give FCC more flexibility in delegating its work—and they're bound to come sooner or later.

**THE PUBLIC LIKES MINOW, BUT—:** We've been reading FCC Chmn. Minow's mail. He certainly has popular support—but whether that means anything in light of Congressional opposition (see p. 1) remains to be seen.

Reaction to Minow's NAB convention speech is unprecedented in FCC history. His staff has lost track of number of letters, wires & cards, let alone phone calls—but it's something over 2,000. Most are in response to news reports & editorials on the speech, but some were prompted by his "Washington Conversation" interview on CBS May 14, some to columnists' analyses, some to his letter to TV Guide.

Letters are from everywhere, from all kinds of people, even a few broadcasters—and Minow's staff says that not more than 35 of the 2,000-plus are even slightly critical. Intensity of feeling expressed is remarkable. Letters are peppered with "Bravo," "Hurray," etc. Most are from parents, but there's also heavy response from physicians, ministers, educators, judges, ad agencies, publishers, TV writers & producers—even a few network employes, some with substantial jobs.

There are many specific complaints about local station practices, and some of them were forwarded to FCC's Complaints & Compliance Div. for investigation. Quite a few asked to be informed when local station license renewals expire and when local hearings will be conducted.

Letters are unusually literate, about half of them typewritten, many on letterheads, and include an unusually large proportion from men. Many include clippings of editorials, news stories & columns. There are a few from Congressmen. Minow's staff reports that many congratulatory calls came from Capitol Hill.

Staff is now analyzing mail, will evaluate response in terms of 30-some factors. For excerpts, see p. 3.

**FINANCIAL BOXSCORE ON ELECTRONICS:** At-a-glance fiscal history of leading electronics & broadcasting firms is enclosed with this issue as 1961 Supplement No. 6. This year's updating of our financial-data tables included the addition of 28 companies, for a total of 180 firms in 34 pages.

Whatever your interest in electronics & broadcasting, we believe you'll find Supplement No. 6 a valuable year-long reference. For each company, the following data is listed: Capitalization, debt, sales, pretax earnings, net profit, net per share, dividends, total assets, stock price range. Material is listed for every year from 1950 through 1960 or first quarter 1961.

All top publicly-owned companies in broadcasting, consumer electronics, components, military & industrial electronics are included in the tables, which are prepared for us annually by Greenebaum & Associates, the Chicago financial firm specializing in electronics, headed by Edgar N. Greenebaum Jr.

Extra copies of the 34-page financial supplement are available at $1 each, 10 for $7.50 and 25 for $12.50, and may be ordered from our publication office at Radnor, Pa.

**NIELSEN'S STATE-OF-THE-TV-UNION:** Latest annual review of TV & radio by A. C. Nielsen Co. was off the press last week, and ready for distribution to that company's subscribers, admen and others. It came in the form of 2 booklets, "Television '61" and "Radio '61." Highlights of the former:

**TV home & station growth:** 1950's total of 4.2 million TV homes nationally had leaped to 45.2 million in 1960 and by January of this year was 46.9 million. Viewing in these TV households was divided among some 600 U.S. & foreign stations—as against only 98 in 1950.

**Viewing levels:** The average U.S. TV household watched TV for 6 hours, 4 minutes daily during January-February of this year. By regions, daily viewing was lowest per-household in the South (5 hrs., 47 mins.), highest in the East-central states (6 hrs., 56 mins.). Peak period of viewing was in mid-evening (8-9 p.m.), when 31.6 million TV families—slightly more than two-thirds of the total—had their TV set (or sets) on.

**Audience composition:** More women than men watch TV, and it's only during the late afternoon (5-6 p.m.) that children outnumber women to some extent. In the 7-8 p.m. evening period—a "family" viewing hour—11% of the audience in the average TV home consists of teen-agers, 24% are children, 29% are men and 36% are women.

**Viewing by program type:** Women outnumber men in the audience of the fast-draw Westerns (39% vs. 32%) and suspense-mystery shows (45% vs. 34%). More women than men can also be found in the TV audiences for general drama, variety, quiz, situation comedy, adult serials—and informational shows.

Copies of the booklet can be obtained upon request from A. C. Nielsen Co., Bcst. Div., 2101 Howard St., Chicago 45, Ill.

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*More about*

## Minow

**MONITORING MINOW'S MAIL:** Herewith are excerpts from letters received by FCC Chmn. Minow after his speech at the NAB convention (see p. 2):

**An Alabama judge of a juvenile domestic relations court:** TV is "debasing the level of our culture."

**A Congressman:** One problem is the rates charged for occasional use of cable facilities—"5-6 times the amount of the rate enjoyed by the networks as large users." He urged Minow to investigate.

**An ad-agency vp:** "Mr. Minow is to be congratulated for laying the blame for poor TV standards at the feet of the chief perpetrators—the broadcasters. And his remarks could well have been broadened to include radio broadcasters—the Deans of the Rating-Book-School of Sales Philosophy."

**An Illinois official of a juvenile officers assn.:** "We heartily approve."

**A divinity-school professor:** "Yours is a superb, specific, constructive indictment of contemporary TV."

**A former member of FCC's network-study staff:** "I deeply regret that the FCC was not at that time [during network study] under your forward-looking leadership because, had this been the case, I believe that highly meritorious recommendations by the staff would have received more fruitful consideration."

**A book publisher:** "I couldn't agree with you more."

**An anonymous network employe:** The networks' attitude is "the public be damned."

**A former NBC announcer:** Broadcasters are "porcine feeders at the public trough."

**A magazine editor:** "Aside from its eloquence, your speech is the most encouraging thing that's happened in TV in 15 years. 'Freedom of the press' will be cited against you, but it's a false issue."

**A TV film-series producer:** Suggested that networks put their public-service programs on at the same time so that they aren't beaten in ratings by entertainment programs.

**A woman from Plainfield, N.J.:** "If you think you are going to decide what programs are going to be shown on TV, you can go to hell . . . Kennedy is trying to be a dictator and that goes for you too."

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**First Minow Editorial:** WDSU-TV & WDSU New Orleans have sent us a copy of their editorial put on the air May 12 in answer to FCC Chmn. Newton Minow's NAB speech of May 9. While agreeing with Minow's request for improved service to the public, more informational programs, diversification of programs and upgrading of quality, the station set forth its reservation about the new policy: "It seems to us this represents, if not censorship in the usual sense, at least a step toward censorship." Continued the editorial: "There is no assurance [that a 7-man government board intruding on programming] would make for better programs. For instance, if the government insists on a station carrying a greater quantity of informational programs, that doesn't insure they will be of high quality."

**Butler Attacks Minow:** FCC under new Chmn. Minow is being guided toward "revolutionary decisions" in such TV fields as programming, network option-time and education, Sen Butler (R-Md.) warned his constituents in a newsletter. A member of the Commerce Committee, he said good TV program balance should be left to broadcasters themselves, not to "dictatorial pronouncements by any one man" such as Minow.

**NAEB to Hear Minow:** FCC Chmn. Minow will keynote the convention of the NAB-affiliated National Assn. of Educational Bcstrs. in Washington Oct. 23.

**'BETTER' TV AT LEAST A YEAR AWAY:** The upgraded TV demanded by FCC Chmn. Minow (Vol. 17:20 p1) is at least a year off, in the opinion of most Hollywood TV-film executives (see also p. 5). Taking a steady look at the hard facts of TV life, they base their estimates on (1) economics, (2) network & ad-agency involvement, and (3) the calendar time needed for the preparation of improved series.

The Hollywood estimates are conditioned on the assumption that networks and ad agencies would take the drastic measures necessary to improve quality—greenlighting projects hitherto forbidden as non-commercial, and putting out the additional money needed to hire better writing, direction and producer talent. More than one executive told us that TV is in no position to compete with the movies for such talent, since by Hollywood budgetary standards the TV show is a B picture.

TV can be improved, they said, but to meet the standards apparently sought by Minow would require revolutionary steps. Sponsors are already paying a maximum for shows, for example, so where, they ask, would additional money come from to upgrade series?

While we encountered a few optimists who said better quality might be forthcoming in 6 months, the majority could envision no improvement for at least a year, and then only if there were to be a concerted 3-pronged attack on the problem by networks, agencies and producers. The producers alone cannot do it, they contended.

The sharp interest in Minow's talk pinpoints the fact that the Hollywood TV-film industry is undergoing a real, soul-searching self-appraisal. Once aloof from or ignorant of the FCC and its doings, the industry was forcibly reminded of its obligations by the FCC investigation held in Los Angeles last fall. Now comes Minow's criticism to take Hollywood still further away from its one-time isolation. Today there is an acute awareness on the part of important industry executives of their responsibility.

Our Los Angeles poll to determine how long it would take to get better shows on the air drew these replies:

**Dick Powell, pres., Four Star Television:** "It would take a minimum of 6 months preparation just on scripts. The problem is mostly one of economics . . . Our difficulty is that we are competing with the movies for talent, and our budgets don't allow such competition. For example, Wendell Mayes was a good TV writer. Today he gets $100,000 a screenplay working in movies. Nobody in TV can touch that. Still I think TV can be improved . . . Minow said quality is bad because authority is vested in the hands of 3 or 4 men. Producers have nothing to do with it, because we must make it for those 3 or 4 men. A lot of good stories come across my desk that nobody will try because they are not considered commercial in TV. In movies a producer can gamble on such stories; not in TV. Perhaps pay TV in some form will help. Here the producer would be allowed to gamble."

**Robert Weitman, production vp, MGM-TV:** "If the networks & agencies gave us direction and told us what kind of quality they wanted . . . you would see an improvement in the early part of 1962, and on some shows, this fall. We have already been meeting with the networks and discussed shows sans excessive violence. I think that the networks & agencies, keeping Minow's remarks in mind, will think in terms of fresher kinds of programming. If you have good shows intelligently, not insultingly, written, they will be fresh in content. This is preferable to doing formula pieces and shrapnelling them to meet a deadline. Producers are bending every effort to get quality. One of the answers might be for the sponsor to take the rubber-band off his wallet and let us get better talent. TV is limited by economics. We know what Minow is talking about. But you can't do it with mirrors—you do it with people. Planning as far ahead as a year is also helpful."

**Hubbell Robinson, pres., Hubbell Robinson Productions:** "There couldn't be an improvement before the fall of 1962. This kind of thing requires long & careful planning. You should have a year to prepare. Minow's statement is a pointed challenge to every phase of the industry to re-invigorate TV entertainment with imagination, daring and the willingness to adventure that originally made it a national habit. Anyone who urges invention rather than imitation as the industry's standard of excellence is pointing in the right direction . . . There is a very direct relationship between the amount of time you have to prepare a series & the quality of that series."

**Jerry Thorpe, programming vp, Desilu Productions:** "It would take the better part of a year to improve programming. It takes that long to get shows off the planning boards and on to film. If there were a change in the present thesis, programs might have to go live to accommodate it. Minow is an energetic, sincere young man. He's right in that there is room for improvement. We could stand more diversity in our programming. There is difficulty in this because TV is an advertising medium. The sponsors' reliance on ratings is conducive to trends, so that there is a sameness & repetitive quality in the programs which makes TV so vulnerable to criticism. Minow's remarks can't help but make us try harder . . . [But] the economics make it prohibitive in trying for quality. I don't see any relief. From the advertisers' standpoint, they are spending the maximum amount of money now. Some version of pay TV may be the answer."

**Ben Brady, producer:** "If Minow wanted to expostulate, he might also have said 'the situation between Russia and the U.S. is a deplorable wasteland.' He has got to sit down & find out *why* it's this way. Any improvement will not be immediate. Next season's shows were sold months ago. The situation in a large measure is the result of the public wanting certain kinds of shows. Regardless of what we may think of ratings, we know a large part of the audience likes shows such as *Gunsmoke* and *The Untouchables*. You can't turn the system upside down to satisfy a few. You can't eliminate the fact that the public wants certain shows others may not like. The situation among buyers, sellers and creative minds is one in which everybody is afraid to take an original step. There will have to be some guts displayed by networks & producers, to come up with something other than cops-'n'-robbers, Westerns and comedies. This can be done only when the people in charge show more courage. Minow was probably simply reflecting a vast area of dissidents . . . The FCC is out to improve TV and this looks very good in the papers. It's political to a large extent. The hue & cry has been so broad that something may be done. The administration, while getting good publicity from this, should remember that many of the TV companies are publicly-owned and are in business to make money for their stockholders."

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**CBS to Rerun Playhouse 90:** Viewers who've mourned the death of live TV drama have a rerun treat in store this summer when CBS-TV will repeat 13 *Playhouse 90* shows. Hosted by Richard Boone, the series has been slotted opposite NBC's Purex reruns Tue., 9:30-11 p.m.

**New York Not Talking Much:** Although AB-PT Pres. Leonard H. Goldenson was fast off the mark with a reaction to FCC Chmn. Newton N. Minow's recent blast at TV (Vol. 17:20 p1), the other 2 networks last week continued to play whatever reactions they had close to the vest.

Said CBS-TV, officially: "Still no comment."

Said NBC-TV, officially: "No comment—and there isn't likely to be any."

At management level, some executives said they thought Minow had softened his approach considerably during a pre-taped *Washington Conversation* visit televised by CBS May 14.

Network sources did tell us that Minow's views of network TV "aren't likely to cause any major changes in the present fall program lineups." And at the AB-PT stockholders meeting last week (see p. 23), Goldenson said: "We are re-organizing our format to conform to Minow's menu . . . ABC-TV is the New Guard in TV, ready to accept suggestions. It may take a year or 2 before they are brought to fruition, but we are taking Minow quite seriously. Our platform has always been greater competition at the market place. We thrive on it."

With "we cannot do things overnight," he pointed out that program plans are made one to 3 years in advance and that ABC's schedule for the coming season would remain substantially unchanged.

Goldenson also said that the best way to improve television is without government control or dictation of program content, adding: "This objective can best be achieved within the context of our present democratic & free enterprise system."

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**The FCC Blues:** They sang of Newton Minow at New York's annual Ad Man's Jazz Bash held by RTES at Hotel Roosevelt May 17. Balladeer Steve De Pass wrote & sang the lyrics & music. The chorus (think Calypso): *Newton N. Minow is a brand new chairman, Watching the air man, Better beware man, Newton N. Minow is a brand new chairman, Chairman of the FCC.* Words of one verse ran: *We're not gonna have a TV wasteland, Newton's gonna set the course, Many old ideas have been displaced man, Television is a basic natural resource.* Another verse: *Stations who would renew your federal license have no guarantee, you must justify publicly your existence, interest, convenience and necessity.*

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**Editorializing on Minow:** Radio WWDC Washington took FCC Chmn. Minow at his word, going all the way in accepting his recommendation that stations editorialize, by broadcasting: "Who has not viewed with alarm the fist fights & the gunplay on TV screens? But when the chairman of a govt. bureau asserts that his agency is in a position to decide exactly what the needs of the nation are, this station believes that something more dangerous than trivial TV programming is advocated. Mr. Minow professes to oppose govt. censorship. Yet in the same speech, broadcasters are told their licenses may not be renewed. The audience got the message. We hope it is not swallowed without a protest. The broadcasters of a free country can never serve the nation's need when they become merely the vehicle for official govt. views. Indeed, the very right this station is asserting now by stating an opinion critical of a govt. official could not exist in a broadcasting climate controlled by official edicts & whims."

**Why 'Better' Programming is Uphill Fight:** A new survey of viewers in the Milwaukee area by WTMJ-TV indicates that the category they would most like to see increased is sports—44.3% said they wanted more sports.

Close to that figure—44.2%—said they wanted more "discussion of serious subjects," but only 4.2% of viewers rated this same category as best serving their needs. "Symphony, opera, ballet" category was requested by 19.2% more viewers, but only 2.2% labeled these as best serving their needs. More religious programming was requested by 22.2%, but only 2.9% listed these programs as best serving their needs.

Of the top 50 favorite shows named by Milwaukee viewers, only one was primarily an informational program —in 47th place.

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**Hill Reacts to Minow:** May 15 *Congressional Record* contained both pro & con reactions to FCC Chmn. Minow's NAB speech—Rep. Derounian (R-N.Y.) inserting David Lawrence's May 11 "anti" column, Sen. Neuberger (D-Ore.) inserting John Crosby's May 15 favorable comments.

**FCC Awards:** The annual FCC program to recognize achievement & tenure will be conducted May 26. Comr. Hyde will receive a 35-year pin—meaning he was working on radio regulation just at the time Chmn. Minow was born. Comr. Ford will get a 20-year pin.

## Auxiliary Services

**New Underwater TV Amplifier:** Dynair Electronics Inc. of San Diego announced a completely transistorized video line driving amplifier, for use in an underwater TV application. The amplifier is capable of sending a high-resolution, 600-line TV picture signal through 3,000 feet of coaxial cable. It's for closed-circuit & industrial TV in underwater & other applications where it is difficult to use conventional tube-type amplifiers because of power needs.

**Add CATV-Station Love Feasts:** KLIX-TV Twin Falls, Ida. has withdrawn its protest against the grant of microwaves to Idaho Microwave Inc. to feed a CATV system in Twin Falls with the 3 Salt Lake City station signals.

**Vhf Translator Starts:** K4AA & K12AC Lovell, Wyo. began April 25 & May 6 repeating KGHL-TV & KOOK-TV Billings, Mont. • K7AA Center, Neb. began April 28 with KTIV Sioux City, Ia.

**Booster Boosters Permitted:** FCC has finalized its rule making to permit the use of one-watt uhf on-channel boosters to fill in shadows of areas served by regular uhf translators.

**Vhf Translator CPs:** Ch. 11 & 13, Inkom, Ida., to Inkom TV Assn. • Ch. 13, Boyes, Mont., to Boyes TV Club • Ch. 4, Imlay, Nev., to Imlay T.V.

**TELEVISION FACTBOOK NO. 32 OUT IN JUNE**

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more.

## Congress

***More about***

**FCC PLAN FOUNDERS:** President Kennedy's reorganization plans for SEC, CAB and FTC sailed through some minor squalls into relatively clear water at House hearings last week—but a storm broke over his FCC plan and sent it listing, in imminent danger of sinking (see p. 1).

It took Chmn. Dawson (D-Ill.) and his Govt. Operations Committee one day to hear pro-&-con testimony on resolutions disapproving streamlining proposals for the first 3 agencies—and another full day for the FCC plan alone. When the 2-day proceedings were over, SEC, CAB and FTC plans seemed safe, but there were no bets in the committee room that the President would win on FCC.

As expected, Republican members of Dawson's Committee challenged—and Democrats defended—the White House charts to revamp SEC, CAB and FTC. But with the exception of Republican FTC member Sigurd Anderson, who said he thought the plan for his agency was unnecessary, Democratic & Republican members of the 3 commissions alike testified that they approved—or could live with—the new administrative setups.

Attacks on the FCC plan were bipartisan & frequently vehement. Few voices at the hearing—beyond those of FCC Chmn. Minow and Comrs. Craven & Cross—were raised in defense. Opposition swept over all of the terms of the President's proposals as drafted by White House advisor James M. Landis, but centered on language which the critics said: (1) Put too much power in Minow's hands. (2) Went beyond the scope of revisions permissible under the Reorganization Act. (3) Denied due-process to litigants in cases.

### Harris Argues Against FCC Plan

The sharpest & most significant attack of all came from Commerce Committee Chmn. Harris (D-Ark.), who had called in Minow & FCC members for 2 private hearings earlier in the week before his Regulatory Agencies Subcommittee. After listening to their pro-&-con views, the Subcommittee voted without reported dissent to send Harris before the Govt. Operations Committee to urge rejection of the FCC plan.

"I'm for no one-man commissions," Harris told Dawson. He said the FCC proposals were "objectionable," would raise "uncertainty & certainly confusion" and deprive parties in cases of their traditional rights of petition—and exceed limits prescribed by Congress in the Reorganization Act.

Harris said the FCC plan should be voted down by the House—and that then his Committee should go to work on hearings & new legislation to take care of the President's objectives of increased efficiency & flexibility at FCC. He was particularly critical of terms of the FCC plan which would eliminate the Commission's review staff and abolish oral arguments on appeals from decisions reached at delegated staff levels.

In a House speech and in later testimony before the Dawson Committee, Rep. Avery (R-Kan.) also moved to the attack. Sitting next to Minow at a long table in the Committee's tiny hearing room, he said Minow's now-celebrated NAB speech demonstrated "a philosophy & ideology" that threatened broadcasters with govt. programming control if not censorship. The President's plan would give Minow power to make his own ideas for program improvement effective, Avery protested.

Avery's testimony was seconded on the floor & at the hearing by Rep. Springer (R-Ill.). He said the FCC plan: (1) "Threatens to impair the status of the agency of an individual body of 7 co-equal members." (2) "Is not likely to achieve the objective of more economical & expeditious administration." (3) "Attempts to alter radically the procedure rights of litigants." Congress—not the White House—should legislate any needed reforms, he said.

Minow insisted that the integrity & common sense of commissioners could be relied upon. "All delegations of duties would be done by all commissioners," he said. "If the delegations were abused, I'm sure they'd rescind the delegations." He pleaded for authority to cut red tape, through regular legislative procedures if not through the reorganization plan. He noted that FCC's work on "vital satellite communications" gets interrupted by a whole day of oral argument on minor radio cases, for example. As for the plan's legality, he said that Justice Dept. experts had passed on it and: "It's the President's plan, not FCC's or mine."

Minow also noted that some people were disturbed by his NAB speech and his views on programming, but said that his ideas were precisely the same as those expressed previously by FCC in its July 1960 program policy statement (for full text, see Special Supplement No. 7, 1960).

### 4 Commissioners Oppose Reorganization

Minow presented a point-by-point analysis of the plan, all of which was designed to stress that the full Commission retains complete control over the Chairman's actions.

But 4 of Minow's colleagues are afraid of the plan—largely on the basis that it would give too much power to the Chairman, would allow him to give them chores, would give him the potential of "rigging" FCC's work, would give the President control over FCC because the Commission Chairman serves "at the pleasure of the President."

Comr. Hyde said that the plan would shift the power of the FCC "to a single administrator under the aegis of an executive-overseer, although still maintaining the form of an independent commission. If I could assign personnel, I could control policy."

Comr. Bartley said: "I have no fear under present makeup of the FCC, but I don't know what the future will bring"—asserting that the President could exert great control through his choice of a Chairman. He plumped again for election of chairmen by commissioners.

Comr. Craven, supporting the plan, said: "I have no fear about FCC's independence under the plan."

Comr. Ford offered a meticulously documented brief, impressing the Subcommittee with his knowledge of the law, concluding: "My own view is that [the plan] should be rejected because it threatens to impair the status of the agency as an independent body of 7 co-equal members; because it is unlikely to achieve its objective of 'more economical & expeditious administration'; and because it attempts in the name of reorganization to alter radically the procedural rights of litigants before the Commission, an undertaking far more appropriate for legislative consideration by the Congress than for executive action pursuant to the Reorganization Act."

Comr. Cross said he couldn't find "the grave bugaboos under the bed" discerned by the plan's opponents. "Unless the Commission were willing to abdicate its responsibilities to the Chairman," he said, "I see no way for the Chairman to usurp such responsibilities under the proposed reorganization plan." He said he had great respect for lawyers

practicing before FCC, but "asking them to assist the Commission in cutting out some of the red tape that goes under the name of due process is like asking the butcher to cut out the red meat department and sell only poultry & fish."

Comr. Lee wasn't present, but he submitted a statement opposing the plan.

Washington staffers of NAB and the networks crowded into the SRO hearing room to listen to the testimony, but none testified. For the record, NAB Pres. LeRoy Collins filed a statement with Dawson, however. He said the "ultimate goal & purpose" of the President's FCC plan were "laudable," but argued that it "should be rejected & not allowed to become operative."

Pres. Robert M. Booth Jr. of the Federal Communications Bar Assn. summed up its objections his way:

(1) "The right to a full & complete hearing would be abolished." (2) "Elimination of procedural rights [would] materially increase the workload [of the Court of Appeals]." (3) "Authority to delegate any of the Commission's functions is so broad & sweeping that procedures which might or would be followed cannot be determined." (4) "The concept of a bi-partisan Commission would be destroyed." (5) "Most of the desired & worthwhile objectives can be achieved [under the Communications Act & Administrative Procedure Act]."

Privileged resolutions of disapproval of all of the President's plans by Reps. Hoffman (R-Ill.) & Monagan (D-Conn.) can be called up on the House floor this week for votes, which probably would go against the FCC plan. Majority House action against the FCC proposals would be enough to kill them, without any Senate action.

Senate Govt. Operations Committee Chmn. McClellan (D-Ark.) nevertheless scheduled June 6 hearings on all of the plans. McClellan expects to get reports on them from other Senate committees before that time. First up, for a preliminary hearing May 23 by the Commerce Communications Subcommittee under Sen. Pastore (D-R.I.): the FCC plan.

Chmn. Carroll (D-Colo.) of the Senate Judiciary Administrative Practice & Procedure Subcommittee meanwhile ran through hearings last week on a bill related to the FCC reorganization plan. This was Carroll's measure (S-1734) to give agency hearing examiners increased authority in settling cases. The hearings created little excitement, however.

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**Honors for Hope:** Of 100 U.S. Senators, 96 lined up as co-sponsors of a resolution (S. J. Res. 88) authorizing President Kennedy to present Bob Hope with a special gold medal citing the comedian as "America's most prized Ambassador of Good Will throughout the world." Introducing the nearly-unanimous resolution, Sen. Symington (D-Mo.) said Hope not only has spread "good works" & entertained the armed forces around the world, but has "brought laughter & humor to many millions" in TV, radio, movie and stage shows.

**Add Station-Break Beefs:** Rep. Sibal (R-Conn.), a freshman member of the Commerce Committee, has added his voice to protests against any network extension of station-break commercial time. "An increase every half hour can only dilute the effectiveness of the ads & annoy the viewer," he wrote FCC Chmn. Minow, urging the Commission to do something. "I cannot believe it would benefit the TV industry."

**Asks Citizens Board for TV:** Coincident with the Emmy awards (see p. 15), Rep. Ashley (D-O.) came up with some program citations of his own—none of them "a compliment to the national intelligence"—and proposed creation of a Presidential commission for improvement of broadcasting.

Ashley said he doesn't want govt. censorship of TV & radio shows. But he introduced a bill (HR-7082) setting up a National Citizens Advistory Board on Radio & TV, composed of "11 outstanding private citizens prominent in the fields of education & communications, or in the civic, cultural or religious life of our country."

Appointed by President Kennedy, Board members would "make a continuous study of programming trends & make annual recommendations, including suggested legislation, to both the Congress & FCC." The Board would also "study the nature & composition of groups which exercise effective control over programming."

The national need for such a supervistory group is apparent, Ashley told the House.

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**AT&T Criticizes NASA:** The National Aeronautics & Space Administration seems to be dragging its feet on proposals that a rocket be supplied to get an experimental communications satellite off the ground, AT&T vp-chief engineer James E. Dingman told House space investigators. "All we ask is the opportunity to go forward without delay," Dingman said under questioning by members of the Science & Astronautics Committee at a hearing on space communications prospects. Dingman said AT&T filed its rocket request with NASA last Dec. 14, but that no decision on it was expected before June. If the rocket is provided in time, AT&T plans to place an experimental satellite in orbit early next year—with AT&T reimbursing NASA for the cost of the launcher—Dingman said. Representatives of GE, RCA, ITT and other major companies involved in FCC proceedings on ownership & operation of space communications (Vol. 17:19 p16) told the Committee that satellites should be launched & controlled by an industrial team. But Dingman disagreed. "We prefer our own proposal," he said. "It's more in the public interest." Sen. Bridges (R-N.H.) later took the Senate floor to praise AT&T for its satellite plans. He called on NASA to "give careful study & consideration" to the AT&T proposals—particularly its "magnanimous" reimbursement offer.

**Tower Controls Voted:** The Senate has passed & sent to the House an FCC-requested bill (S-684) requiring painting & illuminating of unused TV & radio transmission towers (Vol. 17:19 p17). As finally approved without debate, the measure gives FCC the authority to order such towers dismantled if the Commission finds "there is a reasonable possibility" they may be a menace to air navigation even if lighted.

**FCC Shuns Police Role:** Anti-gambling laws shouldn't be written so broadly that FCC will find itself policing broadcast stations to make sure they aren't aiding & abetting race-track bettors in any way, gen. counsel Max D. Paglin told the House Judiciary Committee. Testifying on 3 bills designed to prevent interstate transmission of gambling information, he said: "Neither the Commission nor the communications common carriers should be put in the position where they would be required to perform law enforcement functions." Paglin also pointed out that the Commission already has the power to prevent stations from using their facilities in an improper manner.

## Educational Television

**JFK'S ETV PLAN UNVEILED:** Speaking for the Kennedy administration, HEW Secy. Abraham Ribicoff last week proposed a 4-year cut-price $25-million federal-aid-to-ETV program in place of the $51-million govt.-grant plan, advocated by Sen. Magnuson (D-Wash.), which was approved by the Senate in March.

In a long-delayed appearance before the House Commerce Communications Subcommittee, Ribicoff called on Congress to junk the Senate's bill (S-205), rewrite 2 pending House bills and go along with the administration in a long-range federal-state matching-fund project aimed at "a nationwide system of educational TV."

The Cabinet officer, who had sketched his ETV ideas at the NAB convention a week earlier (Vol. 17:20 p8), coupled his pleas for the administration's plan with denunciations of commercial TV for what he said was its failure to do its educational duty.

Commercial stations, said Ribicoff, "have been derelict in what they've given to the public." He professed disappointment at the number of public-service programs scheduled by the networks. "There's been a lot of talk, but they've never really delivered," he observed at one point in the House hearing.

No member of the Communications Subcommittee headed by Rep. Moulder (D-Mo.) disputed Ribicoff's opinions of commercial TV. Nor did he run into trouble with his $25-million ETV prospectus, which he said could be fitted into matching-grant measures (HR-132 & 5099) by Reps. Roberts (D-Ala.) & Rogers (D-Colo.).

Commerce Committee Chmn. Harris (D-Ark.), who sat in on the Subcommittee session, made no pitch for his own ETV bill (HR-965) which—like Magnuson's—would authorize outright $1-million grants to the states & D.C. The Subcommittee took no immediate action on any of the varied ETV proposals. But, with White House backing, it seemed likely that the compromise Ribicoff plan would become the best bet for ETV advocates at this session of Congress.

### Details of Administration Program

The administration's proposals (including a separate 4-year authorization of $520,000 for ETV surveying & planning) envisaged a $25-million federal kitty from which the states could draw funds—up to the $500,000 each—equal to amounts they themselves earmark for ETV.

The federal money would be used to buy ETV broadcasting equipment—not ground or buildings for stations—and couldn't be applied to set up single-school closed-circuit systems, although Ribicoff said city-wide closed-circuit set-ups probably would be eligible for govt. aid.

Rep. Moss (D-Cal.) was dubious about closed-circuit applications of the federal-state matching-fund plan, however. He said that the Commerce Committee's jurisdiction was limited to legislation aimed at encouraging utilization of unused ETV allocations. "I would have reservations about any program that takes this Committee into the field of audio-visual aids," he told Ribicoff.

Ribicoff also recommended: (1) "That provisions be included whereby state plans may be developed co-operatively into interstate or regional plans." (2) "That construction grants be made on a project-by-project and not a state-by-state basis." (3) That states be encouraged to get together to pool available federal money and mesh their ETV plans along network lines.

Supplementing Ribicoff's testimony was a bulky report by the Joint Council on Educational Bcstg. which itemized ETV operations & hopes in a state-by-state survey.

Ribicoff also summarized returns from questionnaires sent by Harris to each governor, asking about the states' readiness to participate in a matching-grant ETV program. Half the governors said they were ready, 8 made "indefinite" replies, others hadn't been heard from yet—but Ribicoff said when all the state returns are in, there'd be a "high ratio of affirmative responses."

The administration program would be administrated by the U.S. Office of Education, but Ribicoff said it would have no role—financial or managerial—in operating any ETV station or programming it. There'd be no federal control of ETV, he stressed: "We don't want to interfere, we shouldn't interfere and we can't interfere."

In a prepared statement, Ribicoff told the Subcommittee: "This administration strongly favors a nationwide system of educational TV. No domestic challenge which faces us is more crucial than education. Educational TV could help us catch up on our school work—in which, I regret to say, we are behind."

Under questioning by Subcommittee members, he added that ETV can't substitute for direct teacher-student relationships. "One of the troubles of this world," Ribicoff said, "is we're trying to do everything mechanically. I'd hate to see the day when every one is spoon-fed his education by some electronic device."

The Subcommittee wound up its ETV proceedings with a classroom-like "teletest" demonstration by Dr. Robert E. Corrigan & C. Robert Love of Corrigan Associates Inc., Garden Grove, Cal. The electronic device permits question-&-answer exchanges between teachers & students via closed or open-circuit ETV.

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**MPATI Gets Off Ground:** After many technical delays & postponements, the Midwest Program of Airborne TV Instruction (Vol. 17:19 p9) finally took to the air May 15 for 2½ weeks of test programming—and first reports from participating schools spelled success for the 6-state project.

"A little better than expected." That was the report at last week's end from MPATI's center at Lafayette, Ind. There were few hitches in Ch. 72 & 76 transmissions of sample taped courses from a DC6AB plane circling daily 23,000 feet over Montpelier, Ind. Some reception difficulties were encountered, particularly in hilly areas, but MPATI technicians said antenna adjustments and tinkering with uhf-set knobs would take care of most of the trouble.

Excellent reception was reported from Waukegan, Ill., Decater, Ill. and Berea, Ky.—on or beyond the 200-mile MPATI fringe—and there were few complaints about reception from such cities as Detroit, Chicago, Indianapolis, Louisville, Lexington, Lansing and Urbana.

Returns weren't all in at the MPATI center, and there was no estimate last week on how many schools or students may have shared in the ETV adventure. The potentials were 13,000 schools & 5 million students, but MPATI officials will be satisfied if the airborne ETV covers 2 million pupils at the end of its first full year of operation in 1962.

Sample transmissions of lessons in science, biology, Spanish, music, French, arithmetic, algebra, history and geography will end June 1. Special summer ETV teacher-training courses will be transmitted June 19-July 8 to 40-50 workshops in the 6 states. Regular MPATI operations are scheduled to start in September.

## The FCC

**Network Hearing to Resume:** June 20 has been set as the date for the resumption in N.Y. of FCC's network hearing which has been suspended since MCA's refusal to produce the testimony & documents wanted by the Commission (Vol. 17:13 p4). MCA has since challenged in the courts FCC's ruling that it produce or else.

The hearing will be conducted at the U.S. District Courthouse, Foley Square, "for the purpose of receiving further testimony & documentary evidence regarding the production, distribution, sale and exhibition of TV programs." After the turmoil generated by FCC Chmn. Minow's speech at the NAB convention, it can be assumed that greater attention will be drawn to the hearings than they've received to date. The Commission will issue its witness list later.

The House Appropriations Subcommittee, under Rep. Thomas (D-Tex.), released FCC's March 23 closed-door testimony last week, and it indicated that Comr. Ford, for one, is quite hipped on the subject. Consider this exchange:

**Thomas:** Your Office of Network Study, what do those people do?

**Ford:** At the present time we have a hearing in process in which we are trying to develop who controls & who owns programming.

**Thomas:** Well, you know who controls it. We have been studying that for 10 years. We gave the $100,000 for that study 4 or 5 years ago.

**Bartley:** They took us to court.

**Thomas:** Who took you to court?

**Ford:** We are finding out that different people control it than we thought control it.

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**MCA Appeal Opposed:** Dismissal of an MCA-Taft B. Schreiber appeal to the D.C. Court of Appeals against FCC's network-investigation authority (Vol. 17:13 p4) has been asked in a joint move by the Commission and Justice Dept. FCC gen. counsel Max D. Paglin & Asst. Attorney General Lee Loevinger joined in a formal motion challenging the Court's jurisdiction. The pointed out that the case arose in Los Angeles, where Schreiber refused to testify about MCA's TV activities.

**N.J. Wants in on WNTA-TV:** Representatives of N.J. Gov. Robert B. Meyner and the N.Y. ETV group which is buying WNTA-TV (Ch. 13) N.Y. (Vol. 17:19 p15) are continuing to discuss Meyner's campaign to get N.J. a vhf ETV voice. FCC sources say there's nothing to the reports that consideration is being given to letting the N.Y. ETV group buy WNTA-TV and then shifting one of the remaining 3 non-network vhfs to New Jersey. Rather, they say, possibilities are that Ch. 13 would remain assigned to N.J., requiring that a studio be maintained in that state, in addition to N.Y. studios, or that Meyner might make a deal with the N.Y. educators which would give a specific percentage of time for N.J. originations. Another possibility is that Ch. 13 might be operated on the same basis as the Port of N.Y. Authority, the public body which runs tunnels, bridges, etc. and has representation from N.Y., N.J. & Conn.

**KJEO Sale Approved:** The $3 million transfer of uhf KJEO (Ch. 47) Fresno, from the estate of the late J. E. O'Neill to Shasta Telecasting Corp. (Vol. 17:10 p13), has been granted by FCC.

**FCC Considers License Fees:** FCC Chmn. Minow is hot about getting licensees to pay the govt. a fee for their licenses, reflecting the views of the Budget Bureau which has for years tried unsuccessfully to persuade Congress to authorize the charging of fees by FCC and similar regulatory Agencies. In testimony before the House Appropriations Subcommittee March 23, released last week, Minow said: "I personally am very much for it. I think not just broadcasting. We have these hundreds of thousands of amateur broadcasters. It is like applying for a driver's license." The rest of the Commissioners generally favor the concept but they believe that all agencies should begin the practice, that FCC shouldn't be singled out now. In 1954, FCC proposed a system of fees but the Senate Commerce Committee asked it to hold everything pending a "study." The industry unanimously opposed fees at that time. Nothing has happened since. In 1954, FCC proposed to collect $3 million annually to apply toward its $7-million operating budget (Vol. 10:5 p16).

**Space Treaty Drafted:** "Draft preliminary views of the United States" on international frequency-allocation agreements for space programs have been prepared by FCC. In a "notice of inquiry" inviting comments by June 23, the Commission said the U.S. proposals cover such subjects as satellite communications, space research, "aeronautical mobile route service." The draft was written for the State Dept. in consultation with OCDM and the Interdepartment Radio Advisory Committee.

**Vhf Translator Restrictions:** FCC is considering how to keep stations from extending their service areas via the use of vhf translators, and it's understood to have 2 ideas on tap: (1) Prohibit the ownership of translators by stations except for filling in shadows within their Grade A contours. (2) Prohibit support of translators, direct or indirect, by stations, except for fill-in purposes.

**Option Time Maneuvering:** Networks & affiliates have decided not to fight FCC's request that the Court of Appeals send the option-time case back to FCC for further rule making (Vol. 17:19 p2). Apparently, they concluded that they could best get their licks in before the Commission in its new go-round.

**WSAZ-TV Winning Against AT&T:** The 2-year-old fight of WSAZ-TV Huntington-Charleston, W. Va. against AT&T, in which the station seeks a refund for networking payments during the April 29-Sept. 28, 1959 period (Vol. 15:41 p7), reached near-final stages last week when FCC examiner Herbert Sharfman held that AT&T should give $14,541 to the station.

**FCC Allocations Actions:** (1) Finalized the reservation of Ch. 24 for ETV in Ogden, Utah, Comrs. Lee & Craven dissenting. (2) Proposed the substitution of Ch. 20 for Ch. 62 in Detroit, at the request of Ch. 62 CP-holder WJMY (formerly WRMP-TV). (3) Proposed the addition of Ch. 19 & 25 to Huntsville, Ala.

**Propagation Report:** *Vhf-Uhf Field Strength Measurements*, summarizing results of many recording projects by FCC monitoring stations, is now available from the Commission's Technical Research Div.

**Dual-City Tag Rejected:** FCC has denied the request of KOCO-TV Enid, Okla. for permission to identify itself also with Okla. City, Hyde, Craven & Cross dissenting.

**Allocations Shift Sought:** WTVK (Ch. 26) Knoxville has petitioned FCC for the drop-in of Ch. 8 to which it wants to shift.

## Networks

**Those Unsold CBS Segments:** CBS found a real sales problem on its hands last week. So far, that network—alone among the 3—has been trying to maintain a policy against selling its prime-time hours after 8 p.m. on a participation basis (which, in the case of ABC-TV, can mean as many as a dozen different sponsors alternating on a 60-min. film show). Several full-sponsorship & alternate-sponsorship deals have been locked up in these hours for fall, but CBS has now found itself stuck with more than a half-dozen 30-min. openings each week—and is quietly thinking of switching sales tactics.

Here's a quick rundown on week-night availabilities as-yet-unsold at CBS: Mondays—alternate weeks of *Pete & Gladys*, 8-8:30 p.m.; all of *I've Got a Secret*, 10:30-11 p.m. Tuesdays—alternate weeks of *Dobie Gillis*, 8:30-9 p.m., and *Ichabod*, 9-9:30 p.m. Wednesdays—an alternate-week 30-min. portion of *Checkmate*, 8:30-9:30 p.m. Thursdays—virtually all portions of *Frontier Circus*, 7:30-8:30 p.m.; all of *The Investigators*, 9-10 p.m.; all of *CBS Reports* (and other public-affairs shows like *Face the Nation* which alternates with *CBS Reports* on 4th week), 10-11 p.m. Fridays—*Eyewitness to History*, 10:30-11 p.m.

CBS's next move would appear to be fairly obvious. By admitting to its sales problems in lining up full-sponsorship deals, the network was also, in effect, indicating to major-sponsorship advertisers already signed that they may soon find themselves sharing shows with participation sponsors. The policy concerning prime-time participations hasn't been officially scrapped—but it certainly seems to be under heavy pressure.

First to emerge as CBS nighttime participation carriers will probably be *The Investigators*, *Checkmate*, and *Frontier Circus*—all 60-min. film shows. Because of the "image" factors involved, *CBS Reports* and *Face the Nation* will probably be sold on a participation basis only as a last resort. Unsold comedy half-hours present only a moderate sales problem (since there's been strong demand for them this season), and CBS will probably step up sales pressure rather than convert them to participation vehicles.

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**Some CBS Affiliation-Deal Details:** That new compensation plan first announced at the recent CBS affiliate meeting in N.Y. (Vol. 17:19 p5) is still being kept under official wraps by the network, but some of its key details are: (1) To ease station pangs about parting with local-option time periods for network shows, the usual straight compensation formula (about 30% of the network gross dollar) is being abandoned in favor of a sliding-scale arrangement which can rise to 50-60% (at the end of the scale) when a station carries the full roster of CBS network shows. (2) In effect, the arrangement is aimed at capturing for the network a number of marginal slots which stations have preferred to keep for their own use in programming local or syndicator-distributed shows. As we reported earlier, the new formula is designed (as stated by CBS affiliate relations vp William B. Lodge) to reverse the "built-in incentive" toward station use of syndicated shows, which up to this point invariably net a station more ad dollars than do network-fed national shows.

**NBC Cameraman Captured in Laos:** A helicopter carrying NBC cameraman Grant Wolfkill and 3 other cameramen, unidentified, was shot down over rebel territory last week. Pathet Loa rebels reported Wolfkill was safe.

## NETWORK SALES ACTIVITY

### ABC-TV

Walt Disney Presents, Sun. 6:30-7:30 p.m., part. eff. July.
*Purina Mills* (Gardner)

SurfSide 6, Mon. 9-10 p.m.; Naked City, Wed. 10-11 p.m., part. eff. Oct.
*Speidel* (M-E Productions)

The Roaring 20's, Sat. 7:30-8:30 p.m., part. eff. Oct.
*General Cigar* (Young & Rubicam)

Daytime programming, Mon.-Fri., part. eff. Oct.
*Thomas Leeming* (William Esty)

The Steve Allen Show, Wed. 7:30-8:30 p.m., co-sponsorship eff. Oct. 4.
*Pepsi-Cola* (BBDO)

### CBS-TV

National Football Game of the Week, Sat. 4:30-5 p.m.; Bowl Games, part. eff. Sept. 23 & Dec. 16.
*General Motors* (Campbell-Ewald)

Daytime programming, Mon.-Fri., part. eff. May.
*Scott Paper* (J. Walter Thompson)
*Curtis Publishing* (BBDO)

The Defenders, Sat. 8:30-9:30 p.m., part. eff. Sept. 16.
*Brown & Williamson Tobacco* (Ted Bates)
*Lever Bros.* (Ogilvy, Benson & Mather)
*Kimberly-Clark* (Foote, Cone & Belding)

### NBC-TV

The Bullwinkle Show, Sun. 6:30-7 p.m., full-spon. Sept. 24.
*General Mills* (Dancer-Fitzgerald-Sample)

The Dinah Shore Show, alt. Fri. 9:30-10:30 p.m., co-sponsorship eff. Oct. 6.
*American Dairy Assn.* (Campbell-Mithun)

The Sunday Mystery Theater, Sun. 9-10 p.m., part. eff. Aug.
*Mennen* (Grey)

The Americans, Mon. 7:30-8:30 p.m.; The Outlaws, Thu. 7:30-8:30 p.m.; The Shirley Temple Show, Sun. 7-8 p.m., part. eff. June 4
*Walt Disney Productions* (no agency)

Bonanza, Sun. 9-10 p.m., full-sponsorship eff. Sept. 24.
*Chevrolet Div. of GM* (Campbell-Ewald)

Daytime programming, Mon.-Fri., part. eff. May 9.
*Procter & Gamble* (D-F-S)

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**CBC Previews Its Financing:** The Canadian network expects its ad revenues to contribute some $40 million to its fiscal 1960-61 operating budget of $102 million, Pres. Alphonse Ouimet said last week. The balance will be made up by the government. For the 1961-62 fiscal, he forecast a $5-million drop in ad revenue, because of competition from Canada's new independent TV stations & network, and a rise in operating costs to about $110 million.

**NBC Nielsen Needles CBS:** CBS's Arbitron rating victory for the May 5 coverage of Project Mercury (Vol. 17:20 p14) may be short-lived, and NBC's traditional battle cry—"wait for the national Nielsens"—may pay off again, or so indicated the 24-market Nielsen figures tabulated last week. "The first authoritative measurement of the May 5 TV audience," (according to NBC), gave NBC a 2-to-1 lead in both rating & share. Average figures for the 10:15-11:30 a.m. period of the actual Mercury shot and the 12:45-1:30 p.m. follow-up coverage: NBC scored a 14.2 rating and 49% share, CBS a 7.6 rating and 26 share, ABC a 4.1 and 14 share.

## Advertising

**MORE ACTION ON LONGER STATION BREAKS:** Two unexpected moves last week freshened the controversy over the network trend to longer station breaks.

Young & Rubicam, the first agency to register a loud protest against stretched-out station breaks (Vol. 17:16 p7), became the first agency to take a positive step toward putting a firm curb on them. In a new contract with NBC-TV on behalf of Gulf Oil Corp., Y&R inserted an unusual clause. Its gist: If any NBC o&o or affiliate is found to be triple-spotting before or after a Gulf-sponsored network show on NBC, the station will be canceled promptly from the Gulf network lineup. Y&R Pres. George H. Gribbin said that he planned to recommend to other Y&R clients that they follow a similar policy in network contracts. NBC accepted the clause (possibly because Gulf will sponsor a hard-to-sell public-affairs show, *Here & Now*, this fall) without serious protest, but declined to comment on the precedent-setting contract.

Said Y&R's Gribbin: "We feel that there is already adequate time for commercial messages on TV. Any further extension of commercial time will only lead to still further extension. The time to stop this expansion is now, not later." Apparently, Y&R feels that it's too late to stop the stretch-out of station breaks from the present 30-sec. length to 42 secs.—but it's not too late to prevent triple-spotting during the local breakaways.

Support for the longer station breaks, meanwhile, came from a relatively unexpected source. Station representatives are often in the position of opposing new network commercial policies, on the theory that many of them (participating shows, programs telecast in marginal hours, etc.) are actually devices to siphon off the cream of spot-TV revenue. This time things were different, and the reps officially voiced their support of network station-break plans last week through the Station Representatives Assn.

Said SRA dir. Lawrence Webb, in a letter to major advertisers & agencies: "Member firms of SRA applaud the plan . . . The increase to 42 seconds will greatly enhance the ability of stations who are allowed this extra 10 seconds between network programs to increase the efficiency & flexibility of their operations, thereby providing better service to the viewing public & the advertiser."

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**L&M Switches Agencies:** Ending a 5-year association with McCann Erickson, Liggett & Myers switched some $11 million in billings ($5.5 million in TV) for Chesterfield, Oasis and Duke to JWT. L&M offered no official explanation for the switch, but it would seem the firm was less ecstatic than M-E over recent sales figures for its 3 cigaret brands. (Said M-E Chmn. Robert E. Healy: "It is with pride that I report that Chesterfield sales losses have been steadily decreasing in each of the last four years.") Industry sources speculated that the switch was traceable to M-E's poor TV track record this season for Liggett & Myers. Several ABC shows in which M-E recommended participation were dropped in mid-season because of poor ratings. The agency's one high-rated program choice, *The Untouchables*, did little to boost L&M's popularity with Italian-Americans (Vol. 17:12 p7), and even less to boost M-E's with L&M. The L&M switch is M-E's 3rd major account loss since April 9 (Bulova and Colgate's Ajax, each estimated at $4 million) and it boosts the total of new JWT business in roughly the same period to $16 million ($2.5 million of new Lever business, the $1.5 million Congoleum-Nairn account and Chunky candy, $750,000).

**McGannon Memo to Admen:** Keep your hands off programming, TV sponsors have been told in effect by Westinghouse Bcstg. Co. Pres. Donald H. McGannon, writing in the AFA's *Repros* on broadcasting management's responsibilities for what goes on the air.

"The public interest can be served & the licensee's responsibility under the law satisfied when the advertiser is held to a proper area of influence—the effect of the programming on the company name, reputation and products," said McGannon.

"The advertiser must be limited from influencing the artistic or cultural content of a program, or from rejecting a program that seeks to achieve an audience reaction that is higher in the informational or cultural scheme of things.

"The area of advertiser's censure is properly limited to subjective differences of opinion & possible program content, that if aired, would be derogatory to the company, its product and its reputation."

The former chairman of NAB's TV Code Review Board, who introduced a repeat performance of Westinghouse's public-service presentation ("The Changing Community") at the NAB convention in Washington May 8, also called on sponsors to pay close heed to Code rules.

"It is incumbent upon the broadcasters to resist demands from any third party, advertisers included, when demands are unreasonable or the net effect of applied pressure is to distort the resulting creative effort or reduce it to a level of public appeal that is improper," McGannon said.

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**Why TV Pre-Selling Is a Must:** The average supermarket has well over 5,000 individual items on display. Result: "When a woman goes into a store today, she doesn't have much time to browse or study a label [and she] spends only two-fifths of a second per item." So stated Melvin A. Goldberg, Westinghouse Bcstg. Co. research dir., to the Annual Conference on Advertising sponsored by the Babson Institute in Boston May 17. Since personal selling is impractical or impossible under such circumstances, Goldberg added, advertising—"particularly TV"—is needed to pre-sell supermarket products. "Manufacturers apparently have recognized this need for pre-sell [for] in the 10 years from 1949 through 1958, total advertising almost doubled and TV advertising grew more than 2,000%," Goldberg said.

**Don't Oversell, FTC Warns:** A product can be good but TV commercials for it can be so bad that they're illegal, FTC's Daniel J. Murphy pointed out at the same Babson advertising conference (see story above). The Bureau of Litigation expert cited several FTC cases in point: "Even though the quality of the product is not directly in issue, purchasers may be induced to buy a certain product because they have been led to believe that it has undergone a valid test or demonstration."

**TV Blamed for Bad Ad Image:** TV commercials which "invade the household with audio-visual short courses from *Gray's Anatomy* to sell proprietary drugs" are one of the chief reasons for advertising's "image problem," So stated Burton E. Hotvedt, vp & mgr. of the Milwaukee office of Brady Co. and senior vp of the Advertising Federation of America, to a U. of Wisconsin advertising seminar recently. While much print advertising is "excellent, exciting, informative and inviting," Hotvedt said, TV is "loosely policed." More industry self-policing was needed, he added, to prevent "having to add an enlarged volume of government restrictions to the creative man's reference library."

**Brewers Boost TV Dollars 4.2%:** Gross time expenditures by brewers in spot & network TV rose from $49 million in 1959 to $51 million in 1960, giving TV 53.9% of the beer industry's ad dollars, TvB reported last week. The top 10 brewers accounted for more than 50% of all the industry's ad expenditures in TV, magazines, newspapers and outdoor, with gross time & space expenditures of $54.7 million in 1960 vs. $49.7 million in 1959. Of this total, TV accounted for 49.2% last year, magazines 11.5%, newspapers 9.9% and outdoor 29.4%. Five of the top 10 brewers spent more than 50% of their 4-media 1960 ad budget in TV, the bureau added. "TV's share for all brewers was higher than its share for the top 10 since smaller regional breweries make greater use of spot TV and use magazines far less," said TvB.

**TV as a Recession-Buster:** TV ad pressure helped leading advertisers to fare better during the recent recession than did the non-TV-using company, Norman E. (Pete) Cash told the National Sales Executives convention in San Francisco last week. What differential was caused by TV use? Said Cash: "Among [3,400 businesses surveyed by a major bank], those spending more than 50% of their advertising budgets in TV had a profit increase of 8.9%. Those who put 25-50% of their budgets in TV had a profit increase of 5.2%, while those who placed from zero to 25% in TV had a profit decline of 2.2%."

**Census of 1958 Ad Business:** The Commerce Dept. has published a 6-page statistical analysis of ad agencies in selected metropolitan areas of over 1 million population. The data has been culled from the 1958 Census of Business. Indicative of the information presented, the analysis notes a total of 4,240 U.S. ad agencies in 1958, with a combined revenue of $4,346,909,000. They employed 61,327 persons, paid them $462,345,000. Agency proprietors (distinct from incorporated firms) numbered 2,343.

**JFK Gets Good Rating** "Predominately Republican" advertising & marketing executives think that President Kennedy—on the whole—turned out a good performance in his first 4 months in office, according to *Printers' Ink*. The magazine polled 451 members of its executive panel, reported 51% rated the President's performance as "good," 13% as "excellent," 31% as "fair." Only 5% thought it "poor." And a majority of the executives approved of the appointment of FCC Chmn. Minow.

**Few Advertiser-Controlled Hours Left:** Advertisers will control only 6½ of the 78½ total network hours per week this fall, points out a tabulation in *Sponsor*. The figures: Of ABC-TV's 26½ hours, only half an hour is controlled by advertisers; of CBS-TV's 26, only 4; and of NBC-TV's 26, only 2 is advertiser-controlled. Concludes *Sponsor*: American network TV is "but 6½ hours away from the British commercial system."

**Mennen Bows to FTC:** Mennen has agreed to an FTC consent order forbidding it to use "deceptive" TV demonstrations to sell its Mennen Sof' Stroke Aerosol shaving cream. In a complaint last Oct., FTC cited "false & misleading artifices" in Mennen commercials in which a skin diver with a heavy beard was shown shaving under water. Terms of the order were worked out by Mennen & FTC's Bureau of Litigation, then approved by the full Commission.

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**Ad People:** Mitchell J. Epstein named vp, Benton & Bowles . . . Jack Cantwell, Douglas Coyle, Herbert Vitriol, Barrett Welch named Sullivan, Colwell & Bayles senior vps.

## Technology

**ELECTRONIC STANDARDS CONVERTER:** Important technical breakthrough in the field of international TV exchange was announced at week's end by ABC engineering vp Frank Marx at the World's First International Festival of TV Arts & Sciences at Montreux, Switzerland. ABC, he reported, has a new all-electronic key to the maze of incompatible TV-picture standards now in use in different parts of the world.

The long-sought electronic standards converter has been developed by ABC engineers, Marx said. A TV picture from any broadcast standard may be fed into the machine and converted to the standard of any other country —without using optical, or kinescope, methods. The converter can change a video signal using any of the world's TV standards—405-, 525-, 625- or 819-line—to any other of the standards. The converter is valuable for making video tapes for rebroadcast in other countries, and for future international exchanges of live TV.

Marx said the ABC converter translates pictures from one standard to another instantaneously "with no loss of quality."

Converters presently in use employ an optical principal —in effect, a TV camera adjusted to one set of standards photographs from the face of a picture tube a TV picture using another set of standards. This type of converter is used for international telecasts on the Eurovision network. The ABC converter will be demonstrated and technical details released next November at the first international assembly of the Academy of TV Arts & Sciences.

Meanwhile, CBS announced in N.Y. that it is now operating the only commercially available standards-conversion facilities in the Western Hemisphere. CBS's optical conversion equipment, of West German manufacture, was used by CBS last summer during the Olympic Games to convert 625-line Italian signals to the U.S. 525-line standard for recording on tape. Now installed in N.Y., the converter is being used to facilitate international TV-tape exchange, can convert video-tape recordings to or from any of the 3 foreign transmission standards & the U.S. standard.

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**RCA To Build TV Space Relay:** The National Aeronautics & Space Administration last week selected RCA's proposal from 7 submitted to build the government's Relay experimental communications satellite. Relay, slated to be launched in mid-1962, will test the feasibility of using satellites for transoceanic telephone, telegraph and TV communications. The contract, which will total some $3,250,000, will go to RCA's Astro-Electronics Div. in Princeton, N.J.

Six other proposals were submitted by 9 companies: Bell Telephone Labs and Western Electric; ITT and GE; Collins Radio and Ford's Aeronutronics Div.; Hughes Aircraft; Bendix; Philco.

The possibility of an even earlier TV-communications satellite is raised by AT&T, which has its privately developed project under construction. AT&T said last week that "if a rocket is made available," it can launch its experimental satellite by year's end. "Our principal interest still is to get our experimental satellite into orbit as an essential step toward a commercial communications system," AT&T noted. AT&T appeared before Congress last week to urge NASA to launch its satellite (see p. 7).

## Film & Tape

**Syndicators Salvage Civil War:** The conspicuous dearth of network-level programs geared to the Civil War centennial was climaxed recently with NBC's decision to discontinue *The Americans* and ABC's about-face on the proposed alternating series *The Rebel & The Yank*. But in syndication, Trans-Lux and CBS Films are still waving their battle flags.

Trans-Lux, marketing outlet for the Westinghouse Bcstg.-produced *The American Civil War*, reports 72 sales to date for the 13-episode documentary series, with 2 recent renewals (WMAL-TV Washington and WJAC-TV Johnstown). The South accounts for 27 of the 72 sales (37.5%), with the Midwest the next biggest bidder (23 markets). Banks & insurance companies are the most active sponsors.

CBS Films' *The Grey Ghost*, a fictionalized account of the adventures of Confederate Col. John Mosby, originally released in 1957, has played in 164 markets and is currently running in 15. Southern interest has been strong throughout the show's 4-year history, and, of the 3 sales made since January of this year, 2 are Southern markets (WTVR Richmond and WJTV Jackson). CBS Films told us it anticipates "a sales upsurge" in the fall. Also in this firm's Civil War vault is the 71-episode, off-network package *You Are There*, narrated by Walter Cronkite. Some 15 of the episodes deal with Civil War incidents (the death of Stonewall Jackson; Grant & Lee at Appomattox, etc.), and there are plans to promote the package with a Civil War angle.

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**Unger Out as NTA Head:** Oliver A. Unger has resigned as NTA pres., chmn. and director. This is an aftermath of criticism leveled at NTA operations during the recent proxy fight by stockholders of NT&T, which owns 38% of NTA (Vol. 17:17 p15). Dissident stockholder Leonard Davis, who precipitated the successful fight for seats on the NT&T board for himself & Phillip L. Handsman, had termed NT&T involvement in NTA a "debacle" and had hit hard at the management of NTA.

An NTA source told us Unger was leaving because "it was felt it was in the best interests of management to have a new operating head." He said Unger would continue to work with the new NTA president during the transitional period. A special NTA board meeting was held Sat. (May 20) to name new officers and we were informed that Charles Glett, ex-NT&T executive, was scheduled to be elected NTA president. Unger had been president of NTA since Oct. 1, 1957. He became its chief executive Feb. 16, 1961.

The internal shakeup at NTA, we also learned, has had a slowdown effect on the negotiations between a N.Y. ETV group and NTA concerning the purchase of WNTA-TV N.Y. (Vol. 17:13 p14). Station broker Howard Stark, who represents the ETV group in the negotiations, told us he plans to meet with the new top-management NTA team sometime this week to confirm present dealings. "NTA," said Stark, "has had many internal problems . . . but the deal's still on."

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CBS-TV has no present plans to convert its Television City into a site for filming its own series, despite the fact that it has overcome IBEW resistance to such action (Vol. 17:20 p14). We are so informed by Guy della Cioppa, CBS-TV West Coast program vp. But the network "is looking into the situation carefully," he added.

## NEW YORK ROUNDUP

**No Loss on 20th-Fox Pilots:** Network deals to finance pilots by outside producers or major studios may cut down on the number of network sales possibilities for the fledgeling show—but at least network money cushions the production firm's financial rap. This fact was made clear at the May 16 annual meeting of shareholders in 20th Century-Fox (see p. 24), when a stockholder charged that 20th had spent $120,000 apiece for 5 pilots, and then sold them for $80,000 each. Not so, reported management. Yes, there had been 5 pilots, but all except one were financed by various networks, and all 5 sold for $100-145,000 each. On another 20th-Fox front, a legal dept. executive virtually yawned when we asked about a suit being filed by Marx Music Co. attempting to restrain the TV distribution of a feature film containing the publishing house's music. "It's one of some 2,000 suits pending against 20th-Fox, none of which amounts to much," we were told.

Videocraft Productions has become the first American telefilm producer to make a successful TV production deal in Japan. The N.Y.-based firm has signed an agreement with Dentsu (Japan's biggest ad agency & world's 5th largest) under which Videocraft will provide the scripts, production control and dubbing, and Dentsu the facilities for stop-motion filming of a 130-episode *Pinocchio* series. Dentsu is not, strictly speaking, a financial partner, and is essentially providing physical production. The technique is similar to that used in a feature-length production of "Hansel & Gretel" and in the Brylcreem commercials seen in the U.S. The series is being syndicated internationally.

NBC is about to do syndicators a major favor. In the latest show shuffle of its fall schedule, NBC now plans to return affiliates for "local programming" a choice piece of evening time—the 7:30-8 p.m. slot on Mondays. The period is being opened by the demise of *The Americans* (7:30-8:30 p.m., Mondays) this fall, and the decision by NBC to schedule MGM-produced *National Velvet* in the latter half of the vacated hour. Said one syndication source in N.Y. last week of the move: "It's the first nice thing a network has done for us in a long time."

ABC Films Pres. Henry G. Plitt left last week on a one-month European trip to "establish distribution centers for the company's overseas branch." R.I. Films Ltd. of London currently handles the European market for ABC Films but, said Plitt, "the market has grown to such an extent that it has become necessary for us to operate our own sales force in the principal TV centers abroad."

ITC released 2 new shows last week. *Whiplash*, shot on location in Australia, stars Peter Graves as Christopher Cobb, the American who established & ran the first stageline in that country. *Supercar*, a space age series, "introduces a new technique to TV—the use of electronics to give model miniature characters a dimension of reality with absolute synchronization."

**People:** Arthur L. Manheimer and M. E. "Bud" Ormond have been named Trans-Lux Western div. mgr. and Midwest div. mgr. respectively . . . Alan May and Jack M. Ostrow have been elected to the NTA board, replacing David J. Melamed and Samuel P. Norton who resigned . . . S. Herbert Kaufman named national merchandising mgr., Romper Room Inc.

## HOLLYWOOD ROUNDUP

Screen Extras Guild will hold its annual membership meeting June 9 in Hollywood. There will be a discussion of its new health & welfare plan, led by Martin E. Segal, Guild consultant on the program. Resolutions include one which would establish a special committee to study the feasibility of SEG proposing to the trustees of the industry pension plan revisions in its eligibility requirements.

Official Films-David L. Wolper co-production deal was announced last week for a 30-min., 39-episode biographical series based on the Paramount Newsreel library which Official owns (Vol. 17:20 p17). Mike Wallace will narrate the series, now being shot in Hollywood and appropriately tagged—*Biography.*

"Dobie Gillis" producer Rod Amateau, describing the series story line for next season: "We're going to have Dobie & Maynard out of the Army. They will have served their 6 months. They can't make it to college because they're not too bright. In fact, they're both incompetents. So they will go to a trade college."

Screen Gems puts *Panhandle*, a 1962-63 pilot, into production this summer. Format of the 60-min. series is action-adventure with comedy overtones. Based on W. R. Burnett's story *Reckless*, it's set against the background of the Texas-Oklahoma oil fields of the 1920s.

Warner Bros. is preparing *Black Gold* for possible showing on ABC-TV beginning in January. It's about boom days of the oil fields in the 1920s.

Juggernaut, Inc. has been formed by Dale Robertson to produce the 60-min. version of *Wells Fargo*, in which he stars. Robertson is president of the company which will also produce pilots & movies.

CBS-TV is preparing as pilots for the 1962-63 season 2 half-hour comedies, *Darryl & His Friends* and *Me, Myself and I*, and two 60-min. shows, *The Dragon & St. George* and a sea saga, *Yankee Clipper.*

QM Productions has assigned 12 writers to prepare scripts for *The New Breed*, which goes into production in June for ABC-TV. Allen Miner and Walter Grauman are producer-directors for exec. producer Quinn Martin.

Warner Bros.' *77 Sunset Strip* star Richard Long, recovering from a heart attack, may not return for next season's series. If he doesn't, there will be no replacement, says producer Howie Horwitz.

The writing team of Jackie Elinson and Chuck Stewart has been signed to do 15 scripts for *The Danny Thomas Show* and 15 for *The Andy Griffith Show* for next season.

Burrud Productions' Bill Burrud and Gene McCabe leave May 31 for Egypt, France and Spain, to film for a documentary and for episodes of *Wanderlust.*

People: Sam Manners named executive in charge of production on *Naked City* and *Route 66* . . . Producer Samuel A. Peeples has left Revue Studios . . . Dr. George Andros is named technical adviser on MGM-TV's *Dr. Kildare*, which goes into production June 12 . . . William Bendix may star in a pilot for George Burns' McCadden Productions . . . Robert Chandler leaves *Variety* to join MGM-TV as PR dir. this summer.

**WGAW Upholds Fine & Expulsion of Tors:** Writers Guild of America West membership last week upheld its $21,500 fine & expulsion of producer-writer Ivan Tors for actions during last year's writers strike against TV-film producers. The Guild's disciplinary committee had found Tors guilty of hiring writers and writing scripts.

The producer (*Sea Hunt, Malibu Run*) had charged that WGAW had no jurisdiction in the situation; he said he had resigned last May 10 from the Guild, and that he had not hired writers, that Ziv-UA was in control of the shows at the time. But Sam Newman, who headed the Guild's disciplinary committee during the Tors hearing, said Tors had admitted to his group last May that he had hired writers & written some of the scripts himself.

At the same meeting Charles Schnee was elected WGAW president, succeeding Curtis Kenyon. James Webb was elected pres. of the screen branch & first vp of WGAW; Allen Rivkin, vp screen branch & WGAW treas., Devery Freeman, secy.-treas. of screen branch; Christopher Knopf, vp TV branch and secy. of WGAW; Louis Pelletier, secy.-treas. TV branch. Barry Trivers and Nate Monaster tied for presidency of the TV branch. The Council will meet this week to resolve the deadlock.

**Four Star Rejects Desilu Merger:** Four Star Television has turned down a proposal by Desilu representatives to merge with Desilu Productions. "Very serious" discussions were held, but Four Star Pres. Dick Powell and exec. vp Tom McDermott terminated them after investigation. Reason: It wasn't interested after it became apparent it might lose control. Desilu Pres. Desi Arnaz had pressed for a deal in which he would have headed the merged companies, we're informed by insiders. Powell, who founded Four Star 10 years ago with Charles Boyer & David Niven, has made it clear he'll not give up control of his company.

Desilu recently held merger talks with Westinghouse Bcstg., but that deal is considered virtually dead (Vol. 17:13 p10).

The Case of the Reluctant Barrister: Raymond Burr, perennial victor over the district attorney in the *Perry Mason* series, won't be back next season. He's tired. At least that's what the actor stated publicly, and his agent backed it up by telling CBS-TV he considered Burr's work on the series "wrapped up" with this season. However, Burr is under contract to do another year in the series, and behind-the-scenes plans are proceeding on next season's production, with scripts being prepared. Most-accepted theory in Hollywood: The statement is a maneuver designed to persuade Burr's employers to give him a better financial deal. At week's end it looked as though *Perry Mason* might be headed for his first defeat.

Motion Picture Export Assn. Pres. Eric Johnston and Brazilian President Quadros met last week to discuss Brazil's telefilm quota regulations which limit the amount of evening time available on Brazilian TV stations for imported motion picture films (Vol. 17:20 p17). The session was "cordial & constructive," said Johnston, "opening the door to the development of a solution to the problems which have been plaguing the industry." The new ruling is set to take effect Jan. 1, 1962. William H. Fineshriber Jr., MPEA vp for TV, will hold "follow-up meetings with other Brazilian officials," Johnston added, before proceeding to Argentina to protest a recently passed bill calling for all Spanish dubbing on films shown on Argentine TV to be done in that country.

## Programming

**Film Shows Move in on Emmy:** Film shows bagged 16 of the 25 Emmy awards of 1961 on May 16 as compared with 7 out of a possible 21 last year. Network creativity suffered a prestige setback as ATAS awarded 19 of the 25 prizes to producers, performers and technicians represented by independently produced packages. Among networks there was a split between CBS and NBC (11 each) and 2 went to ABC.

*Hallmark Hall of Fame*'s production of "Macbeth" led the winners, bringing Emmys to Maurice Evans (single performance by an actor), Judith Anderson (single performance by an actress), and George Schaefer (directorial achievement in drama). Macbeth was doubly awarded for "program achievement in drama" & "program of the year." Some other winners: Raymond Burr for *Perry Mason* (actor in a series), Barbara Stanwyck for *Barbara Stanwyck Show* (actress in a series), Fred Astaire in "Astaire Time" (performance in a variety, musical or series), *The 20th Century* (public affairs), *Huntley-Brinkley Report* (news), RCA and Marconi's Wireless Telegraph Co., for development of the 4½-in. TV camera & tube.

This year's trustees award went to Joyce C. Hall, pres., Hallmark Cards, for "uplifting TV standards through complete 10-year sponsorship of *Hallmark Hall of Fame* and for establishing the Hallmark teleplay-writing competition." Sidestepping the differing opinions regarding who gave birth to & nurtured The Great Debates, ATAS presented a special trustees' citation to "all those who contributed to TV coverage of the Presidential debates" with special praise for President Kennedy and Richard Nixon. Advertised NBC-TV in the Friday newspapers: "We're happy the Emmy people saw fit to issue a trustees' citation to all those who contributed to The Great Debate, especially since so much of the spadework was done by NBC Chairman Robert Sarnoff. It was his invitation to John F. Kennedy and Richard M. Nixon that won their participation . . ."

* * *

**Emmy herself took honors in the ratings,** edging out competition on ABC-TV and CBS-TV by a considerable Arbitron margin. In the 10-10:30 p.m. period, the Emmy-cast drew a 31.3 on NBC (and a 45.9% share) vs. a 12.4 rating for *Garry Moore* on CBS and a 9.4 for *Alcoa Presents* on ABC. In the 10:30-11 p.m. segment, NBC's rating & share bounced even higher—to 36.8 (with a 51.5% share) against 10.9 for CBS and a 9.1 for local ABC outlet programs. The sets-in-use figure during the 10:30-11 p.m. period was, according to Arbitron, at "the unusually high level" of 71.4.

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**Wometco Enunciates "Security" Policy:** Pres. Mitchell Wolfson recently stated his concurrence with President Kennedy's request that news broadcasts be guided by national security. In a statement of policy to Wometco stations (WTVJ Miami, WLOS-TV & WLOS Asheville, N.C., 47½% of WFGA-TV Jacksonville), Wolfson declared in part: "It will be [our] policy, regardless of our competitors' actions, to use our very best judgment in not broadcasting any news that would serve the purposes of the enemy. . . . No one in America, including the President, has any desire for censorship. However, there should certainly be some prudent restraint, in my opinion, in some news disclosures. No broadcast should be made if it gives aid & comfort to the enemy to a degree that exceeds its usefulness as information to the American public."

**Seven Evening Cartoons Next Season:** The 1961-62 total of animated cartoon series rose to 7 last week when NBC-TV announced its newest entry—*The Bullwinkle Show*. Done by Producers Associates of TV Inc., the color series is set for Sun. 7-7:30 p.m. as a lead-in for Walt Disney's *Wonderful World of Color*. The show is a spin-off from the same production firm's *Rocky & His Friends*, a Sat. 9:30-10 a.m. show on ABC-TV. The 3-network total of 7 evening cartoon shows for next season (compared with the current 2) lines up as follows: ABC-TV—*Bugs Bunny* (Tue. 7:30-8 p.m.), *Calvin & the Colonel* (Tue. 8:30-9 p.m.), *Top Cat* (Wed. 8:30-9 p.m.), and *The Flintstones* (Fri. 8:30-9 p.m.). CBS-TV—*Alvin & the Chipmunks* (Wed. 7:30-8 p.m.). NBC-TV—the 2 above-mentioned shows. In daytime hours, animated series for the small-fry will also favor new faces this fall, but on ABC-TV only.

**Never-Underestimate-the-Power Dept.:** Fair-sex viewers found this season's NBC-TV daytime Purex specials so worthwhile that they think their office-trapped husbands should see them too. In fact, what prompted Purex to rerun its specials (*i.e.* "The Trapped Housewife," "The Cold Woman," "Change of Life") in prime evening time this summer (Tue. 10-11 p.m.) was, according to one NBC sales exec., "a flood of mail from frustrated females" requesting a later time. The rerun package, which includes 6 of the "women" specials, will be rounded out with 2 Purex-sponsored *Project 20* shows ("Those Ragtime Years" and "The Will Rogers Story") and "The Margaret Bourke-White Story," a *Sunday Showcase* repeat.

**President Kennedy Overexposed?:** "One of the most remarkable things about the Kennedy administration in these first few months has been the vast amount of publicity it has been given. Jim Hagerty, who was considered the past master of the Madison Avenue approach to politics, has been made to look a piker. Mr. Kennedy is far more in the magazines, on the air and on the front pages than Mr. Eisenhower ever was . . . What he is doing is trying to build personal popularity . . . and indeed he has, if we can trust the Gallup poll, . . . but more, to transform that popularity into public influence—influence, for instance, on Congress. People are already beginning to ask themselves around Washington: Is the President getting too much publicity? Will he, can he become the victim of overexposure?"—Ray Scherer on NBC's *Emphasis*.

**They Went Thataway (in Color):** As part of a record volume of color hours, two more NBC-TV horse operas are being shot in color this season: *Laramie* and *Tales of Wells Fargo*. Both are 60-min. film shows. The move is being made, NBC said last week, because of "the success we've had with *Bonanza*, a Western, in color." NBC's fall color schedule calls for 10½ hrs. of color a week in prime time—a 60% increase over last year's level, according to sales vp Don Durgin. He also told an RCA dealer-distributor meeting in Las Vegas that the network's total color hours for 1961 will top 1,600, of which 815 will be daytime.

**Kukla Rides Again:** NBC confirmed to us last week a rumor that one of TV's pioneer-era shows is likely to be back on network TV this fall. This time, it'll be titled *The Kuklapolitans*, and is expected to be scheduled in station-option time at 5 p.m. on a Monday-Friday basis, packaged as a 5 min. show. There has been "sponsor interest," NBC said, but nothing definite. To help persuade stations to clear time for the newest version of the original *Kukla, Fran & Ollie*, NBC is relinquishing to stations the 7:30-8 p.m. period on Mondays (see p. 13).

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Fred M. Thrower, vp-gen. mgr., WPIX N.Y. elected exec. vp . . .Leslie H. Norins named gen. mgr. of KEY-T Santa Barbara . . . David F. Strubbe named sales mgr., WLW-T Cincinnati.

Samuel P. Norton resigns July 1 as pres. of Williamsport Cable Co., Southern CATV Systems Inc., National CATV Systems Inc. and Cinemiracle Pictures Corp., all NT&T subsidiaries . . . Hal Phillips promoted from program dir. to station operations dir., KHJ-TV Los Angeles, succeeded by Wally Sherwin . . . Dr. Frank Stanton, CBS Inc. pres., will be commencement speaker at MIT June 9 . . . George A. Heinemann, NBC public affairs mgr., spoke on "The Creative Instinct" at Wayne State U., Detroit, May 19.

Theodore F. (Ted) Koop, veteran CBS newsman in Washington, promoted from Washington office dir. to CBS Inc. vp there, succeeding Edmund C. Bunker, who resigned to join Basic Products Corp.'s Froedtert Malt Div. in Milwaukee as exec. vp . . . Burt Toppan promoted from PR & promotion dir., Wometco's WTVJ Miami, to Wometco Enterprises promotion & stockholder-relations dir.

Sherlee Barish, ex-Official Films, will head Broadcast Personnel, an all-industry broadcast-placement service div. of Jerry Fields Associates, advertising-exec. placement service.

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**Meetings next week:** Advertising Federation of America 57th annual convention (May 27-31). Speakers include Paul Rand Dixon, FTC chmn.; Earl W. Kintner, former FTC chmn.; Leslie Bruce, Purex Corp. ad dir.; John P. Cunningham, Cunningham & Walsh chmn.; Emerson Foote, McCann-Erickson pres.; Ed Zern, Geyer, Morey, Madden & Ballard vp; others. Sheraton-Park Hotel, Washington • Industry Film Producers Assn. second annual convention & trade show (June 2-3). Hotel Miramar, Santa Monica, Cal.

**New TV Publication:** *TV International*, which calls itself "the magazine for TV executives throughout the world," is published monthly by World Wide Publications, 11 Clifford St., London, W.1. Subscription rate in U.S. by airmail is $10.51.

Gertrude Berg's memoirs, *Molly and Me*, have been published by McGraw-Hill (278 pp.; $4.95).

**Whiteside Kills Himself:** Thurman A. Whiteside, 50, acquitted last October in his 2nd trial on conspiracy charges in the Miami Ch. 10 "influence" case (Vol. 16:42 p3), shot himself to death May 19 in his downtown Miami office. The first trial of Whiteside & ex-FCC Comr. Richard A. Mack, accused of trying to rig the Miami award for National Airlines' WPST-TV, ended in a hung jury. Whiteside was then tried alone because his co-defendant was too ill to appear in court. Miami police said Whiteside put a .22 caliber automatic pistol bullet through his head in his heavily-carpeted, nearly-soundproof law library. The attorney's body was found by his secretary, who had heard no shot. No note was left by Whiteside, but his physician told police he had been in poor health.

John F. Cushman, ex-Justice Dept., has been appointed FCC asst. general counsel in charge of the Administrative Law & Treaties Div. His most recent position was attorney advisor to the Bureau of Prisons. He obtained his law degree from Cornell in 1949, and served as law clerk to D.C. Court of Appeals Judge Henry W. Edgerton and Supreme Court Justice Robert H. Jackson before joining Justice in 1951.

## Stations

**Payola Revisited:** While most broadcasters—following FCC Chmn. Newton Minow's chastisement—were spotlighting the industry's positive achievements last week, disc jockey Peter C. Tripp provided an unwelcome reminder of the 1959-60 payola scandals (Vol. 15:35 p12 *et seq.*). The ex-WMGM radio N.Y. record spinner was found guilty on 35 commercial bribery counts in N.Y. Special Sessions Court May 15 of having accepted $36,050 from 8 recording companies in 1958. Tripp, who won some public acclaim in 1959 when he stayed awake for 200 hours in the Armed Services recruiting booth in Times Square, lost his job on WMGM's *Your Hits of the Week* after his arrest last May 19. He is scheduled for sentencing June 30.

**WSIX Inc., Nashville, Consolidates TV-Radio:** A 3-acre tract has been purchased on which a 35,000 square ft. building will go up this year to house all operations facilities of WSIX-TV, WSIX & WSIX-FM, following FCC approval of the change. The site is 2½ miles from downtown Nashville, on US 41 to the city's municipal airport. The TV plant at present is on Old Hickory Blvd.; AM & FM are in the Nashville Bank & Trust Bldg.

**WPAT Brings $5 Million:** Capital Cities Bcstg. Corp. has bought WPAT & WPAT-FM Paterson, N.J. for $5 million cash. Dickens J. Wright will continue as manager. Capital owns WTEN (Ch. 10) & WROW Albany, WPRO-TV (Ch. 12) & WPRO Providence, WTVD (Ch. 11) Raleigh-Durham, WCDC (Ch. 19) Adams, Mass.

**New RCA TV Recorder:** Deliveries of RCA's new all-transistorized broadcast video-tape recorder (shown at the NAB convention—Vol. 17:20 p11) will begin before the end of the year, to govt.-priority customers, we're informed. And RCA says production models of the super-deluxe $59,500 recorder will be going to broadcasters early next year (not in 2 years, as we reported).

**Rapid Film Processor:** New Kodak Viscomat 16-mm processor, which was demonstrated recently at the SMPTE convention in Toronto, "develops motion pictures as fast as they're taken," according to Eastman Kodak. The speed of processing is 36 feet per minute. Eastman is recommending it for kinescope and other TV-film use.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**FIRST SIGNS OF TV UPSWING:** Harbingers of better business, apparent in some other consumer fields, are now beginning to show up in TV & phono markets. Radio, which never did feel the recession very strongly, continues to hold up well.

Most manufacturers say May got off to good start in TV, and that stereo is meeting advance-planning predictions (see March figures, p. 22). And there are early indications that May 1961 could top May 1960 in TV distributor sales—which many in the industry consider to be the most important business barometer (since EIA's distributor statistics are based on an actual poll, while its retail figures are sampling projections).

Preliminary data for April indicate that TV retail sales will top the year-ago figure (by EIA's yardstick) for 2nd month in row. In March, EIA figures showed 5.6 % advance (Vol. 17:20 p21), while April statistics are expected to show rise of more than 7% to about 377,000 sets, compared with 351,214 in April 1960. TV distributor sales for April, however, continued below 1960 levels, totaling 348,000 (vs. 376,000).

Any further swelling of retail sales will have to show up in distributor sales increases. At end of April, retail TV inventories were down 45% from the figure of the year before—624,000 vs. 902,000. Inventories at factory & distributor levels were also down—total TV inventories being 1,648,000, a drop from 2,177,000 in a year. Radio inventories, too, have declined at all levels. Thus industry will be in excellent trim for orderly changeover to new models.

There's fingers-crossed feeling that trade winds will be good for rest of year throughout the industry —with TV sales finally on the rise, radio sales continuing good, and the coming multiplex market due to spice FM & stereo-phono sales. Thus 2 important meetings in Chicago this week will convene on upbeat note—the convention of electronics manufacturers in EIA at the Pick-Congress, and the Parts Show at the Conrad Hilton.

**LABOR DAY IS TARGET FOR FM STEREO:** There'll be a few FM stereo receivers & adapters on market next month, but it will be Labor Day before most major manufacturers have first sets in hands of dealers. Timetable on FM stereo is expected to run something like this: (1) Adapters for component hi-fi rigs, available to public early this summer. (2) Stereo-FM-AM-phono combinations, completely multiplex-equipped, around Labor Day. (3) Table-model stereo FM, possibly in time for Christmas trade.

Not more than half of major consumer-electronics manufacturers will be showing stereo-FM-equipped combination consoles to distributors and/or dealers at new-line debuts this month & next. Here's a rundown on some activities & plans by manufacturers:

Admiral—1962 line, shown last week at Las Vegas (see p. 18) was "adaptable" to stereo FM, but not equipped with multiplex receiving circuits.

RCA and Sylvania—Due to show stereo phonos next week; best guess is that these sets also will be equipped for later addition of adapters.

GE—To be shown distributors next week (but not made public for 2 more weeks), the phono console line will be completely equipped for immediate stereo-FM reception.

Motorola—The new line, to be shown June 29 in Chicago, will have some multiplex consoles for immediate delivery.

Zenith—Pledges stereo console deliveries about Labor Day, presumably will show at least some equipped sets to distributors at its June 5-8 convention in Miami.

Magnavox—Will supply dealers with multiplex adapters for phono combinations by late this sum-

mer, and will have completely equipped consoles later. Stereo will add $25-30 to retail price of Magnavox sets, whether by adapter or pre-adapted circuitry.

Granco—Entire line of stereo table models has been designed, with production to start next month, and the completely new line of FM stereo & convertible models will be available by fall. It will include 2-piece & one-piece stereo table models.

Sears Roebuck (Silvertone)—Will begin shipping adapters to stores by September.

Component hi-fi multiplex adapters will be available to public soon from Fisher, H. H. Scott and Sherwood—and other component makers are expected to show their wares and announce availability dates this week at the Electronic Parts Show in Chicago.

Symposium on FM stereo for licensees of Crosby Teletronics in N.Y. May 12 was attended by representatives of most of the firm's 20 licensees—and by week's end, Crosby had picked up 3 more. Biggest volume producers among Crosby licensees are Admiral & Granco (complete list on p. 20). GE also held symposium last week, but refused to state how many companies were represented.

On the FM-stereo broadcast front, there was no significant news by week's end. It's now doubtful whether any stations will be stereocasting by the June 1 deadline. FCC has yet to approve any transmitting equipment—a necessary step before stations may go on air. Best guess is that no equipment will be approved before June 1, and that pioneer stereocasting stations will have to wait until at least mid-June to start.

More details on FM stereo plans & comments will be found on p. 20.

**NEW LINES—LOWER PRICES, BONDED COLOR TUBE:** First of the 1962 black-&-white TV lines, unveiled to distributors & dealers last week by Admiral, evidences a $10-to-20 dip in list prices (on those models for which prices were available) along with more powerful & feature-laden chassis.

Two 1962 color-TV lines were displayed last week—by RCA & Admiral—with prices largely unchanged. Each line, however, was split into a standard & deluxe series, the latter due in late summer or fall and featuring for first time the Pittsburgh Plate Glass bonded implosion plate, etched for glare reduction.

Stereo phonos in Admiral's new line have been upgraded, and first announced prices were firm-to-higher compared with 1961-line prices. Admiral announced no FM-multiplex tuners in its stereo phono-radio combinations, but all have provisions for later conversion. Both Admiral & RCA radio lines featured new low-priced models in clock-radio field (Admiral $17.95, RCA $19.95) and included additional AM-FM sets (again without stereo).

Admiral's 23-in. b&w TV line, shown in Las Vegas, starts with table models at $189.95 & $199.95 with removable safety glass ($10 below last year) and companion console at $229.95 (down $20). New 23,000-volt chassis with automatic contrast restoration and bonded-shield tube is used in remainder of line. The 23-in. TV-stereo-AM-FM combos still start at $399, but with a new 19-in. combo dropped in (price unavailable).

Color-TV lines of Admiral & RCA, both shown at Las Vegas meetings last week, had no price surprises, RCA's ranging from $495 to $1,500 (combo), Admiral's from $595 to $845 (2 high-end models priced lower than last year). Not included in Admiral's list of color sets is the forthcoming (late summer) Masterpiece series, of 3 deluxe models using the RCA bonded color tube with PPG etched safety plate—in addition to the 6 basic external safety-glass sets. Admiral's top Masterpiece set will feature 7-function wireless remote control. Low-end ($595) color set has been upgraded from table model to consolette. Admiral reported its 1960 color sales 40% higher than 1959, with the "pace maintained during the past 4 months."

RCA has broadened its color line to 22 sets, including the Mark series (deliveries in fall) with the bonded tube. Wide variety of models—including combinations & remote-control sets—will be offered.

This week will see debut of 3 new lines: GE (including its new color line) at Louisville; RCA (black-&-white TV, stereo), & Sylvania, Miami Beach. (For details of last week's new lines, see p. 21.)

**TV-RADIO PRODUCTION:** EIA statistics for week ended May 12 (19th week of 1961):

| | May 6-12 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 113,937 | 110,397 | 103,861 | 1,944,500 | 2,206,830 |
| Total radio | 291,062 | 278,212 | 315,619 | 5,272,543 | 6,327,789 |
| auto radio | 96,811 | 100,944 | 115,443 | 1,650,536 | 2,491,160 |

**HOWARD SAMS EXPANDS IN & OUT OF ELECTRONICS:** Diversification—both inside & outside the electronics industry—is key word for the future of a unique & fast-growing venture whose principal business is inside information on consumer electronics. For our impressions of the mushrooming Howard W. Sams organization, based on observations during visit to company's Indianapolis hq, see story below.

***More about***

**SAMS & DIVERSIFICATION:** Bursting at the seams in several Indianapolis plant locations, and with its own modern offset printing plant, Howard W. Sams Co. is about to begin construction of a 196,000-sq.-ft. hq in suburban Indianapolis. It's expected to be completed next March, at a cost of more than $2 million.

TV-radio-phono service materials are its stock-in-trade, but Sams knows it must expand beyond consumer electronics to maintain the growth pace of its first 15 years. Its sales have increased each year since 1946 from $431,953 to $6,842,317 (excluding $3.3 million chipped in by subsidiary Bobbs-Merrill) in its 1960 fiscal year, ended June 30. Total net assets have risen in the same period from $68,550 to $3.2 million, while current assets increased from $123,559 to well over $5 million. Sams stock is traded over the counter.

Funds for the new plant came in part from the private placement of a 5¼% promissory note, due 1981, in an aggregate principal amount of $1.5 million. In recent weeks, too, the company also placed privately 75,000 shares of common which raised $3 million for additional working capital. Further evidence of upbeat activities at Sams is implicit in the company's statement for the 9 months to March 31 (Vol. 17:18 p18) which shows a 12.6% profit gain on a 3.9% sales rise compared with the same 9 months of fiscal 1960.

**20 Million Manuals in the Field**

To the TV-radio technician, Howard W. Sams & Co. is synonymous with service manuals & schematics. In the 15 years it has been in existence, Sams has published an estimated 20 million individual Photofact manuals, diagramming more than 50,000 different home instruments. Nearly 30,000 new Photofact folders pour into the industry each month. And Photofact service folder No. 1, published in 1946, is still in demand—and is still being printed & sold.

Sams' diversification program however, encompassed all sorts of related—& unrelated—fields. Biggest move was the acquisition in 1959 of ailing old-time book publisher Bobbs-Merrill, which it is now nursing to health with modern methods. Sams is moving tentatively into the auto & optical equipment fields, and even experimenting with an up-to-date air-navigation map service.

Within the electronics industry, Sams now is publishing a technical magazine, how-to-do-it & service books, instruction manuals for armed forces & manufacturers. It is even moving into advertising services. For example, it is now designing & printing all consumer operating-manuals for RCA Victor equipment.

Mainspring of the business, of course, is Sams' original service, one of the branches of the Sams div., under divisional Pres. James Alexander (Shine) Milling, whose background includes important sales posts with RCA and high defense-production jobs during the Korean War, when he was "drafted" from private industry as an expediter & red-tape-cutter. He's vice chairman of EIA's parts committee and head of its distributor relations committee.

In preparing Photofact folders & schematics, Sams Co. takes nothing for granted. It does its own production-line analysis of all equipment—from the biggest TV-radio-phono home-theater console to the tiniest shirt-pocket transistor radio. Its technicians & draftsmen prepare schematic diagrams, determine characteristics of each part and prepare lists of available replacement parts. Sets come pouring in for analysis from 126 manufacturers. Milling told us it takes about 90 days to get a Photofact into the field. Accordingly, Sams often works with models under wraps to have a manual ready for the set's debut. During our visit, Milling discussed with Zenith the pre-announcement availability of its new color TVs for Photofacting.

Sams' relatively new industrial div., organized about 18 months ago, now accounts for some 10% of total HWS business. It's also one of the firm's most promising growth areas. It produces service & training material on a custom basis for the military and for manufacturers outside & in the electronics field. Div. vp William D. Renner showed us, for example, detailed service & operation manuals being prepared for manufacturers of vending-machine coin-changers, and step-by-step instruction books for construction of do-it-yourself electronics kits.

Exciting task of exploring new fields for HWS expansion belongs to operations vp William W. Hensler. Among projects in varying degrees of exploration, he described: *Frame-Fax*, a loose-leaf guide for the optical industry (similar to its *Electronics Counter Facts*) which will provide optical suppliers & optometrists complete data on the availability & characteristics of eyeglass frames; *Flight Facts*, now being flight-tested in the Midwest, which provides civil aviation pilots with constantly updated flight-chart information. The company is also working with Chek-Chart, publisher of automotive lube charts, on a tune-up manual which may prove to be the forerunner of a series of Sams Photofacts of common parts for the automotive industry.

As Chmn.-Pres. Howard W. Sams put it, in the annual report: "We are on the threshold of unlimited & challenging opportunities. We have stepped out of the confines of a single industry into markets affecting virtually every area of our national economy & life .. All are part of a vastly enlarged concept of our market—a market founded on the concept of information & education, and limited only by our own imagination."

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**Pay Floor Proposed:** A minimum wage of $1.23 per hour—23¢ more than EIA is willing to accept—has been proposed by Labor Secy. Arthur J. Goldberg for govt.-contract workers in the electronic component-parts industry. He gave the industry 30 days from May 12 to file exceptions to the Walsh-Healey Act pay rate—and EIA will either meet the deadline or ask for an extension. At a Labor Dept. hearing last June it argued for a $1 minimum. Goldberg's figure to cover 65,000 production workers in 450 component-parts plants was developed in protracted proceedings started in 1958 in the Eisenhower administration. As one of his last acts in office, Goldberg's Republican predecessor James P. Mitchell fixed $1.42 as the hourly minimum wage for 55,000 production workers in the electron tubes & related products industry—a determination also opposed by EIA (Vol. 16:50 p18).

***More about***

**FM STEREO PLANS & COMMENTS:** "We're convinced that for the electronics industry it's the greatest thing since TV," said Zenith Pres. Joseph Wright. He was speaking of FM stereo. "We estimate that stereo FM will add $50-75 million to industry receiver volume in 1962, completely over & above the normal FM & hi-fi market. And the full impact won't be felt for about 2 years."

One month after the FCC's choice of the Zenith-GE stereo multiplex system (see p. 17), there was still considerable hesitancy & doubt by many manufacturers as to how to approach this vast new market. Here are some of this week's plans & comments on FM stereo:

Granco Products will be the first large manufacturer to market a complete line of FM stereo table radios. A new line of monophonic & stereo FM sets has been designed and is going into production, Pres. Henry Fogel told us last week. The Granco line units will be designed to be sold as one-piece monophonic sets or 2-piece stereo sets (with the "Stereo Companion" unit). Fogel estimated that monophonic units will outsell stereo by about 3-to-1 at first, stereo sales gradually increasing. The new Granco units can be converted by plugging in a Stereo Companion, containing multiplex adapter, 2nd amplifier & speaker.

Granco's FM line will start with an FM table model at $29.95 (AM-FM version $39.95), designed to accommodate a companion adapter unit at $19.95. Step-up sets will be priced at $39.95 ($49.95 with AM) and $60 ($70 with AM). Each will have its own matching Stereo Companion (at step-up prices). Top of the line will be a single-piece FM stereo wood-cabinet table model, 30-in. wide, with speakers projecting sound from each end. An optional separate speaker will be available for greater separation.

Granco's adapter circuit will use 3 triodes and 2 semiconductor diodes.

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Motorola hopes to be delivering some console phono-FM-stereo combination models late in June, according to national radio & phono sales mgr. W. E. Laswell. He said Motorola will switch to 100% stereo for combination sets as quickly as possible. "The difference in cost between a good monaural tuner and a stereo tuner is relatively slight in a console," he told us.

Table models will present a greater tooling problem, he believes, but he said Motorola hopes to have them by the end of this year. "They just about have to be 2-piece sets," said Laswell. "Therein lies the real romance of the thing. The guy who comes up with a really good design is going to have it made."

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Crosby Teletronics is planning to make a $69.50 adapter which will work with most sets, is also making a special run of adapters for Grundig (German) sets. Pres. Murray Crosby doesn't believe that a high-quality adapter or FM stereo tuner can be made without adding 2 controls: A phasing control and a "dimension" control. The former adjusts the phase of the subcarrier with relation to the sideband to eliminate distortion; the latter adjusts the matrixing circuit to bring the A+B and A—B components into juxtaposition for maximum separation. These controls probably will be found only on gilt-edge component-hi-fi tuners. We know of no mass-market manufacturers planning to use them.

Crosby now has 23 FM stereo patent licensees and says he is negotiating with several large manufacturers. His present licensees: Admiral, Altec-Lansing, Bell Sound (Thompson Ramo Wooldridge), British Industries (Avnet), Capehart, Continental Merchandise, Electronic Instrument Co., Fisher, Granco, Harkins Lab, Harman-Kardon (Jerrold Electronics), Heath Co. (Daystrom), Karg, Lafayette Radio, McIntosh, Majestic (Grundig), Pilot, Precision Electronics, Radio Frequency Labs, Radio Shack, Saba Electronics, Sargent-Rayment, Sherwood.

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**EIA PONDERS FM STEREO:** Anticipating public confusion over FM stereo, EIA's Consumer Products Div. & radio section will study proposals to issue a multiplex "fact book" for consumers & the trade. Discussion of this newest branch of consumer electronics is expected to be one of the highlights of the manufacturer group's 37th annual convention this week (May 24-26) at Chicago's Pick-Congress Hotel. In other matters pending before EIA and its divisions:

(1) Association Pres. L. Berkley Davis, GE, is expected to be re-elected for a 2nd term.

(2) The Consumer Products Div. will resume discussions of a TV-radio-phono advertising code of ethics patterned after that of the American Home Laundry Assn. (Vol. 17:12 p13).

(3) Plans for reorganization of EIA for more flexibility in keeping abreast of the rapidly changing & expanding electronics industry will be discussed, but it's not anticipated that the reorganization proposal will be adopted in its present form. The proposed plan entails drastic changes in EIA's framework, providing for a board of directors for each product division, with a board of governors for the entire organization.

(4) Problem of imports again will be in the spotlight. Consideration will be given to a grass-roots PR campaign on the subject and a legislative program seeking extensive changes in the method of applying for hardship relief from the Tariff Commission.

(5) The Tax Committee is expected to oppose President Kennedy's proposed tax changes and come up with some recommendations of its own, particularly in the field of depreciation.

(6) Dr. Jerome B. Wiesner, President Kennedy's special asst. for science & technology, will receive the EIA Medal of Honor at the annual award dinner May 25.

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Canadian TV Sales to Dealers: March sales of TVs totaled 25,310 units. This was down markedly from both the preceding month's 28,004 (Vol. 17:17 p21) and March 1960's 26,420. The total for this year's first 3 months stood at 77,877 TVs but lagged behind the 79,801 sets sold in 1960's first quarter. As reported by the EIA of Canada, here is the first-quarter breakdown (1960 figures in parentheses): Portables, 14,895 (13,361); table models, 13,978 (15,994); consoles, 44,106 (46,652); combinations, 4,898 (3,794). For March (vs. March 1960): Portables, 4,524 (5,680); table models, 4,322 (5,306); consoles, 14,755 (14,481); combinations, 1,709 (953).

3M Readies Tape-Cartridge Production: "The first successful factory prototype" of Minnesota Mining's tape-cartridge player has been assembled and "we can now start making dies for special parts and ordering standard items," 3M Pres. Herbert P. Buetow reported last week. Thee company announced last month that the target date for marketing the tiny cartridge & player is "early next year" (Vol. 17:18 p17).

***More about***

**NEW-LINE INNOVATIONS:** Admiral's new black-&-white 23-in TV line (see p. 18) is topped by a Masterpiece series in genuine hardwood veneers & solids, extending still further the fine-furniture trend of recent years. The 23-in. TV-stereo combination line comprises 6 models, one available without radio.

The Admiral radio line features an increase in FM & FM-AM sets, beginning with an FM-only table model at $29.95 & FM-AM at $39.95. Lowest-priced AM set is a 4-tube set at $9.95, same price as last year's price-leader; a 5-tube set has been added at $14.95. Clock radios begin at $17.95. Admiral told its dealers that its TV-radio-stereo lines will be promoted "with the heaviest concentration of national advertising undertaken in the past 5 years," with a separate ad campaign for color sets.

RCA's new radio line is sparked by a 6-transistor set using "hypersensitive transistors," which is claimed to have twice the sensitivity of former sets in this category. It carries a retail guide price of $24.95. Also new in the RCA line is a $19.95 clock radio, the lowest price ever listed by RCA for a clock set, and RCA's first AM-FM clock radio. Product-line mgr. Richard W. Hanselman, commenting on the new stress on AM-FM sets, predicted that the 1961 AM-FM radio market "will approach one million units."

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**Antitrust Look at Tubes?** During Westinghouse Pres. Mark W. Cresap's appearance before the Senate Antitrust Subcommittee last week, Sen. Kefauver (D-Tenn.) suggested that past pricing practices on motors & TV-radio tubes might warrant a management inquiry. Responded Cresap: "Our policy is not to rake over the past but to try to prevent a recurrence of violations." Cresap termed Westinghouse's involvement in the electrical price-fixing conspiracy "a sorry episode," outlined steps the company has taken to prevent future violations.

**Mergers & Acquisitions: General Instrument** has completed its acquisition of **Pyramid Electric** (Vol. 17:20 p22), following the dismissal May 12 of a suit filed by a minority group of Pyramid stockholders to block the merger. Pyramid's operations have been combined with those of GI's Micamold Div. into a new Capacitor Div., which will have production facilities at Nework, N.J., Darlington, S.C., Tazewell, Va., Gastonia, N.C. • **Fairchild Camera & Instrument** has completed its amalgamation of **Curtis Labs** and **Circle Weld Mfg.**, both of Los Angeles (Vol. 17:20 p22) • **American Electronics** has sold its Data Systems Div. in Brooklyn to **American Datamatic**, a company formed to manufacture & distribute the division's products. Sale price: $100,000 cash, $400,000 in notes, stock representing a "substantial minority interest" in American Datamatic. The latter's Pres. Irving Brand said his company plans a public issue of its stock in about 4 months • **Wometco Enterprises** has acquired **Brite Vending**, Jacksonville.

**Philco's Washington Exhibit:** "The Many Worlds of Philco" are depicted in a permanent public exhibit newly established at 308 Seventeenth St. N.W., Washington. The 4,000-sq.-ft. exhibit features displays & products to illustrate Philco activities in the TV-radio-phonograph, home-appliance and scientific & space-technology fields.

**ITT Will Market Citizen's Radio-Telephone:** Fully-transistorized transceiver, which approximates the size of a cigar box, will be sold through ITT reps & distributors.

**War of the Warranties:** Magnavox may have stolen a promotion march with its one-year labor & parts guarantee for higher-priced TVs ($250 & up) & stereo-phonos ($200), but indications are that the warranty-harassed industry is in no hurry at all to catch up. Most major TV manufacturers have been debating these past few months what to do about the 90-day labor-parts protection introduced by Philco & Westinghouse on a limited basis last December (Vol. 17:1 p17).

A sounding of the major TV manufacturers produced this consensus: Magnavox will have no competition & no company in its 12-month protection policy—unless, of course, the unlikely develops and it proves to be a real sales closer. However, most manufacturers are studying a move to the 90-day labor warranty. With the rash of new-line showings for distributors & dealers this month & next undoubtedly will come some announcements of stretched warranties. A likely prospect for this week: Sylvania, which meets with its distributors in Miami, and which already has rippled the warranty waters—with a 5-year parts & labor guarantee on transistor radios and one year on tube radios (Vol. 17:18 p16).

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**"Snowball" Boosts Sales:** Corning Glass' recent "Operation Snowball" TV promotion at Northshore Shopping Center, Peabody, Mass., broke all attendance & TV sales records at the center, promoter Ralf Shockey & Associates announced last week. TV sales at the center (principally at the Jordan Marsh dept. store branch there) were 60% higher than during the same 10-day period last year. The center's attendance during the period—which featured free entertainment, parachute jumps, etc.—totaled an estimated 325,000. Some 100,000 door-prize tickets were entered for a drawing of 22 portable TV sets. Snowball's next stop is scheduled to be Kansas City, for a city-wide promotion late this summer.

**Woolworth Plans Discount Stores:** The "five & dime" giant told stockholders last week that it plans to initiate "by the end of the year" a chain of discount department stores. Pres. Robert C. Kirkwood said the new venture would operate under a different name, would not conflict with or overlap the operations of Woolworth's 2,075 U.S. outlets. Woolworth's goal, he said, is "to build the biggest discount house this country will ever see." Some of the discount stores' departments, such as appliances, Kirkwood noted, would not be operated by the company, but would be leased to concessionaires. (Woolworth has been testing the retailability of Japanese TV sets, as we reported last month, Vol. 17:16 p16.) Lester F. Davis, asst. to Woolworth's sales vp, has been appointed gen. mgr. of the discount chain.

**CCTV "for Home & Business":** New Tel-Eye system "at total cost near that of home-movie equipment" was announced last week by the Du Mont Div. of Fairchild Camera & Instrument. The miniature camera, which uses a standard TV receiver as a monitor, is priced at $550 (3-lens kit $75). The self-contained transistorized unit weighs 7½ lb., and is capable of 300-line resolution. A deluxe version, for use with a video monitor, has 400-line resolution.

**New Publication:** *Electronic Packaging & Production*, aimed at mechanical engineers, is scheduled to begin as a bi-monthly in July. It is published by Milton S. Kiver, ex-editor of *Electrical Design News*. Address: 222 W. Adams St., Chicago.

**PHONO SALES IMPROVE:** As in the TV market (see p. 17), things seem to be looking up in the phono market, judging from EIA's projection of March retail sales. March unit sales this year were below those of March 1960, but by only about 3%—as contrasted to February sales (down 36% from Feb. 1960) and January (down 28% from a year earlier).

March's retail sales showed an increase from February—running counter to the normal seasonal trend. On the other hand, a greater number of retail sales than last year were in the monaural category in March 1961, indicating a larger proportion of sales in lower price brackets. For the first quarter of 1961, retail phono sales were about one-third lower than last year. Continued control over inventories is indicated by the declines in factory sales compared with last year—down 5.5% for March and 41% for the first quarter.

The EIA monthly figures for 1961 vs. comparable 1960 months:

PHONO FACTORY SALES

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,649 | 324,666 | 417,315 |
| March | 62,398 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| TOTAL | 193,472 | 643,490 | 836,962 | 274,313 | 908,518 | 1,182,827 |

PHONO RETAIL SALES

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 105,753 | 271,124 | 376,877 | 150,688 | 368,964 | 519,652 |
| February | 61,646 | 255,722 | 287,368 | 102,063 | 347,860 | 448,128 |
| March | 64,138 | 237,537 | 301,675 | 61,249 | 249,497 | 310,746 |
| TOTAL | 231,537 | 734,383 | 965,920 | 315,125 | 965,196 | 1,280,321 |

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**Picture & Receiving Tube Sales:** March factory sales of picture tubes topped the year-ago volume both in units & dollars, EIA reported last week. Receiving tubes gained in unit sales, declined in dollar volume. March picture-tube sales totaled 941,215 units valued at $18,771,363—compared with 794,375 units at $15,654,281 a year earlier. For 1961's first quarter, sales in dollars & units ran ahead of Jan.-Mar. 1960: 2,378,039 units vs. 2,330,858; $47,598,099 vs. $45,981,191. March receiving-tube sales inched up to 36,635,000 units from 36,382,000 in March 1960. However, the dollar value declined to $30,719,000 from $31,751,000. For the quarter, units & dollars trailed 1960's first-quarter volume: 88,781,000 units vs. 100,417,000; $74,811,000 vs. $86,013,000. EIA's tabulations:

| | Picture Tubes Units | Picture Tubes Dollars | Receiving Tubes Units | Receiving Tubes Dollars |
|---|---|---|---|---|
| January | 707,835 | $14,430,755 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| March | 941,215 | 18,771,363 | 36,635,000 | 30,719,000 |
| Jan.-Mar. 1961 | 2,378,039 | $47,598,099 | 88,781,000 | $74,811,000 |
| Jan.-Mar. 1960 | 2,330,858 | 45,981,191 | 100,417,000 | 86,013,000 |

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**March Factory Sales of Transistors:** 15,129,273 units valued at $29,815,291. This was up sharply from March 1960's 12,021,506 units at $28,700,129. The March 1961 sales also increased significantly over the preceding month's volume by 1.9-million units and $4.1 million. Here are EIA's tabulations:

| | 1961 Units | 1961 Dollars | 1960 Units | 1960 Dollars |
|---|---|---|---|---|
| January | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| March | 15,129,273 | 29,815,291 | 12,021,506 | 28,700,129 |
| TOTAL | 40,583,632 | $78,470,083 | 31,155,798 | $78,246,279 |

**Trade Personals:** Thomas J. Watson Jr., IBM pres., promoted to chmn. He continues as chief exec. officer. **Albert L. Williams** promoted from exec. vp to pres. . . . **Warren W. Frebel** appointed purchasing vp, Magnavox . . . **Mal Parks Jr.**, named mktg. dir., Howard W. Sams.

**George J. Janoff** promoted from receiving-tubes mkt.-planning mgr., RCA's entertainment-tube products dept., to mkt.-planning mgr. for the dept., in a realignment of the mktg. staff. He is succeeded by **Joseph A. Haimes**, promoted from administration & controls mgr., distributor-products dept. **William H. Myers** promoted from special projects mkt.-planning mgr. to kinescopes mkt.-planning mgr. **Howard M. Dean** promoted from tube-industry mktg. mgr. to electroluminescence & devices merchandising mgr. **Frank P. Aitelli** named to new post of govt. co-ordination & new-products planning administrator. **Morris S. Lewis** promoted from picture-tubes merchandising mgr. to distributor entertainment receiving-tubes merchandising administrator. **Robert S. Davis** promoted from kinescopes merchandising administrator to kinescopes distributor-merchandising administrator.

**EP&EM Committee Chairmen:** Assn. of Electronic Parts & Equipment Mfrs. appointed its treasurer **Kenneth A. Hathaway** finance committee chmn.; **Irving Rossman**, Pentron Electronics, nominating committee; **Wilfred Larson**, Switchcraft, import study group; **J. E. Templeton**, P. R. Mallory, industrial distribution group; **Harold Cotta**, Grayhill, credit committee; **E. G. Van DeVeer**, Jensen Mfg., ad committee; **J. Wayne Cargile**, United Catalog Publishers, orientation committee; **Fred Meinicke**, Amphenol-Borg, educational committee; **Travis Marshall**, Hallicrafters, social committee; **Walter Clements**, Littelfuse, program and attendance committee; **Robert Svoboda**, Amphenol-Borg, industry relations committee; **Gene Hill**, Grayhill, catalog committee; **Frank Lintern**, Jensen Mfg., publicity committee; **Tom Dowell**, Switchcraft, membership committee.

**FTC Asks Broad Power:** The Supreme Court has agreed to review a Court of Appeals decision that FTC assumed "unduly broad" authority in an illegal-brokerage case under the Robinson-Patman Act. The question in the case, which may have implications for other federal regulatory agencies, is: How far can FTC go in barring repetition of practices by a company whose conduct has been challenged in a single case? At issue is a sweeping FTC order against independent food broker Henry Broch & Co., which was accused of sharing a commission with J. M. Smucker Co., which bought products from Canada Foods Ltd. Arguing that it must have wide authority to forbid future infractions, FTC appealed the lower court's ruling that the order should be confined to the transaction on which evidence was heard.

***Obituary***

George DeSousa, 77, retired RCA vp-treas., died May 11 of a cerebral hemorrhage at a Beverly Hills hospital. DeSousa gave Gen. Sarnoff his first job in 1906 as office boy for Marconi Wireless Telegraph Co. When RCA and Marconi merged, DeSousa became treasurer and Sarnoff commercial manager.

**Sam Briskin**, 71, founder and chmn. of Revere Camera Co. until its sale last year to Minnesota Mining & Mfg., died May 16 in Chicago. He is survived by his widow, a daughter and 3 sons, one of whom, Theodore, is Revere gen. mgr.

## Finance

**Philco's Lost Quarter:** Pres. James M. Skinner Jr. forewarned stockholders at the annual meeting last month that Philco would wind up 1961's first quarter in the red (Vol. 17:15 p18). Last week he painted in the grim details: A loss of $1.6 million (vs. a year-ago profit of $1.6 million) on a moderate sales decline (see financial table).

"Continuing softness in consumer durables, together with continuing heavy expenditures in computers and a number of other projects now in the development stage, have resulted in an unsatisfactory first quarter," Skinner explained. The outlook for the immediate future is more promising, he noted: "We believe the business climate is improving and we are looking forward to a better second-half sales & profit picture."

Disney-Disneyland Merger OK'd: Walt Disney Productions stockholders last week approved the merger into WDP of subsidiary Disneyland Inc., effective May 29. New officers of WDP: Joseph Fowler, vp for Disneyland operations & construction; Robert Foster, asst. secy.; Richard Johnson, asst. treasurer. Directors designated these officers of the Disneyland div. of WDP to take office on completion of the merger: Roy O. Disney, pres.; Fowler, operations & construction vp; Donn B. Tatum, administration vp; Lawrence E. Tryon, treas.; Foster, secy.; O. V. Melton, asst. treas.; Johnson, asst. secy. & asst. treas.; George Klimmer, asst. secretary.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 18, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 20½ | 23 |
| Adler Electronics | 18¾ | 20⅝ |
| Aerovox | 11½ | 12⅞ |
| Allied Radio | 28 | 30⅞ |
| Astron Corp. | 2⅞ | 3-7/16 |
| Babcock Electronics | 36 | 38⅝ |
| Baird Atomic | 21½ | 23⅝ |
| Cannon Electric | 40 | 44 |
| Capehart | 7¾ | 9 |
| Chicago Aerial Ind. | 26½ | 28⅞ |
| Control Data Corp. | 90 | 97 |
| Cook Electric | 14¼ | 15⅝ |
| Craig Systems | 16½ | 18 |
| Crosby Teletronics | 6½ | 7⅝ |
| Dictaphone | 34½ | 37¼ |
| Digitronics | 26 | 30⅜ |
| Eastern Ind. | 19⅜ | 21⅛ |
| Eitel-McCullough | 18⅝ | 20 |
| Elco Corp. | 14¾ | 16½ |
| Electro Instruments | 21 | 24⅛ |
| Electro Voice | 13½ | 15⅛ |
| Electronic Associates | 34 | 36¾ |
| Elec. Capital Corp. | 46 | 50⅜ |
| Erie Resistor | 14½ | 15¾ |
| Executone | 21¾ | 23⅞ |
| Farrington Mfg. | 14¼ | 15¾ |
| Foto Video | 9½ | 11½ |
| Four Star TV | 21¾ | 23⅝ |
| FXR | 20 | 22½ |
| General Devices | 14½ | 16 |
| G-L Electronics | 9 | 10¼ |
| Granco Products | 4¼ | 5 |
| Gross Telecasting | 22 | 24⅛ |
| Hallicrafters | 52 | 56 |
| Hathaway Instr. | 29 | 31½ |
| High Voltage Eng. | 183 | 199 |
| Infrared Industries | 17¼ | 19⅛ |
| Interstate Engineering | 26¾ | 28⅞ |
| Ionics Inc. | 34 | 37¾ |
| Itek | 50 | 54½ |
| Jerrold | 8⅝ | 9¾ |
| Lab for Electronics | 59½ | 63 |
| Leeds & Northrup | 39¼ | 42 |
| Lel Inc. | 9¼ | 10¾ |
| Magna Theater | 4½ | 5⅛ |
| Magnetics Inc. | 12¾ | 14⅛ |
| Maxson | 27½ | 31¾ |
| Meredith Pub. | 44 | 48¼ |
| MetroMedia | 19¾ | 21¼ |
| Microdot | 27 | 29⅜ |
| Milgo Electronics | 25 | 27¾ |
| Narda Microwave | 9¾ | 11 |
| Newark Electronics | 27½ | 18⅞ |
| Nuclear of Chicago | 46 | 49⅞ |
| Official Films | 3¾ | 4¼ |
| Pacific Automation | 6⅞ | 8 |
| Pacific Mercury | 7 | 8⅛ |
| Philips Lamp | 151½ | 157 |
| Pyramid Electric | 2¾ | 3-3/16 |
| Radiation Inc. | 29½ | 32 |
| Rek-O-Kut | 2⅛ | 2½ |
| Research Inc. | 6⅛ | 7 |
| Howard W. Sams | 44½ | 48½ |
| Sanders Associates | 52½ | 56½ |
| Silicon Transistor | 12¾ | 14⅜ |
| Herman Smith | 13¾ | 15¼ |
| Soroban Engineering | 68 | 74¾ |
| Soundscriber | 14¾ | 16¼ |
| Speer Carbon | 25 | 27¼ |
| Sprague Electric | 75¼ | 78¾ |
| Sterling Television | 4 | 4¾ |
| Systron-Donner | 41 | 44⅝ |
| Taft Bcstg. | 20¾ | 22½ |
| Taylor Instrument | 52½ | 56½ |
| Technology Inst. | 6¾ | 7⅝ |
| Tele-Broadcasters | 2 | 2⅝ |
| Telechrome | 15½ | 16¾ |
| Telecomputing | 7⅞ | 8½ |
| Time Inc. | 90 | 94½ |
| Tracerlab | 15 | 16½ |
| United Artists | 7¾ | 8⅝ |
| United Control | 17½ | 19⅜ |
| Universal Trans. | 1⅜ | 1⅞ |
| Vitro | 33½ | 35⅞ |
| Vocaline | 2⅞ | 3-7/16 |
| Wells-Gardner | 33¼ | 35⅞ |
| Wilcox Electric | 11⅞ | 13 |
| WJR Goodwill Station | 11½ | 13⅛ |
| Wometco | 26½ | 28⅞ |

AB-PT Looks Forward: Buoyed by record first-quarter profits (Vol. 17:18 p18), AB-PT Pres. Leonard H. Goldenson told stockholders last week that the company is in a "strong financial position" and predicted further growth. A large portion of Goldenson's presentation was devoted to the increased news & public-affairs schedule on ABC-TV. In other highlights: (1) He said AB-PT would further expand its foreign TV activities in preparation for live worldwide networking via satellite. (2) He said the company's theater business was running ahead of last year. (3) He announced AB-PT's acquisition of controlling interest in Westminster Records. (4) He called attention to the company's sale of about 120,000 shares of Microwave Associates stock, which originally cost AB-PT $83,000 and now has a market value of about $6 million. AB-PT retains 120,000 shares. (5) Stockholders approved an increase in common shares from 5 million to 10 million, and a key employes' incentive compensation plan. (6) Stockholders elected Jack Hausman to the board, succeeding Robert Wilby. (See also p. 5.)

Four Star Sees Record Year: Pres. Dick Powell & exec. vp Tom McDermott forecast peak gross & net income for the fiscal year ending June 30, 1961, at the company's annual meeting in North Hollywood, Cal. last week. They estimated net income would approximate $630,000 or $1.05 a share, vs. $317,506 (52¢) in fiscal 1960.

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# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Avnet Electronics | 1961—9 mo. to Mar. 31 | $ 14,091,455 | $ 2,208,119 | $ 1,117,582 | $0.54 | 2,064,534[1] |
| | 1960—9 mo. to Mar. 31[2] | 12,158,441 | 2,276,145 | 1,143,201 | .55 | 2,064,534[1] |
| | 1961—qtr. to Mar. 31 | 5,215,048 | 872,231 | 424,831 | .21 | 2,064,534[1] |
| | 1960—qtr. to Mar. 31[2] | 3,945,888 | 790,945 | 384,145 | .19 | 2,064,534[1] |
| Bendix | 1961—6 mo. to Mar. 31 | 372,692,489 | 24,010,092 | 12,499,619[3] | 2.32[3] | 5,379,529 |
| | 1960—6 mo. to Mar. 31 | 399,036,702 | 24,292,585 | 11,676,693 | 2.18 | 5,366,624 |
| | 1961—qtr. to Mar. 31 | 191,031,149 | — | 4,867,081 | .90 | 5,379,529 |
| | 1960—qtr. to Mar. 31 | 201,545,865 | — | 5,923,110 | 1.10 | 5,366,624 |
| Components Corp. of America | 1961—6 mo. to Apr. 30 | 1,574,240 | — | 107,903 | .07 | — |
| | 1960—6 mo. to Apr. 30 | 2,019,258 | — | 88,988 | .06 | — |
| Decca Records[4] | 1961—qtr. to Mar. 31 | — | — | 963,815 | .75 | 1,285,701 |
| | 1960—qtr. to Mar. 31 | — | — | 1,989,775 | 1.54 | 1,285,701 |
| Erie Resistor | 1961—qtr. to Apr. 2 | 5,800,000 | — | 128,000 | .13 | 798,806 |
| | 1960[5] | — | — | — | — | — |
| Federal Pacific Electric | 1961—9 mo. to Mar. 31[8] | 66,875,395 | — | (1,502,647)[9] | — | — |
| | 1960—9 mo. to Mar. 31 | 74,296,500 | — | 2,905,416 | — | — |
| Ling-Temco Electronics | 1961—qtr. to Mar. 31 | 34,837,500 | — | 609,783 | .24 | 2,569,208 |
| | 1960—qtr. to Mar. 31 | 33,639,469 | — | 312,704 | .13 | 2,432,776 |
| NT&T | 1961—6 mo. to Mar. 31[10] | 21,900,000 | — | 620,000 | .22 | — |
| | 1960—6 mo. to Mar. 31 | 34,200,000 | — | (835,981) | — | — |
| Oak Mfg. | 1961—qtr. to Mar. 31 | 5,182,930 | — | 66,912 | .10 | 647,794 |
| | 1960—qtr. to Mar. 31 | 4,709,996 | — | 151,677 | .23 | 655,894 |
| Philco<br>Story on p. 23 | 1961—qtr. to Mar. 31 | 99,225,000 | (3,187,000)[9] | (1,605,000) | — | 4,096,571 |
| | 1960—qtr. to Mar. 31 | 101,781,000 | 3,414,000 | 1,615,000 | .37[7] | 4,075,466 |
| Television Industries | 1960—year to Dec. 31 | 5,871,288 | 856,909 | (2,424) | — | 815,879 |
| | 1959—year to Dec. 31 | 6,819,152 | 640,854 | 111,362 | .14 | 815,965 |
| Textron Electronics | 1961—qtr. to Mar. 31 | 5,532,000 | — | (276,000) | — | 3,001,406 |
| | 1960—qtr. to Mar. 31 | 7,214,000 | — | 322,000 | .11 | 2,969,493 |
| Trans-Lux | 1961—qtr. to Mar. 31 | — | — | 186,524 | .32 | 582,182 |
| | 1960—qtr. to Mar. 31 | — | — | 136,505 | .24 | 559,900 |
| 20th Century-Fox<br>Story on p. 13 | 1961—13 wks. to Apr. 1 | 34,894,728 | — | 1,669,244 | .68 | 2,446,986 |
| | 1960—13 wks. to Apr. 1 | 28,653,252 | — | 1,602,282 | .69 | 2,338,536 |

Notes: [1]Outstanding Mar. 31, 1961. [2]Includes British Industries, merged into Avnet December 1960 (Vol. 17:1 p20). [3]Includes non-recurring profit of $3,215,287 (60¢ a share) on sale of Elliott-Automation Ltd. [4]Includes operations of Universal Pictures. [5]Unavailable because of change in 1961 to reporting in 13-week intervals. [6]Before $1,582,000 tax credit. [7]After preferred dividends. [8]Includes Pioneer Electric Ltd., acquired in 1960. [9]After tax credit of $1,450,000 and non-recurring losses of $475,000. [10]Estimate.

**Stock Offerings:** AB-PT and Western Union placed a total of 240,000 shares of Microwave Associates common ($50.625 a share) on the market last week via an underwriting group headed by Lehman Brothers, Kuhn, Loeb & Co., and Clark, Dodge & Co. The secondary offering represents approximately 50% of each company's holdings of Microwave common. After the sale, each company will own 121,872 shares or approximately 12% of Microwave's outstanding common • AT&T has registered with SEC a planned public offering of $250 million of debentures, due 1998. They will be offered for sale at competitive bidding.

**Reports & Comments Available:** Packard Bell Electronics, memo, Auchincloss, Parker & Redpath, 2 Broadway, N.Y. 4 • International Resistance, report, Robinson & Co., 15th & Chestnut Sts., Philadelphia 2 • Indiana General, analysis, Emanuel, Deetjen & Co., 120 Broadway, N.Y. 5 • Victoreen Instruments, comments, J. W. Sparks & Co., 120 Broadway, N.Y. 5 • Varian Associates, comments in *Research Review*, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Airpax Electronics, review, Johnson, Lane, Space & Co., Florida Title Bldg., Jacksonville 2 • Transistor Applications Inc., offering circular, First Weber Securities Corp., 79 Wall St., N.Y. 5.

**Foto-Video Electronics Doubles Sales:** Volume jumped to $300,791 in the 6 months to March 31, compared with $144,964 a year earlier. The Cedar Grove, N.J. manufacturer of commercial, industrial and military TV equipment & systems reported a March 31 back order of $750,000, vs. $225,000 at the end of fiscal 1960's first half. Pres. Albert J. Baracket said that "on the basis of these favorable operations and on predicted net sales of $800,000 in the year ending Sept. 30, compared with $348,000 in fiscal 1960, Foto-Video should earn a greater profit this year."

| Corporation | Common Stock Dividends Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| AT&T | Q | $0.90 | Jul. 10 | Jun. 9 |
| Arvin Industries | Q | .25 | Jun. 30 | Jun. 5 |
| Bartell Bcstg. | Stk. | 100% | — | May 15 |
| Walt Disney Prod. | Q | .10 | Jul. 1 | Jun. 16 |
| Famous Players Can. | Q | .27½ | Jun. 9 | May 24 |
| Federal Pacific Elec. | Q | .05 | Jun. 15 | Jun. 1 |
| Hazeltine | Q | .20 | Jun. 15 | Jun. 1 |
| Newark Electronics | Q | .06¼ | Jun. 30 | Jun. 15 |
| Storer Bcstg. | Q | .45 | Jun. 10 | May 26 |
| Storer Bcstg. "B" | Q | .12½ | Jun. 10 | May 26 |
| Taft Bcstg. | Q | .10 | Jun. 14 | May 15 |
| Time Inc. | Q | .75 | Jun. 9 | May 25 |
| 20th Century-Fox | Q | .40 | Jun. 30 | Jun. 16 |

WEEKLY **Television Digest**

MAY 22, 1961 © 1961 TRIANGLE PUBLICATIONS, INC. 1961 SUPPLEMENT No. 6

# Financial Data on Electronics & Broadcasting Companies

## Statistical Summaries of Reports of Leading Publicly-Owned Companies Including Major Component Parts Makers and Broadcasters

Adjusted for stock split and major stock dividends wherever possible.

Compiled for TELEVISION DIGEST by

Greenebaum & Associates, Financial Consultants in Electronics,
30 West Monroe St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange ASE—American Stock Exchange Pacific—Pacific Coast Stock Exchange Midwest—Midwest Stock Exchange

**ACOUSTICA ASSOCIATES, INCORPORATED** (Unlisted)

*Year ending February 28*

Capitalization—Common: 10 cents par, 449,825 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1958 | $ 34,038 | --- | $ 12,802(d) | -- | none | ------ | ---------- |
| 1957 | 347,105 | --- | 23,602(d) | $ .11(d) | none | $ 144,825 | ---------- |
| 1958 | 1,098,760 | --- | 20,636 | .08 | none | 353,384 | 19¾ - 3¾ |
| 1959 | 6,135,517 | --- | 147,180 | .44 | none | 1,960,119 | 40½ - 19 |
| 1960 | 8,108,788 | 429,879 | 240,879 | .63 | none | 3,707,327 | 36½ - 17 |
| 1961 (6 mo.) | 4,187,314 | --- | 121,655 | .27 | none | --- | 25½ - 17½ |

(d) Deficit.

**ADMIRAL CORPORATION** (NYSE)

Capitalization—Debt: $5,270,000. Common: $1 par, 2,407,136 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $230,397,662 | $37,775,281 | $18,767,554 | $7.95 | $1.00 | $ 67,960,885 | 31⅜ - 13¼ |
| 1951 | 185,925,058 | 18,725,621 | 9,588,833 | 4.08 | .88 | 88,756,734 | 23½ - 18¼ |
| 1952 | 190,724,326 | 18,942,133 | 8,711,133 | 3.69 | .88 | 87,530,549 | 26⅜ - 19¾ |
| 1953 | 250,931,605 | 21,340,965 | 8,213,165 | 3.48 | 1.00+20% stk. | 107,842,418 | 32¾ - 18⅝ |
| 1954 | 219,585,089 | 15,581,974 | 6,547,974 | 2.77 | 1.00 | 109,126,786 | 29⅛ - 18¼ |
| 1955 | 202,361,797 | 5,752,144 | 2,282,144 | .97 | 1.00 | 104,823,433 | 30¼ - 20¼ |
| 1956 (a) | 185,880,606 | 2,740,024 | 1,504,024 | .64 | 1.00 | 105,404,038 | 22⅛ - 12⅝ |
| 1957 | 172,663,187 | 1,176,067 | 965,067 | .41 | none | 102,115,752 | 14⅞ - 6½ |
| 1958 | 170,777,126 | 2,956,317 | 1,375,017 | .57 | none | 101,999,284 | 19⅞ - 7 |
| 1959 | 199,605,609 | 8,198,450 | 4,108,450 | 1.71 | none | 111,115,159 | 29½ - 17 |
| 1960 | 187,865,196 | 3,775,371(d) | 2,493,371(d) | 1.04(d) | none | 104,395,679 | 23⅞ - 10 |
| 1961 | --- | --- | --- | --- | none | --- | 15⅛ - 10⅝ |

(a) Restated to include domestic real estate subsidiary and all foreign operations in Italy, Mexico. (d) Deficit.

**AEROVOX CORPORATION** (Unlisted)

Capitalization—Debt: $2,285,000 notes. Common: $1 par, 859,706 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 23,751,172 | $ 3,428,572 | $ 1,749,418 | $2.51 | $ .30 | $11,882,140 | 12¼ - 4⅛ |
| 1951 | 22,574,370 | 1,610,182 | 779,353 | 1.11 | .60 | 12,840,381 | 10½ - 6½ |
| 1952 | 22,460,917 | 1,987,215 | 940,440 | 1.35 | .80 | 12,633,317 | 10⅝ - 6½ |
| 1953 | 27,084,814 | 2,185,824 | 1,074,582 | 1.54 | .60 | 14,314,803 | 12¾ - 9 |
| 1954 | 28,018,539 | 1,520,120 | 860,828 | 1.04 | .45 | 15,266,982 | 12 - 8⅞ |
| 1955 | 25,480,214 | 994,003 | 480,956 | .55 | 5% stk. | 15,896,999 | 13⅞ - 8 |
| 1956 | 25,095,856 | 1,833,693(d) | 909,893(d) | 1.05(d) | none | 15,379,924 | 8¾ - 4 |
| 1957 | 20,892,597 | 409,778 | 278,272 | .32 | none | 12,835,934 | 6¼ - 2⅞ |
| 1958 | 17,488,082 | 416,360 | 216,690 | .25 | none | 12,698,087 | 6⅜ - 3¼ |
| 1959 | 22,212,531 | 1,341,858 | 668,394 | .78 | none | 13,175,239 | 18 - 6⅛ |
| 1960 | 20,521,815 | 374,181 | 121,672 | .14 | .15 | 12,870,005 | 15 - 6¾ |
| 1961 | --- | --- | --- | --- | none | --- | 13 - 7¼ |

(d) Deficit.

**ALLIED CONTROL COMPANY INC.** (ASE)

Capitalization—Debt: $140,000, loan. Common: $1 par, 472,142 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,890,156 | $ 181,926 | $ 121,926 | $ .21 | none | $ 1,254,251 | ---------- |
| 1951 | 3,580,128 | 592,288 | 329,235 | .67 | none | 2,011,048 | ---------- |
| 1952 | 7,148,810 | 798,532 | 257,910 | .51 | none | 2,680,725 | 4 - 2¾ (a) |
| 1953 | 7,105,272 | 584,304 | 184,304 | .35 | none | 2,755,572 | 3½ - 3 (a) |
| 1954 | 8,907,705 | 710,177 | 322,177 | .64 | $ .10 | 2,526,405 | 9¼ - 7⅛ |
| 1955 | 7,362,112 | 651,124 | 384,721 | .78 | .40 | 3,233,731 | 9½ - 8¼ |
| 1956 | 10,887,047 | 1,733,163 | 793,163 | 1.69 | .40 | 3,603,247 | 10¾ - 8⅜ |
| 1957 | 13,199,549 | 1,957,291 | 1,015,447 | 2.02 | .57½ | 4,183,479 | 26¼ - 9¾ |
| 1958 | 9,755,173 | 1,028,500 | 531,207 | 1.08 | .80+2½% stk. | 4,352,942 | 23¼ - 16¾ |
| 1959 | 11,083,664 | 905,066 | 441,721 | .94 | .50 | 4,670,128 | 32⅞ - 18 |
| 1960 | 10,723,745 | 477,816 | 245,841 | .52 | .37 | 4,557,913 | 18¾ - 7¾ |
| 1961 | --- | --- | --- | --- | .12 | --- | 16½ - 9⅝ |

(a) Preferred stock.

**ALLIED RADIO CORPORATION** (Unlisted)

*Year ending July 31*

Capitalization—Common: $1 par, 1,065,633 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1952 | $ 11,180,000 | --- | $ 305,000 | $ .31 | --- | --- | ---------- |
| 1953 | 12,991,000 | --- | 322,000 | .32 | --- | --- | ---------- |
| 1954 | 14,348,000 | --- | 389,000 | .39 | --- | --- | ---------- |
| 1955 | 16,102,000 | --- | 533,000 | .53 | --- | --- | ---------- |
| 1956 | 20,198,000 | --- | 638,000 | .64 | --- | --- | ---------- |
| 1957 | 23,509,300 | $ 1,775,883 | 886,883 | .89 | --- | --- | ---------- |
| 1958 | 27,070,464 | 1,676,947 | 833,947 | .83 | --- | --- | ---------- |
| 1959 | 29,682,110 | 2,349,741 | 1,151,741 | 1.13 | $ .08+2% stk. | $ 9,544,058 | 18¼ - 14 |
| 1960 | 34,821,953 | 2,617,204 | 1,284,204 | 1.25 | .32+2% stk. | 11,085,095 | 24¾ - 15 |
| 1961 (6 mo.) | 20,594,645 | 1,164,145 | 570,145 | .54 | .08 | --- | 28½ - 20½ |

**AMERICAN BOSCH ARMA CORPORATION (NYSE)**

Capitalization
Debentures: $735,000
Debt: $525,000, Note
Preferred: 5% cumulative serial preferred Series A & B, $100 par, 14,575 shares
Common: $2 par, 1,902,041 shares
Funded Debt: $735,000

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 35,643,481 | $ 5,200,242 | $ 2,545,242 | $1.88 | $1.05 | $ 22,135,487 | 20 - 10¼ |
| 1951 | 75,898,047 | 7,894,820 | 2,607,820 | 1.91 | 1.20+20% stk. | 45,580,299 | 17½- 12¾ |
| 1952 | 90,539,243 | 846,048(d) | 509,708(d) | .54(d) | .90+ 2% stk. | 48,983,258 | 15⅜- 10⅝ |
| 1953 | 79,367,771 | 3,648,439 | 1,678,439 | 1.02 | none | 43,783,734 | 12¾- 6¼ |
| 1954 | 74,416,211 | 4,938,370 | 2,570,370 | 1.58 | 4% stk. | 39,951,806 | 15¼- 9 |
| 1955 | 73,805,025 | 6,533,568 | 3,383,568 | 1.86 | 1.00+ 2% stk. | 44,290,499 | 22¼- 14¼ |
| 1956 | 122,237,735 | 9,666,357 | 4,626,357 | 2.43 | 1.00+ 5% stk. | 54,593,088 | 23⅞- 16½ |
| 1957 | 134,339,863 | 10,510,387 | 5,080,387 | 2.67 | 1.05 | 66,114,872 | 27 - 16⅛ |
| 1958 | 115,877,176 | 8,244,723 | 4,100,723 | 2.14 | 1.20 | 64,360,840 | 37⅜- 19⅜ |
| 1959 | 119,957,956 | 7,360,594 | 3,532,530 | 1.83 | 1.20 | 60,979,936 | 39⅜- 23¾ |
| 1960 | 125,480,543 | 2,111,305 | 1,038,305 | .51 | .60 + 1% stk. | 64,497,902 | 30 - 13¼ |
| 1961 (3 mo.) | 34,556,429 | --- | 612,946 | .31 | none | --- | 24⅛- 15¼ |

(d) Deficit.

**AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)**

Capitalization
Debt: $53,423,074
Preferred: 5% cumulative preferred, $20 par, 69,931 shares
Common: $1 par, 4,232,731 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950* | $ 45,879,660 | $ 132,605 | $ 84,605 | $ .05 | none | $ 26,491,261 | 14¼- 7⅞ |
| 1951* | 58,983,129 | 741,943 | 368,943 | .22 | none | 31,025,927 | 14⅛- 10⅛ |
| 1952 | 167,136,730 | 13,578,802 | 6,961,113 | 1.34 | $1.25 | 141,124,092 | 21¼- 11½ |
| 1953† | 172,018,661 | 8,980,587 | 4,376,626 | 2.14 | 1.00 | 137,754,108 | 15⅞- 12⅝ |
| 1954 | 188,795,705 | 9,826,142(a) | 4,721,787(a) | 1.11(a) | 1.00 | 138,376,649 | 25¼- 14½ |
| 1955 | 198,350,068 | 16,011,623(a) | 8,218,017(a) | 1.89(a) | 1.20 | 138,593,905 | 33½- 22⅛ |
| 1956 | 206,915,705 | 15,724,544(a) | 7,734,545(a) | 1.78(a) | 1.30 | 146,192,447 | 32½- 21⅞ |
| 1957 | 215,877,026 | 9,779,524 | 4,894,524 | 1.10 | 1.00 | 154,125,813 | 24⅞- 11⅝ |
| 1958 | 244,821,241 | 12,016,010 | 6,116,060 | 1.40 | 1.00 | 155,880,143 | 22 - 13 |
| 1959 | 287,957,411 | 19,012,143 | 8,154,163 | 1.92 | 1.00 | 175,271,178 | 33⅝- 20½ |
| 1960 | 334,436,856 | 24,212,813 | 11,817,384 | 2.82 | 1.00 + 2% stk. | 182,244,417 | 46½- 25¾ |
| 1961 (3 mo.) | --- | 11,239,000 | 7,339,000 | 1.73 | .25 | --- | 61⅞- 43⅛ |

*1950 and 1951 figures for ABC only.
†Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953.
(a) Excluding capital gains.

**AMERICAN ELECTRONICS INCORPORATED (ASE)**

Capitalization
Debentures: $3,457,000, convertible subordinated 5¼s, due 1973
Debt: $47,925 notes
Common: $1 par, 1,177,708 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 340,000 | --- | --- | --- | none | --- | --- |
| 1951 | 1,510,000 | --- | --- | --- | none | --- | --- |
| 1952 | 2,518,964 | $ 245,118 | $ 62,774 | $ .12 | none | --- | --- |
| 1953 | 3,900,300 | 452,489 | 180,879 | .36 | none | --- | --- |
| 1954 | 6,109,380 | 583,957 | 297,783 | .59 | $ .22½ | $ 3,204,561 | 15¼- 4 |
| 1955 | 5,935,104 | 519,013 | 265,013 | .51 | .50 | 4,110,513 | 17 - 10½ |
| 1956 | 10,379,641 | 758,109 | 376,128 | .73 | .50 | 7,879,677 | 13¾- 11 |
| 1957 | 17,908,135 | 1,180,042 | 603,650 | .78 | .50 | 14,484,448 | 21½- 11 |
| 1958 | 17,396,064 | 3,333,447(d) | 2,285,826(d) | 2.63(d) | .25 | 13,917,622 | 15⅛- 9¾ |
| 1959 | 25,019,132 | 617,505 | 617,505 | .70 | none | 17,433,837 | 19¾- 11⅛ |
| 1960 | 22,609,422 | 4,721,653(d) | 4,721,653(d) | 2.65(d) | none | 13,938,659 | 19¼- 8⅞ |
| 1961 (3 mo.) | 5,441,695 | 30,622 | 30,622 | .03 | none | --- | 12⅜- 8⅝ |

(d) Deficit.

**AMERICAN MACHINE & FOUNDRY COMPANY (NYSE)**

Capitalization
Debt: $ 5,450,000 notes; $70,725,000 subsidiary debt
$11,500,000, debenture 4s, due 1969; $39,911,100, conv. sub. debenture 4¼s, due 1981
Preferred: 3.90% cumulative, $100 par, 60,000 shares
5% cumulative, $100 par, 16,456 shares
Common: $3.50 par, 7,985,516 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 27,577,242 | $ 3,405,846 | $ 2,015,846 | $ .38 | $ .20 | $ 30,306,000(a) | 4⅜- 3¼ |
| 1951(a) | 71,969,000 | 8,751,000 | 4,171,000 | .58 | .20 +stk. | 53,691,000(a) | 5⅛- 3½ |
| 1952(a) | 130,262,000 | 10,375,000 | 4,849,000 | .51 | .20 +stk. | 78,709,000(a) | 6⅛- 4¼ |
| 1953(a) | 171,894,000 | 11,961,000 | 6,099,000 | .60 | .25 +stk. | 89,377,000(a) | 6¼- 4¾ |
| 1954(a) | 154,468,000 | 9,598,000 | 4,823,000 | .43 | .25 +stk | 105,662,000(a) | 7⅛- 5⅜ |
| 1955(b) | 175,651,000 | 11,884,000 | 5,777,000 | .45 | .25 +stk. | 132,625,000(a) | 9 - 5⅞ |
| 1956(b) | 237,460,000 | 23,015,000 | 11,008,000 | .83 | .26½+stk. | 182,385,380 | 10¼- 6⅛ |
| 1957(b) | 271,433,000 | 25,960,000 | 12,921,000 | .94 | .32½ | 222,779,000(a) | 10⅞- 7¼ |
| 1958(b) | 239,745,000 | 24,490,000 | 11,950,000 | .84 | 42½ | 228,979,425 | 14⅞- 8⅛ |
| 1959(b) | 294,713,345 | 42,186,172 | 19,888,172 | 1.28 | .53¾ | 270,477,901 | 26¼- 13⅜ |
| 1960 | 361,984,818 | 49,504,097 | 24,104,097 | 1.53 | .68¾ | 332,207,495 | 45⅞- 24¾ |
| 1961 (3 mo.) | 114,659,439 | 15,760,899 | 7,526,899 | .93 | .42½ | 369,252,563 | 63⅝- 42⅛ |

(a) Adjusted by company (b) Pro-forma including Cuno engineering
(Note:) Adjusted for 2-for-1 stock split to be voted April 18, 1961

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY (NYSE)**

Capitalization
Debt: $7,232,239,000
Subsidiary preferred: $17,904,300
Common: $33⅓ par, 230,458,530 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $3,261,528,032 | $ 587,720,864 | $346,962,051 | $4.04 | $3.00 | $11,575,966,607 | 53⅞- 48⅜ |
| 1951 | 3,639,462,365 | 704,221,388 | 364,874,176 | 3.67 | 3.00 | 12,774,216,000 | 53¾- 50 |
| 1952 | 4,039,644,218 | 798,087,900 | 406,661,306 | 3.48 | 3.00 | 13,997,345,000 | 53¾- 50¼ |
| 1953 | 4,416,729,614 | 937,599,573 | 478,512,265 | 3.77 | 3.00 | 15,434,549,000 | 53¾- 50¾ |
| 1954 | 4,784,500,427 | 1,058,836,919 | 549,931,223 | 3.81 | 3.00 | 16,515,526,000 | 59¾- 52 |
| 1955 | 5,297,043,174 | 1,291,183,107 | 664,243,416 | 4.37 | 3.00 | 14,479,641,983 | 62½- 57⅝ |
| 1956 | 5,825,297,685 | 1,451,160,747 | 755,933,854 | 4.39 | 3.00 | 16,206,571,233 | 63⅜- 55 |
| 1957 | 6,313,833,200 | 2,098,371,577 | 829,779,296 | 4.33 | 3.00 | 17,677,875,672 | 60 - 53⅜ |
| 1958 | 6,771,403,000 | 2,435,455,000 | 952,305,000 | 4.67 | 3.00 | 19,493,951,000 | 75¾- 56 |
| 1959 | 7,392,997,000 | 2,803,441,000 | 1,113,152,000 | 5.22 | 3.15 | 20,807,001,000 | 89 - 74⅞ |
| 1960 | 7,920,454,000 | 3,060,668,000 | 1,212,966,000 | 5.53 | 3.30 | 22,558,283,000 | 108½- 79⅞ |
| 1961 (3 mo.) | 2,028,852,000 | 773,816,000 | 304,018,000 | 1.36 | 1.65 | --- | 130 -103½ |

**AMP INCORPORATED (NYSE)**

Capitalization
Notes: $900,000, 4½ Promissory Note due 1969. Common: .331/3 cents par, 6,052,488 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 5,480,538 | $ 1,342,201 | $ 590,201 | $ .10 | none | ---------- | ---------- |
| 1951 | 10,188,612 | 1,776,868 | 458,868 | .08 | none | ---------- | ---------- |
| 1952 | 11,545,957 | 1,509,646 | 342,646 | .06 | none | ---------- | ---------- |
| 1953 | 15,312,235 | 1,644,021 | 409,561 | .07 | none | ---------- | ---------- |
| 1954 | 16,040,373 | 2,102,032 | 902,032 | .15 | none | ---------- | ---------- |
| 1955 | 21,647,301 | 3,709,128 | 1,605,588 | .28 | none | $12,108,805 | ---------- |
| 1956 | 32,299,301 | 6,587,742 | 3,227,742 | .55 | none | 15,411,029 | 6½ - 5⅜ |
| 1957 | 36,097,574 | 6,542,779 | 3,350,779 | .55 | .17 + stk. | 16,687,337 | 10 - 4⅞ |
| 1958 | 31,377,891 | 4,802,933 | 2,596,933 | .43 | .17 | 17,838,358 | 8⅛ - 6⅝ |
| 1959 | 46,965,516 | 9,375,031 | 4,940,031 | .83 | .20 | 22,762,638 | 21 - 7⅜ |
| 1960 | 53,904,779 | 10,347,346 | 5,618,346 | .93 | .27 | 30,502,158 | 24⅜ - 15 |
| 1961 (3 mo.) | 14,400,915 | 2,645,737 | 1,373,737 | .23 | .15 | ---------- | 34¼ - 21⅛ |

(Note: Adjusted for 3-for-1 stock split to be voted April 27, 1961)

**AMPEX CORPORATION (NYSE)**

*Year ending April 30*
Capitalization
Debt: $327,000; $5,125,000 debenture 5's, due 1972. Common: $1 par, 7,718,257 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 387,514 | ---------- | $ 60,601(d) | $ .03(d) | none | --------- | ---------- |
| 1951 | 968,472 | $ 129,931 | 114,931 | .06 | none | --------- | ---------- |
| 1952 | 2,301,707 | 167,823 | 76,823 | .04 | none | ---------- | ---------- |
| 1953 | 3,548,593 | 202,020 | 88,520 | .05 | none | $ 2,156,234 | ---------- |
| 1954 | 5,418,373 | 70,191 | 25,691 | .01 | none | 3,769,231 | ---------- |
| 1955 | 8,163,663 | 762,622 | 365,736 | .09 | none | 4,749,525 | 2⅝ - 1⅞ |
| 1956 | 10,196,967 | 607,275 | 311,275 | .08 | none | 6,301,532 | 5¾ - 2¼ |
| 1957 (a) | 20,568,000 | N.A. | 993,000 | .16 | none | 15,017,000 | 8 - 4 |
| 1958 (a) | 33,915,000 | N.A. | 1,655,000 | .26 | none | 21,635,000 | 6⅝ - 5⅞ |
| 1959 (a) | 49,167,000 | N.A. | 2,914,000 | .39 | none | 42,630,000 | 45⅝ - 20⅜ |
| 1960 (a) | 72,767,000 | N.A. | 4,083,000 | .53 | none | 57,581,000(c) | 42¼ - 19½ |
| 1961 (9 mo.) (a) | 53,073,000 | 3,571,000(d) | 1,303,000(d) | .17(d) | none | --------- | 32¾ - 20¼ |

(a) Pro-forma including Telemeter Magnetics, Inc., merged Dec. 30, 1960. (c) Pro-forma bal. sheet July 31. (d) Deficit. (N.A.) Not available.

**AMPHENOL-BORG ELECTRONICS CORPORATION (NYSE)**

Capitalization
Debt: $720,000, notes; $2,000,000, 5½% Conv. sub. debentures, due 1970.
Common: $1 par, 1,383,827 (c)

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 12,944,833 | $ 2,020,833 | $ 920,833 | $2.30 | $ .70 | $ 7,757,607 | 10⅜ - 6⅛ |
| 1951 (b) | 37,238,930 | 5,753,223 | 1,969,755 | 2.29 | .80 | 23,882,484 | 12¼ - 9 |
| 1952 (b) | 52,068,363 | 7,753,413 | 2,593,736 | 3.01 | .90 | 27,684,279 | 17¾ - 10¾ |
| 1953 (b) | 55,204,123 | 6,159,929 | 2,067,070 | 2.40 | 1.00 | 30,386,346 | 19 - 13 |
| 1954 (b) | 43,309,241 | 4,205,722 | 1,985,531 | 2.31 | .75 | 27,181,515 | 15⅛ - 9 |
| 1955 (b) | 43,405,371 | 5,640,266 | 2,750,759 | 3.20 | .57½ | 27,448,441 | 19 - 12⅜ |
| 1956 (c) | 50,791,794 | 5,828,787 | 2,782,869 | 2.47 | .95 | 30,034,581(b) | 19½ - 15¼ |
| 1957 (c) | 58,424,142 | 7,947,624 | 3,700,264 | 2.79 | 1.15 | 38,132,317(b) | 33⅞ - 19½ |
| 1958 (c) | 50,582,961 | 4,822,356 | 2,472,439 | 1.86 | 1.20 | 38,864,438(e) | 37½ - 22⅜ |
| 1959 (c) | 62,201,244 | 6,492,716 | 3,246,048 | 2.34 | 1.40 | 42,480,630(e) | 46⅞ - 30⅛ |
| 1960 (c) | 67,804,593 | 5,062,530 | 2,535,530 | 1.83 | 1.40 | 51,006,381 | 55⅜ - 33⅝ |
| 1961 (3 mo.) | --------- | --------- | 123,735 | .11 | .35 | --------- | 58⅜ - 41¼ |

(a) Amphenol Electronics only. (b) Adjusted by Company. (c) Pro-Forma including FXR, Inc. (e) Amphenol-Borg only.

**ANDREA RADIO CORPORATION (ASE)**

Capitalization
Common: $1 par, 250,700 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 3,455,608 | N.A. | $ 172,543 | $ .69 | none | (b) | (b) |
| 1956 | 4,255,156 | N.A. | 126,207 | .50 | none | (b) | (b) |
| 1957 | 7,465,125 | N.A. | 313,395 | 1.25 | none | (b) | (b) |
| 1958 | 5,798,571 | N.A. | 263,919 | 1.05 | none | $ 2,549,234 | (b) |
| 1959 | 6,526,827 | $ 541,402 | 279,675 | 1.12 | none | 2,920,077 | (b) |
| 1960 | 7,423,316 | 614,103 | 307,663 | 1.23 | $ .25 | 3,019,712 | 22¼ - 11 |
| 1961 | -------- | ------- | ------- | --- | .25 | --------- | 32½ - 12½ |

N.A. Not available. (b) Privately owned.

**ARVIN INDUSTRIES INCORPORATED (NYSE)**

Capitalization
Debt: $4,500,000 notes. Common: $2.50 par, 1,137,609 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 53,684,138 | $ 6,940,396 | $ 3,605,126 | $3.24 | $1.34 | $ 23,565,630 | 24⅝ - 14½ |
| 1951 | 63,997,212 | 6,841,405 | 2,691,063 | 2.42 | 1.60 | 26,578,148 | 32¾ - 18¼ |
| 1952 | 64,289,781 | 4,459,536 | 2,209,733 | 1.78 | 1.60 | 27,364,995 | 26¼ - 20⅛ |
| 1953 | 73,395,197 | 4,692,147 | 2,255,001 | 2.02 | 1.60 | 27,135,716 | 26¼ - 20⅜ |
| 1954 | 53,372,759 | 4,630,593 | 2,231,198 | 2.00 | 1.28 | 27,978,690 | 21⅝ - 16¾ |
| 1955 | 67,421,583 | 8,445,322 | 4,052,091 | 3.64 | 1.36 | 32,033,832 | 21¼ - 19¼ |
| 1956 | 64,612,775 | 7,875,165 | 3,784,839 | 3.22 | 1.60 | 32,122,082 | 25¼ - 21½ |
| 1957 | 69,705,700 | 7,676,370 | 3,689,976 | 3.28 | 1.60 | 31,346,329 | 29¼ - 22⅜ |
| 1958 | 54,015,225 | 3,085,970 | 1,487,878 | 1.32 | 1.00 | 32,090,290 | 23⅞ - 18⅞ |
| 1959 | 66,174,567 | 4,186,889 | 2,031,058 | 1.80 | .95 | 36,171,011 | 29½ - 22⅝ |
| 1960 | 66,843,470 | 2,830,811 | 1,366,000 | 1.21 | 1.00 | 35,633,510 | 27½ - 16¾ |
| 1961 (3 mo.) | 12,980,058 | 165,901(d) | 79,632(d) | .07(d) | .25 | --------- | 37⅞ - 20 |

(d) Deficit.

**ASTRON CORPORATION (Unlisted)**

Capitalization
Debt: $358,375
Preferred: 4% cumulative preferred, $10 par, 3,900 shares
Common: 10 cents par, 645,000 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1951 | $ 1,461,687 | N.A. | $ 33,331 | $ .05 | (b) | (b) | (b) |
| 1952 | 2,421,216 | N.A. | 100,648 | .05 | (b) | (b) | (b) |
| 1953 | 3,164,983 | N.A. | 118,252 | .18 | (b) | $ 836,579 | (b) |
| 1954 | 3,421,760 | $ 569,231 | 287,431 | .45 | (b) | 1,206,212 | (b) |
| 1955 | 4,101,170 | 607,639 | 296,339 | .46 | $ .20 | 2,174,924 | 5 - 3½ |
| 1956 | 5,128,525 | 460,519 | 227,519 | .35 | .40 | 2,281,279 | 4⅝ - 3 |
| 1957 | 4,841,129 | 352,708 | 185,708 | .29 | .20 | 2,202,612 | 3½ - 1⅝ |
| 1958 | 4,147,744 | 83,079(d) | 24,079(d) | .04(d) | .07½ | 2,064,232 | 3½ - 1⅜ |
| 1959 | 5,066,126 | 61,964(d) | 24,264(d) | .04(d) | none | 2,307,901 | 4 - 2 |
| 1960 | 4,175,300 | 435,019(d) | 300,919(d) | .47(d) | none | 1,940,811 | 4½ - 1¼ |
| 1961 | -------- | ------- | ------- | --- | none | -------- | 2⅝ - 1⅜ |

N.A. Not available. (b) Privately owned. (d) Deficit.

**AUDIO DEVICES, INCORPORATED (ASE)**

Capitalization
Debt: $450,000. Common: 10 cents par, 831,652 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,992,176 | $ 307,216 | $ 172,216 | $ .34 | $ .15½ | $ 840,732 | ---------- |
| 1951 | 2,159,595 | 173,441 | 92,441 | .18 | .15 | 879,164 | ---------- |
| 1952 | 2,338,602 | 207,713 | 131,713 | .26 | .12 | 910,749 | 2¼ - 1¾ |
| 1953 | 2,612,719 | 174,398 | 101,898 | .20 | .09 | 1,184,444 | 3⅜ - 2⅜ |
| 1954 | 2,453,750 | 89,906 | 58,906 | .11 | .08+10% stk. | 1,141,416 | 3⅞ - 2 |
| 1955 | 3,472,871 | 426,955 | 219,955 | .36 | .05+10% stk. | 1,296,624 | 3⅞ - 2½ |
| 1956 | 3,707,576 | 417,457 | 212,457 | .33 | .05+5% stk. | 1,645,225 | 6¾ - 2½ |
| 1957 | 4,774,523 | 283,241 | 151,241 | .19 | .05+5% stk. | 2,646,083 | 12⅜ - 4⅞ |
| 1958 (a) | 5,575,971 | ------- | 371,299 | .47 | .05 | 3,358,357 | 17⅝ - 7¼ |
| 1959 (a) | 6,166,344 | 420,445(d) | 195,445(d) | .35(d) | none | 3,377,629 | 26½ - 15 |
| 1960 | 6,562,992 | 280,308 | 142,308 | .17 | none | 3,606,102 | 28½ - 12⅛ |
| 1961 | -------- | ------- | ------- | --- | none | -------- | 36⅜ - 25¼ |

(a) Pro-forma giving effect to sale of Silicon Rectifier Division. (d) Deficit.

**AUTOMATIC RADIO MFG. CO., INC., (ASE)**

*Year ending September 30*

Capitalization
Debt: $74.551.
Preferred: 5% cumulative, conv., $100 par, 10,559 shares.
Common: $1 par, 2,166,750 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 4,110,944 | $ 336,290 | $ 185,341 | $ .09 | none | (b) | (b) |
| 1956 | 6,053,333 | 485,553 | 262,044 | .13 | none | (b) | (b) |
| 1957 | 9,780,453 | 1,221,134 | 622,769 | .32 | none | (b) | (b) |
| 1958 | 11,720,966 | 2,457,226 | 1,216,889 | .65 | none | (b) | (b) |
| 1959 | 13,871,695 | 3,796,395 | 1,849,561 | .99 | none | (b) | (b) |
| 1960 | 15,075,687 | 3,536,152 | 1,766,152 | .95 | none | $ 9,346,689 | 13 - 10 |
| 1961 (3 mo.) | 3,096,954 | 816,824 | 408,411 | .20 | none | 11,132,186 | 20 - 12 |

(b) Privately owned.

**AVCO CORPORATION (NYSE)**

*Year ending November 30*

Capitalization
Debentures: $15,000,000 convertible sub. debenture 5s, due 1979.
Debt: $19,385,000, promissory notes
Common: $3 par, 10,349,959 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $258,966,971 | $28,735,633 | $12,635,633 | $1.47 | $ .50 | $222,980,159 | 9⅛ - 5¾ |
| 1951 | 286,598,113 | 22,089,214 | 10,089,214 | 1.10 | .80 | 186,877,718 | 8⅝ - 6⅞ |
| 1952 | 328,585,641 | 21,578,927 | 11,028,927 | 1.20 | .60 | 167,434,839 | 8¼ - 6⅞ |
| 1953 | 414,783,527 | 5,888,598 | 3,368,598 | .34 | .30 | 143,787,065 | 8¾ - 4½ |
| 1954 | 375,405,820 | 7,509,436 | 3,639,436 | .37 | .10 | 200,878,864 | 7 - 4⅝ |
| 1955 | 299,332,434 | 2,168,311 | 758,311 | .05 | .20 | 198,417,760 | 8¼ - 5½ |
| 1956 | 320,556,285 | 18,112,847(d) | 16,387,847(d) | 1.84(d) | none | 181,728,051 | 7⅝ - 5 |
| 1957 | 314,882,677 | 10,552,601 | 12,832,794 | 1.38 | .10 | 159,752,919 | 7¾ - 4⅞ |
| 1958 (a) | 275,696,640 | 13,526,090 | 11,596,608 | 1.23 | .40 | 183,029,175 | 13⅞ - 5⅝ |
| 1959 | 306,048,377 | 18,488,416 | 9,588,416 | .95 | .40 | 187,553,073 | 17⅝ - 10½ |
| 1960 | 322,744,957 | 19,300,001 | 10,021,501 | .97 | .50 | 176,460,432 | 17¼ - 11¾ |
| 1961 (3 mo.) | 73,693,944 | 4,876,375 | 2,451,375 | .24 | .27½ | ---------- | 21⅝ - 13½ |

(a) Excludes $7,233,011 sales of discontinued operations.
(d) Deficit.

**AVIEN, INCORPORATED (ASE)**

*Year ending June 30*

Capitalization
Debt: $970,000, notes, due July 1969.
Common: Class A, 10 cents par, 678,412 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 | $ 6,887,000 | $ 332,000 | $ 314,000 | $ .47 | --- | $ 1,269.000 | ---------- |
| 1955 | 5,823,000 | 485,000 | 458,000 | .69 | $ .07½ | 1,990,000 | ---------- |
| 1956 | 5,135,000 | 143,000(d) | 148,000(d) | .22(d) | none | 2,305,000 | ---------- |
| 1957 | 6,115,000 | 203,000 | 183,000 | .24 | none | 3,541,000 | 3 - 1⅝ |
| 1958 | 7,398,000 | 498,000 | 230,000 | .34 | none | 3,668,000 | 5¾ - 1⅛ |
| 1959 | 7,748,865 | 671,437 | 301,437 | .50 | none | 2,211,229 | 16¼ - 7 |
| 1960 | 5,040,910 | 148,352 | 189,040 | .31 | none | 3,074,677 | 14 - 7¾ |
| 1961 (6 mo.) | 3,393,000 | 225,000(d) | 160,000(d) | .24(d) | none | -------- | 29¾ - 9⅛ |

(d) Deficit

**AVNET ELECTRONICS CORPORATION ((NYSE)**

*Year ending June 30*

Capitalization
Debt: $217,887, notes
Common: $.05 cents par, 2,442,221 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 (Incorporated July 22) | -------- | -------- | ------- | --- | none | -------- | ---------- |
| 1956 (a) | $ 1,003,484 | -------- | $ 17,228(d) | $ .02(d) | none | -------- | ---------- |
| 1957 | 2,037,897 | -------- | 66,737 | .06 | none | -------- | ---------- |
| 1958 (b) | 11,094,384 | -------- | 725,992 | .43 | 3½% stk. | $ 1,701,057(c) | ---------- |
| 1959 (b) | 14,321,790 | -------- | 1,287,479 | .67 | 3½% stk. | 3,397,450(c) | 19⅜ - 8½ |
| 1960 (b) | 15,836,575 | -------- | 1,428,139 | .74 | none | 8,390,889 | 23⅛ - 12⅝ |
| 1961 (b) (6 mo.) | 8,876,406 | -------- | 696,132 | .36 | none | -------- | 68½ - 17⅛ |

(a) 11 months to June 30. (b) Pro-forma, including British Industries Corp., merged Dec. 29, 1960. (c) Avnet only.
(d) Deficit.

**BABCOCK ELECTRONICS CORP. (Unlisted) (Formerly Babcock Radio Engineering, Inc.—name changed Sept. 13, 1960)**

*Year ending May 31*

Capitalization
Common: $1 par, 651,036 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1953 | $1,169,096 | N.A. | $ 72,452 | $ .22 | none | (b) | (b) |
| 1956 | 1,481,806 | N.A. | 91,400 | .28 | $ .03 | (b) | (b) |
| 1957 | 1,952,460 | N.A. | 79,441 | .24 | .02 | (b) | (b) |
| 1958 | 1,582,702 | N.A. | 93,754 | .29 | .02 | (b) | (b) |
| 1959 | 2,954,742 | N.A. | 178,595 | .42 | .07½ | $2,201,992 | (b) |
| 1960 | 6,539,945 | N.A. | 399,870 | .55 | none | 2,876,695 | 30 - 11⅞ |
| 1961 (e) | 7,500,000 | -------- | -------- | .66 | none | -------- | 27¾ - 21½ |

(N.A.) Not available. (b) Privately owned. (e) Estimate.

**BAIRD-ATOMIC, INCORPORATED** (Unlisted)

*Year ending September 30*

Capitalization
Debt: $615,000
Common: $1 par, 798,656 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 N.A. | | | | | | | |
| 1951 N.A. | | | | | | | |
| 1952 N.A. | | | | | | | |
| 1953 N.A. | | | | | | | |
| 1954 | $ 2,993,324 | $ 36,339(d) | $ 38,007(d) | $ .09(d) | none | -------- | 6¼ 5½ |
| 1955 | 3,082,137 | 301,642(d) | 279,689(d) | .65(d) | none | $ 1,994,546(a) | 6½- 3¾ |
| 1956 | 4,871,214 | 187,375 | 185,927 | .40 | none | 2,641,919 | 6⅞- 4⅜ |
| 1957 | 6,701,936 | 141,900 | 93,600 | .19 | none | 3,379,497 | 8¼- 3¾ |
| 1958 | 7,035,934 | 208,811 | 121,591 | .24 | none | 3,395,500 | 12 - 3½ |
| 1959 | 8,339,280 | 76,914 | 36,511 | .05 | none | 5,510,132 | 18¾- 7½ |
| 1960 | 13,193,059 | 899,091 | 414,091 | .52 | none | 7,003,084 | 44 - 9 |
| 1961 | -------- | ------- | ------- | --- | none | -------- | 26¾- 19¾ |

(N.A.) Not available.
(a) As of Dec. 31. (d) Deficit.

**BARNES ENGINEERING COMPANY** (ASE)

*Year ending June 30*

Capitalization
Common: $1 par, 358,820

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 Incorporated Nov. 4 | | | | | | | |
| 1955 | -------- | ---------- | ------- | --- | --- | -------- | ---------- |
| 1956 | $ 696,500 | ---------- | $ 99,529(d) | $ .33(d) | none | -------- | ---------- |
| 1957 | 1,252,255 | ---------- | 142,270 | .47 | none | -------- | ---------- |
| 1958 | 1,816,614 | ---------- | 175,842 | .59 | none | $ 1,314,270 | 11 - 3⅜ |
| 1959 | 2,754,522 | ---------- | 227,961 | .70 | none | 1,602,372 | 32⅝- 8 |
| 1960 | 3,853,889 | $ 432,942 | 219,942 | .62 | none | 2,505,278 | 57⅝- 21⅜ |
| 1961 (6 mo.) | 2,188,135 | ---------- | 30,924 | .09 | none | -------- | 49¾- 31 |

**BECKMAN INSTRUMENTS INCORPORATED** (NYSE)

*Year ending June 30*

Capitalization
Debt: $9,889,286
Common: $1 par, 1,468,585 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950* | $ 5,207,858 | $ 1,431,353 | $ 694,853 | $ .69 | $ .13 | ---------- | (b) |
| 1951* | 8,215,712 | 1,918,190 | 628,090 | .58 | none | $ 5,990,000 | (b) |
| 1952(a) | 5,785,740 | 1,328,848 | 326,848 | .30 | none | 7,148,028 | 17¾- 10½ |
| 1953 | 16,447,382 | 1,991,089 | 758,089 | .70 | none | 10,247,769 | 17 - 11⅝ |
| 1954 | 18,652,870 | 2,320,280 | 920,280 | .85 | none | 12,726,495 | 27½- 13¾ |
| 1955 | 21,330,598 | 2,539,050 | 1,322,050 | 1.06 | none | 16,930,012 | 29⅜- 19⅜ |
| 1956 | 29,362,131 | 3,344,858 | 1,744,856 | 1.36 | 3% stk. | 21,859,411 | 43⅛- 25⅛ |
| 1957 | 38,088,730 | 349,432 | 209,432 | .16 | 3% stk. | 36,256,196 | 47¾- 21 |
| 1958 | 39,823,317 | 1,792,923(d) | 946,923(d) | .70(d) | none | 35,792,392 | 40⅛- 18⅛ |
| 1959 | 44,872,788 | 3,488,889 | 1,771,689 | 1.30 | none | 31,279,198 | 74¾- 36¼ |
| 1960 | 54,257,282 | 8,282,915 | 3,092,915 | 2.24 | none | 35,857,974 | 103¾- 62½ |
| 1961 (9 mo.) | 48,489,254 | 5,050,012 | 2,515,012 | 1.82 | none | 39,029,810 | 145¾- 87 |

*12 months ending Dec. 31.
(a) 6 months to June 30. (b) Privately owned. (d) Deficit.

**BELL & HOWELL COMPANY** (NYSE)*

Capitalization
Debt: $15,069,092
Preferred: 4¼% cumulative, $100 par, 13,313 shares
4¾% cumulative, $100 par, 13,600 shares
Common: no par, 3,739,596 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 2,808,571 | $ 654,801 | $ 364,604 | $ .72 | $ .30+15% stk. | ---------- | 13¼- 9⅛ |
| 1951 (a) | 5,614,550 | 1,062,591 | 437,591 | .67 | .40 | $ 5,081,798 | 14⅝- 13⅛ |
| 1952 (a) | 8,000,841 | 1,028,512 | 501,512 | .56 | .40 | 12,201,268 | 17½- 10¾ |
| 1953 (a) | 14,074,084 | 919,906 | 510,406 | .57 | .40 | 11,796,346 | 15¼- 10⅝ |
| 1954 (a) | 15,844,520 | 1,633,363 | 842,863 | .94 | .40 | 13,096,930 | 31½- 13½ |
| 1955 (a) | 17,124,429 | 1,489,912 | 803,696 | .85 | .40 | 15,885,633 | 31¼- 20 |
| 1956 (a) | 25,038,689 | 2,208,263 | 1,283,263 | 1.35 | .50 | 23,535,513 | 37 - 21 |
| 1957 (a) | 30,541,382 | 1,178,729 | 771,729 | .73 | .40 | 31,413,654 | 54¾- 25⅛ |
| 1958 (a) | 32,079,116 | 2,470,196(d) | 1,178,496 (d) | .11(d) | .40 | 31,048,119 | 47½- 27⅞ |
| 1959* | 105,145,072 | 9,930,834 | 4,904,834 | 1.34 | .31 | 87,624,679 | 44¼- 21¾ |
| 1960 | 114,115,559 | 8,856,312 | 5,104,591 | 1.37 | .40 | 89,055,592 | 57½- 37⅝ |
| 1961 (3 mo.) | 22,835,000 | 2,000 | 105,000 | .02 | .20 | ---------- | 68⅞- 48¾ |

(d) Deficit.
* Merger with Consolidated Electrodynamics Corp. approved by stockholders of both companies January 12, 1960, effective January 15. Consolidated figures shown above are on a Pro-forma basis for 1959. (a) Consolidated Electrodynamics Corp. only. (d) Deficit.

**BELOCK INSTRUMENT CORPORATION** (ASE)

*Year ending October 31*

Capitalization
Debt: $1,485,194; $261,000; convertible sub. debenture 5¾s, due Dec. 1, 1973.
Preferred: 8% cumulative, $100 par, 1,870 shares. Common: 50 cents par, 975,086 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | Incorporated Nov. 14, 1950 | | | | | | |
| 1951(a) | $ 907,308 | ---------- | $ 196,062(d) | $ .27(d) | none | ---------- | (e) |
| 1952 | 3,542,365 | ---------- | 78,319 | .09 | none | ---------- | (e) |
| 1953 | 8,154,821 | $ 289,371 | 155,251 | .19 | none | ---------- | (e) |
| 1954 | 10,259,380 | 745,810 | 348,375 | .45 | none | $ 4,748,583 | (e) |
| 1955 | 14,896,878 | 1,428,310 | 679,443 | .89 | none | 7,423,344 | 27⅞- 11⅛ |
| 1956 | 13,801,336 | 977,763 | 457,403 | .58 | 3% stk. | 9,447,002 | 19⅛- 12½ |
| 1957 | 13,255,083 | 280,950(d) | 132,330(d) | .18(d) | 3% stk. | 9,244,144 | 14 - 6¼ |
| 1958 | 12,731,300 | 483,743 | 202,743 | .24 | 1½% stk. | 10,438,904 | 13 - 7⅜ |
| 1959 | 15,794,325 | 711,988 | 349,988 | .38 | 2% stk. | 12,099,735 | 22⅞- 10⅜ |
| 1960 | 14,148,473 | 848,352(d) | 424,352(d) | .44(d) | 2½% stk. | 13,250,068 | 25⅜- 13⅛ |
| 1961 | ---------- | -------- | -------- | --- | none | ---------- | 19⅝- 14⅝ |

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

**THE BENDIX CORP. (NYSE)**

*Year ending September 30*

Capitalization—Debt: $1,075,000. Common: $5 par, 5,373,401 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $219,419,794 | $30,599,434 | $16,954,116 | $4.00 | $2.37½ | $143,366,391 | 26¾ - 17¼ |
| 1951 | 340,540,415 | 32,037,957 | 11,818,601 | 2.79 | 2.25 | 209,534,918 | 30 - 23¼ |
| 1952 | 508,701,892 | 50,660,972 | 15,295,159 | 3.61 | 1.87½ | 259,320,862 | 32 - 22⅝ |
| 1953 | 638,244,637 | 61,758,844 | 17,352,710 | 4.10 | 1.50 | 328,746,687 | 34⅛ - 25 |
| 1954 | 607,711,607 | 61,796,575 | 25,537,771 | 5.35 | 1.50+7% stk. | 285,430,724 | 52¾ - 30 |
| 1955 | 567,249,923 | 58,717,287 | 25,888,599 | 5.39 | 2.37½ | 278,064,860 | 59½ - 45 |
| 1956 | 581,418,734 | 48,348,993 | 24,278,263 | 5.04 | 2.40+5% stk. | 321,783,177 | 64⅜ - 48½ |
| 1957 | 711,237,146 | 59,366,546 | 27,499,034 | 5.44 | 2.40 | 370,089,085 | 66¾ - 42 |
| 1958 | 623,731,537 | 42,734,746 | 21,171,902 | 4.18 | 2.40 | 325,561,339 | 74½ - 44½ |
| 1959 | 689,692,312 | 59,737,082 | 27,404,274 | 5.37 | 2.40 | 384,669,181 | 89 - 61 |
| 1960 | 792,266,614 | 54,028,270 | 26,188,471 | 4.88 | 2.40+5% stk. | 407,174,156 | 74½ - 56¼ |
| 1961 (3 mo.) | 181,661,340 | 13,986,405 | 7,632,537 | 1.42 | .60 | 402,143,781 | 72 - 61¼ |

**BURROUGHS CORPORATION (NYSE)**

Capitalization—Debt: $5,707,884
Debentures: $75,406,800. Common: $5 par, 6,642,570 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 86,931,628 | $12,865,289 | $ 8,019,916 | $1.60 | $ .90 | $ 73,137,809 | 15¾ - 12⅜ |
| 1951 | 127,368,125 | 25,170,378 | 10,615,378 | 2.12 | .90 | 103,157,757 | 18¾ - 13⅞ |
| 1952 | 150,817,423 | 19,097,484 | 9,001,984 | 1.80 | .90 | 129,201,094 | 18½ - 16 |
| 1953 | 162,035,781 | 17,766,148 | 7,826,148 | 1.58 | .80 | 134,688,043 | 17⅝ - 13½ |
| 1954 | 168,651,347 | 17,836,514 | 9,146,514 | 1.83 | .85 | 138,083,933 | 25⅞ - 15¼ |
| 1955 | 220,402,452 | 25,177,753 | 11,831,504 | 1.97 | 1.00 | 181,807,279 | 34¼ - 22⅞ |
| 1956 | 272,879,246 | 27,064,021 | 14,197,021 | 2.35 | 1.00 | 233,787,716 | 46⅞ - 28½ |
| 1957 | 282,773,950 | 17,834,594 | 10,074,594 | 1.67 | 1.00 | 271,537,006 | 52⅜ - 27⅞ |
| 1958 | 294,085,078 | 10,959,934 | 6,407,934 | 1.02 | 1.00 | 299,648,367 | 43⅜ - 27⅝ |
| 1959 | 359,778,068 | 15,806,369 | 7,109,567 | 1.07 | 1.00 | 325,772,360 | 45¾ - 28¾ |
| 1960 | 389,210,550 | 17,539,867 | 9,235,867 | 1.39 | 1.00 | 334,215,632 | 40⅜ - 26¼ |
| 1961 (3 mo.) | 90,478,000 | 2,704,000 | 1,405,000 | .21 | .50 | ---------- | 38¼ - 27½ |

**CTS CORP. (Unlisted) (Formerly Chicago Telephone Supply Corp. To be publicly underwritten in Spring 1961)**

Capitalization
Debt: $1,080,000, notes
Common: no par, 1,447,003 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 | $ 12,058,936 | $ 2,368,583 | $ 1,155,873 | $ .66 | $ .27 | (b) | (b) |
| 1955 | 14,066,516 | 2,469,625 | 1,207,506 | .69 | .27 | (b) | (b) |
| 1956 | 14,038,981 | 1,924,516 | 931,920 | .53 | .36 | (b) | (b) |
| 1957 | 14,106,309 | 1,708,358 | 877,472 | .50 | .36 | (b) | (b) |
| 1958 | 13,801,257 | 1,697,909 | 852,863 | .64 | .22 | (b) | (b) |
| 1959 | 19,559,246 | 3,796,657 | 1,837,578 | 1.34 | .40 | (b) | (b) |
| 1960 | 20,047,758 | 3,249,381 | 1,649,881 | 1.20 | .40 | $ 13,043,025 | (b) |
| 1961 | ---------- | -------- | -------- | --- | --- | ---------- | (b) |

(b) Privately owned.

**CANNON ELECTRIC COMPANY (Unlisted)**

Capitalization
Debt: $3,836,000 5½% notes.
Common: $1 par, 1,500,000 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 19,295,536 | $ 1,949,494 | $ 939,202 | $ .63 | $ .02 | (b) | (b) |
| 1956 | 24,853,112 | 2,559,741 | 1,248,059 | .83 | .03 | (b) | (b) |
| 1957 | 34,857,114 | 3,922,090 | 1,908,002 | 1.27 | .07 | (b) | (b) |
| 1958 | 33,072,602 | 3,262,221 | 1,595,673 | 1.06 | .07 | (b) | (b) |
| 1959 | 41,938,841 | 1,245,134 | 599,592 | .40 | .07 | $ 20,083,606 | (b) |
| 1960 | 45,161,191 | 4,404,722 | 2,033,115 | 1.35 | .03 | 23,506,357 | 18⅞ - 15½ |
| 1961 (3 mo.) | 11,434,206 | 1,081,207 | 473,211 | .31 | --- | ---------- | 38½ - 19½ |

(b) Privately owned.

**CAPITAL CITIES BROADCASTING CORP. (ASE)**

Capitalization
Debt: $7,510,806, notes; $1,500,000 sub. debentures 6s, due 1964.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | N.A. | N.A. | $ 406,969(d) | $ .35(d) | none | (b) | (b) |
| 1956 | $ 2,979,324 | N.A. | 139,244(d) | .12(d) | none | (b) | (b) |
| 1957 | 3,350,611 | N.A. | 56,581(d) | .05(d) | none | (b) | (b) |
| 1958 | 2,880,003 | N.A. | 314,050 | .27 | none | $ 4,061,109 | (b) |
| 1959 | 6,067,424 | N.A. | 380,545 | .33 | none | 11,703,308 | (b) |
| 1960 | 8,421,601 | -------- | 817,263 | .71 | none | ---------- | 11¾ - 8 |
| 1961 | ---------- | -------- | -------- | --- | none | ---------- | 23⅛ - 9¾ |

N.A.—Not available. (b) Privately owned. (d) Deficit.

**CHICAGO AERIAL INDUSTRIES, INC. (Unlisted)**

Capitalization—Debt: $1,397,912, notes. Common: $2 par, 559,600 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,170,000 | $ 248,000 | $ 100,000 | $ .25 | $ .02 | (a) | (a) |
| 1951 | 2,001,000 | 232,000 | 109,000 | .27 | .02 | (a) | (a) |
| 1952 | 3,906,000 | 550,000 | 215,000 | .49 | .02 | (a) | (a) |
| 1953 | 6,035,000 | 803,000 | 211,000 | .49 | .02 | (a) | (a) |
| 1954 | 6,617,000 | 1,158,000 | 568,000 | 1.28 | .04 | (a) | (a) |
| 1955 | 7,149,000 | 893,000 | 426,000 | .96 | .10 | (a) | (a) |
| 1956 | 8,839,000 | 1,123,000 | 538,000 | 1.21 | .13 | (a) | (a) |
| 1957 | 8,629,000 | 1,168,000 | 556,000 | 1.25 | .19 | (a) | (a) |
| 1958 | 8,721,393 | 1,095,536 | 534,536 | 1.22 | .19 | $ 6,156,276 | (a) |
| 1959 | 12,368,062 | 1,489,354 | 724,354 | 1.37 | .20 | 6,463,024 | 32½ - 15 |
| 1960 | 6,196,460 | 1,439,761(d) | 717,861(d) | 1.28(d) | .15 | 8,890,797 | 56 - 21¾ |
| 1961 (3 mo.) | 2,309,055 | -------- | 43,879 | .08 | none | -------- | 30¾ - 24½ |

(a) Privately owned. (d) Deficit.

**CLAROSTAT MANUFACTURING COMPANY, INC. (ASE)**

Capitalization—Debt: $106,509. Common: $1 par, 451,753 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 5,985,241 | $ 772,999 | $ 406,780 | $ .99 | $ .16 | $ 2,199,374 | 6⅛ - 2¼ |
| 1951 | 5,914,310 | 968,763 | 316,265 | .76 | .30 | 2,338,293 | 6⅝ - 4⅛ |
| 1952 | 5,584,513 | 506,115 | 235,282 | .56 | .30 | 2,468,194 | 6¼ - 4½ |
| 1953 | 7,255,606 | 625,345 | 247,556 | .59 | .10 | 2,452,220 | 7 - 4⅜ |
| 1954 | 5,682,093 | 107,823 | 57,920 | .14 | .25 | 2,309,990 | 7½ - 5⅜ |
| 1955 | 6,415,740 | 338,315 | 164,235 | .39 | none | 2,680,205 | 8 - 4⅛ |
| 1956 | 7,468,492 | 467,539 | 227,924 | .55 | .20 | 2,565,910 | 5 - 3⅛ |
| 1957 | 7,207,102 | 276,543 | 132,710 | .32 | .15 | 2,472,742 | 5 - 2½ |
| 1958 | 6,808,779 | 51,588 | 20,861 | .05 | none | 2,984,557 | 5½ - 2⅞ |
| 1959 | 8,998,940 | 503,262 | 265,512 | .60 | none | 3,396,181 | 17½ - 4 |
| 1960 | 8,487,851 | 466,747 | 222,932 | .49 | 3% stk. | 3,686,223 | 16⅜ - 9⅞ |
| 1961 | --- | --- | --- | --- | 3% stk. | --- | 20 - 12 |

**CLEVITE CORPORATION (NYSE)**

Capitalization

Debt: $8,770,122, 3⅛% notes, due serially until 1971.
Preferred: 4½% cumulative, $100 par, 37,676 shares.
Common: $1 par, 1,883,713 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 42,187,243 | $ 7,914,228 | $ 3,914,228 | $2.88 | $1.30 | $ 25,283,265 | 15⅞ - 11⅞ |
| 1951 (a) | 50,052,000 | 7,687,826 | 2,887,826 | 2.03 | 1.15 | 39,212,523 | 19 - 15⅝ |
| 1952 (a) | 54,103,000 | 8,144,240 | 3,444,240 | 1.97 | 1.15 | 53,748,600 | 27½ - 17⅝ |
| 1953 (a) | 71,305,000 | 7,978,611 | 3,478,611 | 1.77 | 1.15 | 59,439,142 | 25⅝ - 18 |
| 1954 (a) | 60,149,000 | 5,618,648 | 2,668,648 | 1.33 | 1.15 | 58,536,954 | 24⅜ - 18 |
| 1955 (a) | 73,089,000 | 10,004,753 | 4,854,753 | 2.54 | 1.25 | 61,832,282 | 25⅜ - 20½ |
| 1956 (a) | 75,112,000 | 7,671,593 | 3,971,593 | 2.06 | 1.15 | 61,465,000 | 24¼ - 18 |
| 1957 (a) | 72,672,000 | 7,408,539 | 3,988,539 | 2.08 | 1.15 | 59,342,564 | 25½ - 15⅛ |
| 1958 (a) | 64,721,000 | 5,899,246 | 3,109,246 | 1.60 | 1.15 | 57,828,463 | 25⅜ - 15¾ |
| 1959 (a) | 86,182,586 | 13,893,961 | 6,493,961 | 3.36 | 1.15 | 68,235,415 | 59¼ - 24¾ |
| 1960 | 95,525,348 | 13,605,635 | 6,825,635 | 3.53 | 1.20 | 72,733,614 | 72½ - 42 |
| 1961 (3 mo.) | 22,697,974 | 2,375,550 | 1,169,550 | .60 | .30 | --- | 69¾ - 47¾ |

(a) Changes by company.

**COHU ELECTRONICS, INC. (ASE)**

Capitalization—Debt: $600,000. Common: $1 par, 1,417,321 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 37,149 | --- | $ 3,538 | --- | none | --- | --- |
| 1951 (a) | 118,594 | $ 25,750 | 21,691 | --- | none | --- | --- |
| 1952 (a) | 148,385 | 27,653(d) | 23,594(d) | --- | none | --- | --- |
| 1953 (a) | 275,345 | 7,149(d) | 7,149(d) | --- | none | --- | --- |
| 1954 | 864,249 | 238,588(d) | 239,022(d) | $1.48(d) | none | --- | --- |
| 1955 | 1,611,278 | 12,635 | 6,891 | .01 | none | --- | --- |
| 1956 | 3,422,613 | 264,035 | 252,035 | .31 | none | --- | --- |
| 1957 | 5,428,093 | 345,177 | 190,177 | .20 | none | $ 3,545,248 | --- |
| 1958 | 5,628,698 | 1,767,183(d) | 1,623,987(d) | 1.57(d) | none | 4,589,078 | 9⅜ - 6⅜ |
| 1959 | 8,112,655 | 853,791 | 853,791 | .60 | none | 4,972,663 | 12 - 5¾ |
| 1960 | 7,135,022 | 459,020 | 459,020 | .32 | none | 5,735,999 | 13⅞ - 6¾ |
| 1961 (3 mo.) | 2,101,507 | --- | 209,155 | .15 | none | --- | 16½ - 7⅜ |

(a) Kay Lab only. (d) Deficit.

**COLLINS RADIO COMPANY (NYSE)**

*Year ending July 31*

Capitalization

Debt: $1,991,994 notes, $3,263,000, 5½%, 1st mortgage bonds.
$1,174,000, 6% 1st mortgage sinking fund bonds, $12,000,000, convertible subordinated debentures 4¾s, due 1980.
Common: $1 par, 2,205,170 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 12,534,018 | $ 1,075,177 | $ 415,765 | $ .26 | none | $ 8,523,681 | 3⅞ - 1 |
| 1951 | 19,325,837 | 1,093,704 | 753,732 | .44 | $ .10 | 19,125,921 | 4⅜ - 3 |
| 1952 | 64,130,371 | 5,913,432 | 1,836,139 | 1.13 | .10 | 31,116,050 | 6¾ - 3⅞ |
| 1953 | 80,028,767 | 6,870,809 | 1,580,307 | .97 | .13 | 34,398,396 | 7⅜ - 5¼ |
| 1954 | 90,300,464 | 7,398,976 | 2,599,369 | 1.81 | .14 | 42,794,136 | 23 - 6⅜ |
| 1955 | 108,164,689 | 7,194,145 | 3,347,059 | 2.07 | .34 | 47,558,771 | 28½ - 17¾ |
| 1956 | 125,141,055 | 8,506,001 | 3,195,930 | 1.81 | .34 | 59,127,378 | 32¼ - 21¾ |
| 1957 | 127,490,768 | 4,825,012 | 2,192,946 | 1.20 | .34 | 72,485,543 | 28½ - 9½ |
| 1958 | 107,569,379 | 179,846(d) | 1,081,975 * | .51 | none | 71,297,869 | 23 - 11⅛ |
| 1959 | 117,864,139 | 7,662,958 | 3,718,817 | 1.87 | 4% stk. | 93,373,840 | 72⅛ - 22 |
| 1960 | 190,837,480 | 13,731,881 | 6,560,596 | 3.04 | 4% stk. | 132,290,075 | 76 - 41¾ |
| 1961 (6 mo.) | 112,428,074 | 5,865,822 | 2,602,222 | 1.18 | none | 142,005,999 | 50⅝ - 41¼ |

* After tax refund. (d) Deficit.

**COLUMBIA BROADCASTING SYSTEM INCORPORATED (NYSE)**

Capitalization

Debt: $38,380,000, notes; $3,024,834, mortgage; $4,980,494 other deferred liabilities. Common: $2.50 par, 8,641,104 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $124,105,408 | $ 9,555,329 | $ 4,105,329 | $ .80 | $ .53 | $ 53,833,265 | 13⅜ - 8⅜ |
| 1951 | 192,384,608 | 13,618,942 | 6,360,097 | .91 | .53 | 101,481,809 | 11¾ - 5⅝ |
| 1952 | 251,594,490 | 15,938,724 | 6,445,506 | .92 | .53 | 111,720,900 | 13⅜ - 11 |
| 1953 | 313,908,771 | 22,687,288 | 8,894,642 | 1.27 | .82 | 136,040,997 | 16⅞ - 12¾ |
| 1954 | 373,380,139 | 23,214,845 | 11,414,645 | 1.62 | .63 | 169,298,915 | 29½ - 13⅞ |
| 1955 | 316,572,766 | 29,897,427 | 13,397,427 | 1.79 | .77+2% stk. | 180,089,502 | 32 - 22½ |
| 1956 | 354,779,843 | 35,083,462 | 16,283,462 | 2.13 | .90+2% stk. | 196,097,774 | 34½ - 22⅝ |
| 1957 | 385,409,018 | 48,593,367 | 22,193,367 | 2.82 | 1.00+3% stk. | 222,870,272 | 36⅛ - 23½ |
| 1958 | 411,800,203 | 53,528,813 | 24,428,812 | 3.10 | 1.00 | 231,422,335 | 38½ - 37½ |
| 1959 | 441,311,357 | 52,967,187 | 25,267,187 | 3.11 | 1.25+3% stk. | 247,903,633 | 48¾ - 35 |
| 1960 | 464,598,318 | 51,335,074 | 23,235,074 | 2.69 | 1.40 | 265,261,266 | 45¼ - 34 |
| 1961 (3 mo.) | 121,078,000 | --- | 6,025,978 | .70 | .70 | --- | 42⅜ - 35⅜ |

**CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)**

*Year ending September 30*

Capitalization—Debt: $1,725,488, notes. Common: $1 par, 2,840,025 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 14,759,568 | -------- | $ 716,365 | $2.45 | $ .50 | -------- | 13½ - 8¾ |
| 1951 | 12,432,733 | $ 517,208 | 222,208 | .78 | .90 | $ 4,460,578 | 11½ - 7⅞ |
| 1952 | 7,203,564 | 299,035(d) | 299,035(d) | 1.06(d) | .15 | 3,373,604 | 10½ - 6⅛ |
| 1953 | 7,581,023 | 486,953(d) | 486,953(d) | 1.74(d) | none | 3,380,371 | 9⅞ - 4⅝ |
| 1954 | 6,824,076 | 202,190(d) | 202,190(d) | .72(d) | none | 2,913,557 | 26⅜ - 5 |
| 1955 | 11,018,537 | 1,755,488 | 861,989 | 1.30 | none | 10,074,593 | 44⅛ - 23⅞ |
| 1956 | 27,892,951 | 4,556,597 | 2,156,597 | 3.12 | none | 15,294,178 | 36½ - 26½ |
| 1957 | 28,537,288 | 4,186,931 | 1,971,931 | 2.50 | none | 18,493,641 | 35½ - 18 |
| 1958 | 27,518,665 | 2,876,814 | 1,452,814 | 1.84 | none | 18,786,076 | 44¾ - 19½ |
| 1959 | 86,897,656 | 9,549,206 | 5,030,864 | 1.80 | none | 77,738,091 | 58⅞ - 37¼ |
| 1960 | 92,939,802 | 7,530,381 | 3,573,246 | 1.26 | 1.00 | 79,135,055 | 60¾ - 42¼ |
| 1961 | --------- | -------- | -------- | --- | .50 | --------- | 46½ - 36⅛ |

(d) Deficit.

**CONTINENTAL CONNECTOR CORPORATION (ASE)**

Capitalization
Debt: $500,000 note due 1971.
Common—Class A, 50 cents par 409,651 shares.
Class B, 50 cents par 270,000 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1952 (Incorporated Jan. 23) | -------- | -------- | ------ | ---- | ---- | ---- | ---- |
| 1953 | $ 1,605,793 | $ 278,191 | $ 89,952 | $ .14 | none | (b) | (b) |
| 1954 | 2,136,274 | 468,375 | 228,375 | .34 | none | (b) | (b) |
| 1955 | 2,268,209 | 351,300 | 172,300 | .26 | none | (b) | (b) |
| 1956 | 3,649,298 | 572,279 | 276,679 | .41 | none | (b) | (b) |
| 1957 | 4,333,339 | 620,937 | 293,937 | .44 | none | $ 1,679,972 | (b) |
| 1958 | 4,451,017 | 739,317 | 362,117 | .54 | none | 1,992,808 | (b) |
| 1959 | 6,964,112 | 1,323,828 | 631,828 | .94 | $ .40 | 3,380,113 | 18⅝ - 6 |
| 1960 | 7,227,119 | 1,122,662 | 542,662 | .80 | .50 | 3,521,650 | 26 - 13⅛ |
| 1961 | -------- | -------- | ------- | ---- | .25+1¼% stk. | -------- | 27¾ - 14⅝ |

(b) Privately owned.

**CONTROL DATA CORPORATION (Unlisted)**

*Year ending June 30*

Capitalization
Debt: $33,200.
Preferred: 6% cumulative, $25 par, 14,000 shares.
Common: 50 cents par, 1,108,363 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 (a) | $ 1,631,757 | $ 230,022 | $ 112,190 | ---- | none | N.A. | ---------- |
| 1956 (a) | 1,355,012 | 21,961 | 14,229 | ---- | none | N.A. | ---------- |
| 1957 (a) | 1,714,676 | 207,411 | 101,627 | ---- | none | N.A. | ---------- |
| 1958 (a) | 3,093,610 | 80,836 | 27,437 | $ .04 | none | N.A. | 10 - 1 |
| 1959 (a) | 6,792,470 | 659,332 | 313,762 | .35 | none | N.A. | 34 - 9¼ |
| 1960 | 9,665,290 | 1,306,686 | 551,686 | .55 | none | $ 7,877,803 | 68½ - 25¼ |
| 1961 (6 mo.) | 8,543,126 | 1,158,722 | 403,722 | .35 | none | -------- | 135 - 53¾ |

(a) Combined earnings—including Control Corp., merged April 1, 1960.
N.A. Not available.

**COOK ELECTRIC COMPANY (Unlisted)**

*Year ending June 30*

Capitalization
Debt: $1,200,000, 5¾% notes, due 1967.
Preferred: 6% prior cumulative, $100 par, 20,000 shares.
Common: $2.50 par, 1,662,896 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 4,496,000 | $ 334,000 | $ 204,000 | $ .14 | $ .13 | ---------- | ---------- |
| 1951 | 6,390,000 | 879,000 | 334,000 | .24 | .08 | ---------- | ---------- |
| 1952 | 11,396,052 | 1,647,839 | 447,839 | .32 | .10 | $ 5,419,995 | 6⅞ - 3 |
| 1953 | 12,459,152 | 1,389,558 | 427,058 | .30 | .07+stk. | 6,593,552 | 3 - 2¾ |
| 1954 | 14,103,369 | 1,216,664 | 511,664 | .36 | .12+stk. | 7,292,342 | 6¾ - 6 |
| 1955 | 15,253,052 | 506,386 | 251,386 | .18 | .06+stk. | 7,492,651 | 6¾ - 4¼ |
| 1956 | 15,218,090 | 208,101 | 103,101 | .07 | .04 | 7,819,576 | 5¾ - 3⅜ |
| 1957 | 24,583,521 | 1,753,099 | 858,099 | .58 | .08+stk. | 11,246,916 | 7½ - 4¾ |
| 1958 | 30,106,685 | 455,062 | 250,062 | .16 | .06 | 12,008,240 | 14½ - 6⅛ |
| 1959 | 40,324,392 | 3,207,324 | 1,545,016 | .89 | .17+stk. | 17,128,840 | 22½ - 13⅛ |
| 1960 | 42,917,357 | 117,499 | 62,499 | .04 | none | 18,723,527 | 23 - 11¾ |
| 1961 (6 mo.) | 20,099,504 | 179,657(d) | 80,757(d) | .08(d) | none | 20,183,543 | 16 - 11⅜ |

(d) Deficit

**CORNING GLASS WORKS (NYSE)**

Capitalization
Debentures: $9,100,000, income 3¾s, due 2002
Preferred: 3½% cumulative, $100 par, 57,010 shares
Common: $5 par, 6,770,003 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $116,473,981 | $35,670,787 | $17,612,355 | $2.51 | $ .80 | $ 81,362,634 | 18⅛ - 11½ |
| 1951 | 115,750,172 | 23,862,664 | 10,141,164 | 1.48 | .80 | 84,691,192 | 31¼ - 15¼ |
| 1952 | 126,455,784 | 28,516,156 | 10,323,156 | 1.51 | .80 | 105,635,436 | 35 - 26⅝ |
| 1953 | 149,294,036 | 34,039,395 | 12,681,395 | 1.86 | .80 | 113,463,467 | 36¼ - 28 |
| 1954 | 147,938,842 | 35,991,191 | 17,490,191 | 2.57 | 1.20 | 122,407,348 | 62¾ - 35 |
| 1955 | 157,663,837 | 38,966,671 | 18,626,671 | 2.76 | 1.50 | 130,872,665 | 73¾ - 54 |
| 1956 | 163,053,554 | 37,732,753 | 18,432,753 | 2.72 | 1.50 | 137,263,623 | 87½ - 60¼ |
| 1957 | 159,069,721 | 31,033,404 | 16,533,404 | 2.43 | 1.50 | 142,696,906 | 106¼ - 57¼ |
| 1958 | 159,137,729 | 32,763,543 | 17,163,543 | 2.52 | 1.50 | 164,650,215 | 102½ - 74⅝ |
| 1959 | 201,370,386 | 44,635,899 | 24,335,899 | 3.57 | 1.62½ | 168,076,376 | 154¾ - 89¾ |
| 1960 | 214,871,286 | 40,080,741 | 22,054,741 | 3.23 | 2.00 | 174,378,326 | 186 -124 |
| 1961 (3 mo.) (a) | 48,364,944 | 8,993,056 | 4,847,056 | .71 | .71 | ---------- | 194¾-167 |

(a) 12 weeks to March 26.

**CRAIG SYSTEMS INCORPORATED (Unlisted)**

*Year ending July 31*

Capitalization—Debt: $750,000, 5⅞% notes due 1975. Common: $1 par, 791,172 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 802,207 | $ 91,835 | $ 56,573 | $ .11 | none | (c) | (c) |
| 1951 (a) | 1,952,471 | 187,197 | 69,559 | .14 | none | (c) | (c) |
| 1952 (a) | 4,192,332 | 386,402 | 111,616 | .22 | none | (c) | (c) |
| 1953 (a) | 4,591,654 | 354,323 | 104,989 | .21 | none | (c) | (c) |
| 1954 (a) | 4,887,828 | 512,081 | 209,435 | .42 | none | (c) | (c) |
| 1955 (b) | 11,506,053 | 1,431,113 | 696,913 | .95 | none | $ 5,835,985 | (c) |
| 1956 (d) | 9,570,015 | 975,173 | 463,673 | .64 | $ .40+2% stk. | 6,511,853 | 9 - 7 |
| 1957 | 12,840,360 | 1,058,841 | 502,841 | .68 | .30+2% stk. | 6,678,837 | 9⅛- 4⅛ |
| 1958 | 12,975,620 | 770,547 | 361,047 | .48 | .25 | 6,057,648 | 7 - 3⅞ |
| 1959 | 12,081,619 | 813,887 | 380,887 | .50 | .30 | 6,905,470 | 12⅛- 6⅜ |
| 1960 | 14,253,755 | 1,245,798 | 591,298 | .77 | .30+2% stk. | 7,703,567 | 24¼- 9⅛ |
| 1961 (6 mo.) | 6,433,000 | -------- | 203,000 | .26 | none | -------- | 19 - 13¼ |

(a) Craig Machine Co. only.
(b) Pro-forma. Year ending Nov. 30.
(c) Privately owned until Feb. 7, 1956.
(d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

**DAYSTROM INCORPORATED (NYSE)**

*Year ending March 31*

Capitalization—Debt: $387,475 notes. Debentures: $7,781,000, convertible, subordinated 4¾s, 1977; $10,000,000 debenture 5¼s due 1980. Common: $10 par, 1,255,307 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 32,763,201 | $ 1,829,136 | $ 1,174,136 | $1.88 | $1.25 | $21,800,160 | 16½- 10¾ |
| 1951 | 42,397,508 | 5,432,331 | 2,436,331 | 3.90 | 1.50 | 25,487,642 | 20¼- 15 |
| 1952 | 38,592,157 | 1,779,854 | 770,854 | 2.03 | 1.00 | 38,198,973 | 16⅜- 13½ |
| 1953 | 46,155,154 | 2,946,154 | 1,405,300 | 2.25 | 1.00 | 45,821,250 | 16⅛- 11½ |
| 1954 | 62,472,896 | 3,106,924 | 1,458,924 | 2.33 | 1.00 | 44,156,237 | 23¼- 11½ |
| 1955 (a) | 73,816,645 | 3,581,216 | 1,716,216 | 2.61 | 1.35 | 32,120,760 | 32½- 23 |
| 1956 | 63,192,498 | 3,544,181 | 1,784,181 | 2.01 | 1.20 | 40,244,242 | 30⅜- 22 |
| 1957 | 74,402,239 | 5,183,811 | 2,458,811 | 2.77 | 1.20 | 47,607,250 | 47 - 27½ |
| 1958 | 81,713,986 | 4,785,493 | 2,333,493 | 2.57 | 1.20 | 52,685,322 | 39¾- 30 |
| 1959 | 76,639,523 | 2,106,846 | 1,206,846 | 1.32 | 1.20 | 50,500,504 | 49¾- 34 |
| 1960 | 90,609,129 | 4,271,278 | 2,271,278 | 2.48 | 1.20 | 55,096,314 | 49⅜- 27½ |
| 1961 (9 mo.) | 68,756,000 | 2,111,000 | 1,121,000 | .89 | .30 | --------- | 34¾- 25⅜ |

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955.

**DESILU PRODUCTIONS, INCORPORATED (ASE)**

*Year Ending April 30*

Capitalization—Debt: $3,601,998, notes, etc. Common: $1 par, Class A and B, 1,155,940 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 Incorporated in Cal. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| 1951 | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| 1952 | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| 1953 | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| 1954 | $ 4,668,660 | $ 315,679 | $ 143,933 | $ .16 | none | N.A. | (b) |
| 1955 | 6,388,641 | 592,978 | 261,511 | .29 | none | N.A. | (b) |
| 1956 | 9,361,130 | 1,416,695 | 674,728 | .75 | none | N.A. | (b) |
| 1957 | 12,166,741 | 4,499,865 | 3,183,367 | .54 | none | N.A. | (b) |
| 1958 | 15,094,806 | 208,213 | 92,336 | .10 | none | $ 13,050,350 | 14½- 10 |
| 1959 | 20,470,361 | 496,266 | 249,566 | .22 | $ .60 | 14,134,803 | 29⅞- 13¾ |
| 1960 | 23,406,100 | 1,596,559 | 811,559 | .70 | .60 | 15,356,035 | 14¾- 9¼ |
| 1961 (c) | 14,432,798 | 541,949 | 264,949 | .23 | .15 | --------- | 16⅞- 10½ |

N.A. Not available. (b) Privately owned. (c) 39 weeks ending Jan. 31.

**DYNAMICS CORPORATION OF AMERICA (ASE)**

Capitalization
Debt: $6,600,000, V loan notes, due Sept. 29, 1961; $350,000, 2% installment notes, 1961-1968
Preferred: $1 cumulative convertible, $2 par, 447,533 shares
Common: $1 par, 2,817,027 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 14,780,757 | $ 1,287,895 | $ 1,287,895 | $ .51 | none | $13,751,583 | 7⅛- 1⅞ |
| 1951 | 20,876,762 | 1,938,851 | 1,938,851 | .77 | none | 19,549,402 | 5¾- 3¾ |
| 1952 | 35,660,419 | 4,005,285 | 2,559,285 | 1.02 | none | 24,983,569 | 6 - 4¼ |
| 1953 | 40,719,686 | 4,402,468 | 1,402,468 | .54 | $ .20+5% stk. | 27,089,811 | 5¾- 3 |
| 1954 | 36,440,014 | 3,289,575 | 1,451,575 | .55 | .40 | 28,457,912 | 8⅝- 4 |
| 1955 (a) | 41,894,958 | 4,038,398 | 2,012,071 | .61 | .40 | 29,418,501 | 9⅞- 6½ |
| 1956 | 44,177,220 | 3,474,054 | 1,848,054 | .54 | .40 | 29,827,494 | 8⅜- 5⅝ |
| 1957 | 38,914,418 | 710,356 | 539,647 | .02 | .20 | 28,634,607 | 7⅝- 2½ |
| 1958 | 32,386,037 | 1,176,006 | 921,145 | .16 | none | 22,226,253 | 5½- 2⅞ |
| 1959 | 37,606,308 | 2,576,745 | 1,447,128 | .36 | none | 29,391,808 | 12¾- 4⅝ |
| 1960 | 48,676,897 | 3,833,144 | 1,853,512 | .50 | none | 29,495,343 | 13¾- 6⅝ |
| 1961 (3 mo.) | 12,285,942 | 976,553 | 528,792 | .15 | none | --------- | 20¼- 7⅝ |

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

**EITEL-McCULLOUGH INC. (Unlisted)**

Capitalization—Debt: $1,584,000, 5¾% note; $4,987,000, 5¼% convertible subordinated debentures, due Nov. 1974. Common: $1 par, 1,834,656 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 7,944,472 | $ 2,408,717 | $ 1,170,925 | $ .78 | none | --------- | ---------- |
| 1951 | 7,099,430 | 748,021 | 378,680 | .25 | none | --------- | ---------- |
| 1952 | 10,137,692 | 1,531,646 | 613,094 | .40 | none | $ 5,597,669 | ---------- |
| 1953 | 11,576,674 | 1,132,166 | 596,871 | .36 | none | 5,511,877 | ---------- |
| 1954 | 9,452,689 | 1,263,099 | 622,761 | .38 | $ .09 | 5,562,560 | ---------- |
| 1955 | 8,950,179 | 1,351,810 | 645,844 | .39 | none | 6,455,077 | ---------- |
| 1956 | 13,879,779 | 2,644,722 | 1,254,488 | .76 | 12½ + 2½% stk. | 8,677,895 | 17½- 7¾ |
| 1957 | 15,786,229 | 1,624,859 | 736,376 | .45 | 2½% stk. | 9,599,480 | 18¼- 10 |
| 1958 | 17,982,739 | 929,483 | 428,242 | .23 | none | 12,825,219 | 14⅝- 11⅝ |
| 1959 | 29,227,734 | 3,074,887 | 1,509,667 | .83 | none | 21,333,121 | 32½- 13½ |
| 1960 | 28,308,038 | 1,318,535(d) | 662,961(d) | .36(d) | none | 21,310,931 | 35 - 14 |
| 1961 | --------- | --------- | --------- | --- | none | --------- | 20¼- 16¾ |

(d) Deficit.

**ELCO CORPORATION (Unlisted)**

*Year ending June 30*

Capitalization:
Debt: $1,000,000, 6% conv. sub. debentures, due May 1975
$18,500, 6% debentures
$20,500, 6% debentures, due 1962
Common: 25 cents par, 536,102 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1955 | $ 1,629,533 | $ 40,201 | $ 23,137 | $ .06 | none | N.A. | ---------- |
| 1956 | 2,200,123 | 108,432 | 52,747 | .13 | $ .05 | N.A. | ---------- |
| 1957 | 2,580,066 | 226,299 | 107,278 | .27 | none | N.A. | ---------- |
| 1958 | 2,541,614 | 55,411 | 24,278 | .06 | none | $ 1,464,031 | ---------- |
| 1959 | 3,677,502 | 398,836 | 189,262 | .44 | 7% stk. | 1,873,084 | 14 - 6¾ |
| 1960 | 5,124,510 | 538,465 | 266,601 | .58 | none | 3,299,690 | 25 - 12 |
| 1961 | --------- | -------- | -------- | --- | none | -------- | 17¾ - 13¼ |

N.A. Not available.

**ELECTRIC & MUSICAL INDUSTRIES, LTD. (NYSE)**

*Year ending June 30*

Capitalization:
Debt: $4,071,200, Loans
Common: 18,114,000 units of 10 shares each.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 2,565,466 | $ 1,524,308 | $ 959,865 | N.A. | $ .06 | ---------- | 3¾ - 1⅜ |
| 1951 | 6,085,873 | 4,541,600 | 1,856,400 | N.A. | .12 | $ 40,389,574 | 2¾ - 1⅞ |
| 1952 | 4,945,335 | 3,267,222 | 1,126,622 | N.A. | .07 | 47,422,178 | 2¼ - 1¾ |
| 1953 | 2,279,309 | 1,283,752 | 783,952 | N.A. | .08 | 42,601,138 | 2¼ - 1½ |
| 1954 | 5,765,200 | 1,484,000 | 64,400 | N.A. | .07 | 62,784,400 | 4⅛ - 1½ |
| 1955 | 116,480,000 | 5,423,600 | 2,329,600 | N.A. | .07 | 84,084,000 | 5⅜ - 3⅛ |
| 1956 | 148,400,000 | 6,641,600 | 2,441,600 | $ .19 | none | 90,479,200 | 4⅞ - 2¾ |
| 1957 | 170,976,400 | 10,256,400 | 3,119,200 | .23 | .12 | 104,983,200 | 4¾ - 3⅛ |
| 1958 | 184,534,000 | 13,241,200 | 6,036,800 | .43 | .21 | 108,612,000 | 11⅜ - 3¾ |
| 1959 | 189,089,600 | 13,344,800 | 6,249,600 | .47 | .16 | 118,924,400 | 8¼ - 7¾ |
| 1960 | 192,360,000 | 14,355,600 | 6,756,400 | .45 | .12 | 140,179,200 | 8½ - 5⅝ |
| 1961 | ---------- | ---------- | -------- | --- | .11 | ---------- | 7⅝ - 5¾ |

N.A. Not available.

**ELECTRO INSTRUMENTS, INCORPORATED (Unlisted)**

*Year ending May 31*

Capitalization
Debt: $99,017 notes.
Common: $1 par, 606,550 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 244,829 | -------- | $ 37,954 | $ .07 | none | -------- | ---------- |
| 1956 | 942,928 | -------- | 80,609 | .15 | none | -------- | ---------- |
| 1957 | 3,356,277 | -------- | 569,374 | 1.04 | none | $ 1,663,643 | 12½ - 9⅞ |
| 1958 | 3,623,886 | $ 814,793 | 384,793 | .74 | none | 2,532,027 | 25¼ - 9 |
| 1959 | 6,006,010 | 1,219,728 | 609,728 | 1.11 | 5% stk. | 3,395,636 | 68 - 22½ |
| 1960 | 9,430,035 | 1,463,175 | 706,708 | 1.17 | none | 5,837,665 | 64 - 18 |
| 1961 (9 mo.) | 6,374,266 | 418,899(d) | 195,800 (d) | .32(d) | none | -------- | 37 - 24½ |

(d) Deficit.

**ELECTRONIC ASSISTANCE CORP. (ASE)**

*Year ending Jan. 31*

Capitalization
Common: 10 cents par, 711,954 shares
Preferred: 5% cumulative, $100 par, 300 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1958 (Incorporated June 6) | ------- | ---- | ------- | --- | --- | -------- | ---------- |
| 1959 (a) | $ 286,075 | N.A. | $ 44,949 | $ .08 | 2½% stk. | N.A. | 6⅝ - 3⅜ |
| 1960 | 911,466 | N.A. | 67,116 | .13 | 2% stk. | $ 950,350 | 34⅜ - 6 |
| 1961 | 3,745,258 | N.A. | 211,005 | .36 | none | 1,892,339 | 48¾ - 24 |

N.A.—Not available. (a) From June 6, 1958 to Jan. 31, 1959.

**ELECTRONIC ASSOCIATES INC. (Unlisted)**

Capitalization
Debt: $538,179 mortgage and notes
Common: $1 par, 798,087 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. | N.A. |
| 1951 | $ 989,461 | N.A. | $ 75,668 | $ .34 | none | N.A. | N.A. |
| 1952 | 1,069,849 | $ 175,115 | 96,758 | .23 | $ .04 | $ 2,684,882 | 2⅜ - 1¼ |
| 1953 | 4,273,726 | 260,804 | 130,686 | .28 | .05 | 2,728,241 | 3¾ - 2½ |
| 1954 | 4,059,927 | 498,037 | 244,558 | .48 | .06 | 3,676,912 | 7¼ - 2⅞ |
| 1955 | 5,484,287 | 1,012,548 | 491,523 | .86 | .12 | 4,480,672 | 18½ - 12½ |
| 1956 | 8,816,953 | 2,018,529 | 929,811 | 1.61 | .12+2½% stk. | 8,447,474 | 33 - 15¾ |
| 1957 | 12,298,274 | 2,134,344 | 1,001,998 | 1.64 | 5% stk. | 10,491,739 | 59 - 27¼ |
| 1958 | 10,216,003 | 641,225 | 313,880 | .49 | 2% stk. | 10,830,091 | 52 - 32½ |
| 1959 | 14,481,955 | 1,602,190 | 803,126 | 1.11 | 3% stk. | 16,618,372 | 55½ - 29 |
| 1960 | 15,170,722 | -------- | 918,420 | 1.27 | none | ---------- | 39½ - 22 |
| 1961 | ---------- | -------- | ------- | --- | 5% stk. | ---------- | 38½ - 27 |

**ELECTRONIC COMMUNICATIONS, INCORPORATED (ASE)**
(Formerly Air Associates, Inc.)

*Year ending September 30*

Capitalization
Debt: $973,955 notes, etc.
Preferred: 6% cumulative convertible, $10 par, 42,248 shares
Common: $1 par, 597,209 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 6,113,201 | $ 32,734 | $ 18,014 | $ .03 | $ .07 | $ 3,558,563 | 4⅝ - 2⅝ |
| 1951 | 11,494,502 | 86,363 | 83,971 | .15 | .20+stk. | 7,884,861 | 6⅜ - 2⅛ |
| 1952 | 16,244,452 | 112,695 | 46,695 | .08 | .27 | 12,227,422 | 6⅝ - 3⅝ |
| 1953 | 19,034,877 | 141,659 | 141,659 | .25 | none | 9,555,147 | 5⅝ - 4⅛ |
| 1954 | 18,233,740 | 688,311 | 344,311 | .60 | none | 8,219,234 | 9⅛ - 5 |
| 1955 | 12,587,052 | 84,051 | 54,051 | .09 | none | 7,898,622 | 8½ - 5⅛ |
| 1956 | 14,238,111 | 219,986 | 95,986 | .17 | none | 9,131,950 | 9 - 6 |
| 1957 | 16,980,451 | 515,311 | 245,311 | .43 | none | 11,607,726 | 8⅞ - 5⅜ |
| 1958 | 21,191,882 | 475,418 | 250,418 | .72 | none | 12,961,164 | 21⅝ - 6⅝ |
| 1959 | 32,771,830 | 1,761,605 | 855,139 | 1.40 | none | 16,007,471 | 37¾ - 17 |
| 1960 | 24,130,561 | 1,062,511(d) | 607,511(d) | 1.06(d) | none | 14,180,064 | 35½ - 16 |
| 1961 (3 mo.) | 4,361,000 | -------- | 25,000 (d) | .05(d) | none | ---------- | 28⅜ - 16⅞ |

(d) Deficit.

**ELECTRONIC SPECIALTY CO. (ASE)**

*Year ending March 31 prior to 1961*

Capitalization
Debt: $2,871,329
Common: 50 cents par, 868,009 shares

| Year | Sales | Pre-Tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 173,000 | --- | $ 10,000 | --- | none | $ 31,000 | --- |
| 1951 (a) | 236,000 | --- | 8,000 | --- | none | 41,000 | --- |
| 1952 (a) | 359,000 | --- | 16,000 | --- | none | 130,000 | --- |
| 1953 (a) | 1,147,000 | --- | 53,000 | --- | none | 322,000 | --- |
| 1954 (a) | 1,565,000 | --- | 119,000 | $ .75 | none | 571,000 | --- |
| 1955 (b) | 1,625,000 | --- | 71,000 | .19 | none | 808,000 | --- |
| 1956 | 2,115,000 | --- | 13,000(d) | .08(d) | none | 887,000 | --- |
| 1957 (c) | 10.174,375 | --- | --- | .98 | none | 1,543,705 | 13½- 4¾ |
| 1958 (c) | 14,671,819 | --- | --- | 1.08 | none | 1,864,837 | 13¼- 8½ |
| 1959 (c) | 20,304,239 | --- | --- | .09 | none | 3,058,980 | 30⅞- 10 |
| 1960 (c) | 22,136,594 | --- | --- | .40 | none | 4,096,994 | 26⅜- 11½ |
| 1961 (c) (e) (3 mo.) | 6,188,074 | --- | 185,000 | .21 | none | 13,018,716 | 28½- 12¾ |

(a) Years ending August 31. (b) Annualized. (c) Pro-forma, including D. S. Kennedy & Co., merged March 31, 1961.
(d) Deficit. (e) 7 mo. to Oct. 31, 1960. Fiscal year changed to end Dec. 31 as of 1961.

**ELECTRONICS CORPORATION OF AMERICA (ASE)**

Capitalization
Debt:$1,300,000 5% notes; $1,855,000 5½% sub. conv. notes
Preferred: $100 par 6% non-cumulative 4,586 shares
Common: $1 par, 744,863 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,536,217 | $ 41,379 | $ 36,520 | $ .50 | none | --- | (b) |
| 1951 | 1,836,768 | 85,283 | 36,207 | .05 | none | --- | (b) |
| 1952 | 3,627,215 | 191,342 | 76,884 | .11 | none | --- | (b) |
| 1953 | 4.636,565 | 349,031 | 190,906 | .27 | none | $ 2,943,858 | (b) |
| 1954 | 5,590,209 | 375,956 | 159,899 | .19 | none | 4,749,828 | 16¼- 11 |
| 1955 | 11,302,456 | 876,840 | 446,840 | .59 | none | 7,487,253 | 23 - 11½ |
| 1956 | 6,973,306 | 1,024,152(d) | 476,467(d) | .71(d) | none | 9,536,045 | 24¼- 9⅝ |
| 1957 | 8,037,553 | 367,487 | 182,653 | .22 | none | 8,398,768 | 12⅞- 5½ |
| 1958 | 6,639,121 | 241,644 | 208,001 | .25 | none | 8,496,581 | 16¼- 6⅜ |
| 1959 | 6,391,343 | 416,941 | 175,767 | .21 | none | 8,299,923 | 16⅞- 7½ |
| 1960 | 6,549,547 | 458,649 | 217,499 | .25 | none | 7,916,224 | 19½- 8⅛ |
| 1961 | --- | --- | --- | --- | none | --- | 14½- 9 |

(b) Privately owned. (d) Deficit.

**ELECTRO-VOICE INCORPORATED (Unlisted)**

*Year ending February 28*

Capitalization—Debt: $325,000, 4¾% Promissory note, due 1967. Common: $2 par, 473,650 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,201,100 | N.A. | N.A. | N.A. | N.A. | N.A. | (a) |
| 1951 | 2,228,178 | N.A. | N.A. | N.A. | N.A. | N.A. | (a) |
| 1952 | 2,830,740 | N.A. | N.A. | N.A. | N.A. | N.A. | (a) |
| 1953 | 2,755.631 | N.A. | N.A. | N.A. | N.A. | N.A. | (a) |
| 1954 | 4,201,822 | $ 164,049 | $ 63,540 | $ .21 | $ .04 | N.A. | (a) |
| 1955 | 4,339,782 | 275,156 | 135,455 | .39 | .04 | N.A. | (a) |
| 1956 | 5,765,059 | 465,484 | 230,532 | .61 | .04 | N.A. | (a) |
| 1957 | 7,863,814 | 777,656 | 381,210 | .98 | .04 | N.A. | (a) |
| 1958 | 9,379,132 | 710,618 | 353,188 | .89 | .04 | $ 3,737,095 | (a) |
| 1959 | 11,764,676 | 1,275,578 | 620,519 | 1.31 | none | 5,378,040 | 22¾- 11¼ |
| 1960 | 10,521,165 | 461,887 | 255,901 | .54 | 5% stk. | 5,302,285 | 14¾- 7⅞ |
| 1961 (9 mo.) | 7,415,992 | --- | 8,061 | .02 | none | --- | 14¾- 7¾ |

N.A. Not available. (a) Privately owned.

**EMERSON ELECTRIC MANUFACTURING COMPANY (NYSE)**

*Year ending September 30*

Capitalization
Debt: $848,800, convertible subordinated debenture 5½s, due 1977. $7,049,000 notes.
Common: $2 par, 2,225,057 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 40,651,495 | $ 4,456,348 | $ 2,073,767 | $1.74 | $ .53 | $ 20,526,096 | 9⅛- 5⅜ |
| 1951 | 44,008,692 | 4,087,532 | 1,497,507 | 1.24 | .56 | 24,419,403 | 8⅞- 6⅜ |
| 1952 | 55,368,442 | 1,974,006 | 1,467,506 | 1.22 | .56 | 23,392,004 | 6⅞- 5½ |
| 1953 | 55,844,449 | 3,310,652 | 1,448,152 | 1.11 | .56 | 27,029,553 | 7⅜- 5⅜ |
| 1954 | 44,718,095 | 2,213,495 | 1,013,495 | .76 | .56 | 23,219,061 | 8⅛- 5¾ |
| 1955 | 40,347,929 | 2,528,263 | 1,228,263 | .93 | .56 | 28,014,736 | 11⅞- 7⅝ |
| 1956 | 56,498,889 | 4,562,926 | 2,247,926 | 1.74 | .60 | 31,809,083 | 16¼- 10⅞ |
| 1957 | 65,341,252 | 4,409,191 | 2,369,716 | 1.70 | .78 | 39,143,070 | 17 - 11 |
| 1958 | 72,040,054 | 5,314,395 | 2,527,395 | 1.75 | .80+1½% stk. | 42,807,609 | 28¼- 14½ |
| 1959 | 91,332,950 | 8,238,717 | 3,938,717 | 2.26 | .85+2% stk. | 51,496,009 | 38¾- 24 |
| 1960 | 125,468.111 | 12,570.310 | 6,000.310 | 2.80 | 1.00+3% stk. | 72,760,752 | 53½- 32¾ |
| 1961 (6 mo.) | 70,066,836 | 6,961,610 | 3,307,328 | 1.50 | .25 | --- | 85 - 50 |

**EMERSON RADIO & PHONOGRAPH CORPORATION (NYSE)**

*Year ending October 31*

Capitalization
Debt: $4,945,342
Common: $5 par, 2,191,872 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 74,188,297 | $11,969,778 | $ 6,514,716 | $3.70 | $1.10 | $27,320,398 | 18⅜- 7⅜ |
| 1951 | 55,797,963 | 6,875,877 | 3,592,397 | 1.86 | 1.00 | 36,527,980 | 16⅛- 12¾ |
| 1952 | 57,664,201 | 4,651,625 | 2,262,556 | 1.17 | .70 | 26,148,595 | 15¾- 11½ |
| 1953 | 75,926,546 | 6,499,485 | 2,988,432 | 1.54 | .50 | 38,344,638 | 14 - 10 |
| 1954 | 80,559,994 | 3,449,209 | 1,884,976 | .97 | .60 | 40,971,196 | 15⅛- 9½ |
| 1955 | 87,383,028 | 4,770,140 | 2,468,063 | 1.28 | .60 | 43,559,520 | 16⅜- 11¾ |
| 1956 | 73,882,029 | 331,748 | 84,852 | .04 | .30+1% stk. | 44,280,455 | 13¼- 5¾ |
| 1957 | 54,803,069 | 222,586 | 138,431 | .07 | none | 41,326,467 | 6⅞- 3¾ |
| 1958 (a) | 58,401,179 | 2,828,707 | 1,410,009 | .72 | 3% stk. | 38,557,594 | 16⅛- 4⅛ |
| 1959 | 67,442,399 | 5,551,214 | 2,668,682 | 1.30 | 3% stk. | 44,767,162 | 26⅝- 12⅛ |
| 1960 | 63,776,658 | 3,250,196 | 1,686,568 | .80 | 3% stk. | 46,507,648 | 22½- 10½ |
| 1961 (b) | --- | 262,460 | 126,524 | .06 | none | --- | 16¼- 11⅛ |

(a) Includes Consumer Products Div. of Allen B. DuMont Labs, Inc., from July 2, 1958, date of acquisition. (b) 13 weeks to Jan. 28.

**EPSCO, INC. (Unlisted)**

Capitalization—Debt: $2,063,000 notes, due Dec. 1965. Common: No par, 622,027 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1954 (a) | $ 95,522 | $ 28,887(d) | $ 28,887(d) | $ .12(d) | none | -------- | ---------- |
| 1955 | 306,674 | 142,794(d) | 142,794(d) | .58(d) | none | -------- | ---------- |
| 1956 | 1,495,670 | 154,992 | 154,992 | .92 | none | $ 1,605,007 | ---------- |
| 1957 | 3,022,918 | 66,800 | 41,800 | .13 | none | 3,126,444 | ---------- |
| 1958 | 3,965,771 | 230,335(d) | 195,430(d) | .52(d) | none | 5,559,245 | 44¾ - 15½ |
| 1959 | 8,739,243 | 811,134(d) | 811,134(d) | 1.62(d) | none | 8,179,173 | 44½ - 28 |
| 1960 | 10,741,604 | 227,985(d) | 227,985(d) | .37(d) | none | 9,809,082 | 30 - 15 |
| 1961 | --------- | ------- | ------- | --- | none | ------- | 26 - 18¾ |

(a) 11 Months to Dec. 31. (d) Deficit.

**ERIE RESISTOR CORPORATION (Unlisted)**

Capitalization
Debt: $1,155,000, 4⅝% notes, due 1973, $184,500; 5% mortgage note; other $34,550.
Preferred: 90 cents cumulative convertible, $12.50 par 100,000 shares. Common: $2.50 par, 798,805 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 13,671,728 | $ 2,264,051 | $ 1,075,234 | $1.40 | $ .03 | $ 5,303,827 | (b) |
| 1951 | 14,171,426 | 1,713,828 | 881,465 | 1.15 | .22 | 4,989,653 | 6⅜ - 5½ |
| 1952 | 14,486,281 | 1,540,262 | 571,684 | .74 | .29 | 5,356,564 | 7 - 5⅜ |
| 1953 | 17,073,856 | 1,819,021 | 827,616 | 1.08 | .33 | 6,531,130 | 7¾ - 6¾ |
| 1954 | 14,866,836 | 700,418 | 317,767 | .41 | .39 | 9,951,069 | 8½ - 6½ |
| 1955 | 22,358,644 | 1,771,490 | 959,433 | 1.25 | .24 | 11,609,028 | 8⅞ - 5¼ |
| 1956 | 23,300,749 | 1,793,147 | 956,452 | 1.25 | .39 | 13,261,328 | 11⅛ - 7¾ |
| 1957 | 24,737,643 | 1,009,998 | 542,811 | .65 | .37+3% stk. | 13,497,514 | 13⅛ - 6⅜ |
| 1958 | 21,202,186 | 1,109,438 | 510,441 | .55 | .14+4% stk. | 14,064,053 | 9⅜ - 5¾ |
| 1959 | 24,506,569 | 679,002 | 359,340 | .35 | .10+4% stk. | 14,648,311 | 11¼ - 7 |
| 1960 | 25,902,646 | 1,160,187 | 616,517 | .66 | 4% stk. | 14,546,571 | 10½ - 7¼ |
| 1961 (3 mo.) | 5,800,000 | -------- | 128,000 | .13 | none | --------- | 18 - 9¼ |

(b) Privately owned.

**ESPEY MANUFACTURING & ELECTRONICS CORP. (ASE)**

*Year ending June 30*

Capitalization
Debt: $87,500, notes
Common: $1 par, 235,721 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 2,965,785 | $ 299,051 | $ 176,335 | $1.75 | none | $ 1,473,001 | ---------- |
| 1951 | 5,426,662 | 419,027 | 164,569 | 1.06 | none | 4,539,468 | ---------- |
| 1952 | 8,729,552 | 119,919 | 38,919 | .25 | none | 5,166,675 | ---------- |
| 1953 | 9,020,468 | 181,589 | 84,559 | .54 | none | 3,447,934 | ---------- |
| 1954 | 10,392,937 | 291,376 | 131,190 | .84 | none | 3,875,913 | ---------- |
| 1955 | 4,489,912 | 577,905(d) | 348,587(d) | 2.24(d) | none | 2,316,699 | ---------- |
| 1956 | 2,804,620 | 15,120 | 15,120 | .10 | none | 1,634,542 | ---------- |
| 1957 | 2,635,817 | 17,668 | 17,668 | .11 | none | 1,384,307 | ---------- |
| 1958 | 3,186,370 | 11,937 | 11,937 | .08 | none | 1,088,530 | ---------- |
| 1959 | 3,014,914 | 264,825 | 162,834 | 1.05 | none | 1,537,490 | 7 - 3 |
| 1960 | 3,696,853 | 340,171 | 167,680 | 1.07 | none | 2,143,100 | 18¼ - 6½ |
| 1961 (6 mo.) | 2,464,977 | ------- | 96,689 | .41 | none | -------- | 28½ - 16⅝ |

(d) Deficit.

**FAIRCHILD CAMERA & INSTRUMENT CORPORATION (ASE)**

Capitalization—Debt: $4,437,146, notes, etc. Common: $1 par, 1,233,696 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 10,163,582 | $ 979,718 | $ 482,320 | $ .70 | $ .37½ | $ 8,855,012 | 15¼ - 10 |
| 1951 | 16,843,359 | 558,210 | 317,736 | .38 | .12½ | 18,446,929 | 19½ - 11¼ |
| 1952 | 25,549,096 | 1,490,097 | 759,610 | .91 | .12½ | 21,074,222 | 14⅜ - 11 |
| 1953 | 25,694,982 | 1,697,741 | 883,549 | .97 | .12½+5% stk. | 21,311,213 | 14¼ - 8½ |
| 1954 | 42,439,864 | 3,251,790 | 1,606,790 | 1.76 | .25 | 17,791,152 | 19¾ - 10⅛ |
| 1955 | 33,069,647 | 850,743 | 791,743 | .83 | .50 | 19,160,746 | 18⅝ - 10½ |
| 1956 | 42,969,036 | 2,176,324 | 910,324 | .96 | .37½ | 24,238,825 | 13 - 9¾ |
| 1957 | 36,989,284 | 1,799,093 | 799,093 | .84 | .25 | 20,746,336 | 13⅝ - 8 |
| 1958 | 31,674,356 | 1,553,395 | 544,395 | .57 | .25 | 23,214,797 | 32⅜ - 9¾ |
| 1959 | 43,442,600 | 4,360,225 | 2,071,225 | 2.00 | .50 | 45,505,649(b) | 157 - 25⅜ |
| 1960 (a) | 47,940,374 | 7,335,472 | 3,755,472 | 3.07 | .50 | 52,563,518 | 201¾ - 110¼ |
| 1961 (3 mo.) | 20,655,000 | -------- | 877,000 | .71 | none | --------- | 195½ - 130 |

(a) Includes Allen B. DuMont Laboratories, Inc., merged July 5, 1960. (b) Pro-forma balance sheet Dec. 31, 1959.

**FARRINGTON MANUFACTURING COMPANY (Unlisted)**

Capitalization
Debt: $649,184, notes; $6,000,000 subordinated, convertible debentures, 1970.
Preferred: $1.375 cumulative, no par, 41,235 shares.
5½% non-cumulative 2nd preferred, $5 par, 24,984 shares.
Common: No par, 1,572,340 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 7,008,507 | $ 683,334 | $ 406,765 | $ .85 | $ .19 | $ 4,874,813 | N.A. |
| 1951 | 7,881,423 | 211,098 | 212,134 | .38 | .15+1¼% stk. | 5,433,940 | N.A. |
| 1952 | 11,865,451 | 636,592 | 273,508 | .50 | .15 | 5,914,304 | N.A. |
| 1953 | 14,177,159 | 708,308 | 348,108 | .56 | .17 | 6,348,875 | N.A. |
| 1954 | 9,944,842 | 433,619 | 248,619 | .38 | .20 | 6,519,520 | N.A. |
| 1955 | 9,868,439 | 259,649(d) | 130,014(d) | .71(d) | .05+1½% stk. | 7,247,520 | N.A. |
| 1956 | 11,565,634 | 522,246 | 498,446(d) | .71(d) | 2% stk. | 7,592,432 | N.A. |
| 1957 | 11,762,840 | 315,866 | 104,686 | .32 | none | 7,362,383 | N.A. |
| 1958 | 8,459,432 | 230,070(d) | 250,765(d) | .39(d) | none | 7,509,765 | N.A. |
| 1959 | 10,912,633 | 1,276,214(d) | 1,282,314(d) | .87(d) | none | 10,420,942 | 20 - 12⅜ |
| 1960 | --------- | -------- | 1,893,351(d) | --- | none | --------- | 57½ - 16¼ |
| 1961 | --------- | -------- | -------- | --- | none | --------- | 29½ - 17¾ |

N.A. Not available. (d) Deficit.

**FOUR STAR TELEVISION (Unlisted)**

*Year ending June 30*

Capitalization
Common: No par, 600,000 shares
Incorporated 1955

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1956 | $ 2 101,371 | N.A. | $ 28,583 | $ .06 | none | (b) | (b) |
| 1957 | 4,060,844 | N.A. | 253(d) | --- | none | (b) | (b) |
| 1958 | 5,381,680 | N.A. | 162,694 | .34 | none | (b) | (b) |
| 1959 | 8,774,878 | 675,956 | 302,698 | .63 | none | $ 5,529,793 | (b) |
| 1960 | 15,141,419 | 637,463 | 317,506 | .66 | none | 5,145,066 | 16¾ - 14¼ |
| 1961 (9 mo.) | 18,413,564 | ------- | 499,234 | .83 | none | -------- | 23 - 13½ |

N.A. Not available. (b) Privately owned. (d) Deficit.

**FOXBORO COMPANY (THE) (NYSE)**

Capitalization
Debt: $7,500,000, 5¾% promissory note, due 1975
Common: $1 par, 2,429,000 shares

| Year | Sales | Pre-Tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1953 | $19,557,183 | ---------- | $ 974,090 | $ .44 | $ .16 | (b) | (b) |
| 1954 | 20,876,812 | ---------- | 1,183,882 | .53 | .16 | (b) | (b) |
| 1955 | 22,046,979 | $ 2,797,272 | 1,373,486 | .62 | .18 | (b) | (b) |
| 1956 | 30,266,552 | 5,751,444 | 2,788,450 | 1.25 | .20 | (b) | (b) |
| 1957 | 39,239,300 | 8,361,632 | 3,947,209 | 1.76 | .28 | $25,319,110 | ---------- |
| 1958 | 33,481,421 | 4,602,259 | 2,262,259 | 1.01 | .45 | 26,840,405 | 24¾ - 12¾ |
| 1959 | 41,152,198 | 5,603,188 | 2,862,859 | 1.25 | .50 | 34,341,663 | 37½ - 21¼ |
| 1960 | 54,551,790 | 8,798,919 | 4,251,462 | 1.75 | .57½ | 48,599,434 | 51½ - 36¼ |
| 1961 (3 mo.) | ---------- | ---------- | 1,085,156 | .45 | .35 | ---------- | 87 - 49 |

(b) Privately owned.

**FRIDEN, INCORPORATED (Pacific)**

Capitalization—Debt: $6,034.824 notes. Common: 33⅓ cents par, 3,751,210 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 16,467,239 | N.A. | $ 1,582,152 | $ .69 | $ .15 | N.A. | ---------- |
| 1951 | 25,241,464 | $ 5,880,695 | 1,846,608 | .80 | .17 | 14,234,704 | ---------- |
| 1952 | 21,923,873 | 4,294,249 | 1,775,916 | .77 | .17 | 14,113,067 | ---------- |
| 1953 | 23,004,213 | 3,223,112 | 1,540,000 | .67 | .17 | 14,744,864 | ---------- |
| 1954 | 25,616,663 | 3,773,208 | 1,850,144 | .81 | .17 | 16,714,680 | ---------- |
| 1955 | 31,437,755 | 4,828,659 | 2,376,982 | 1.04 | .22 + stk. | 19,387,179 | 11⅝ - 7⅝ |
| 1956 | 50,624,940 | 7,641,694 | 3,591,625 | 1.20 | .32 | 30,481,834 | 16⅞ - 11½ |
| 1957 | 56,655,526 | 8,165,377 | 4,013,966 | 1.28 | .33 + stk. | 37,468,030 | 23⅞ - 12⅝ |
| 1958 | 60,388,844 | 7,035,572 | 3,445,844 | 1.06 | .33 + stk. | 40,626,148 | 22⅜ - 13¼ |
| 1959 | 74,207,798 | 8,161,835 | 3,891,603 | 1.11 | .33 + stk. | 46,358,711 | 25⅝ - 18⅜ |
| 1960 | 89,244,715 | 11,430,869 | 5,800,622 | 1.61 | .35 + stk. | 54,589,130 | 46½ - 17⅜ |
| 1961 (3 mo.) | 6,723,237 | 216,602 | 140,953 | .20 | .10 | ---------- | 65 - 40⅝ |

N.A. Not available.

**GABRIEL COMPANY (NYSE)**

Capitalization
Debt: $140,000 notes, $2,500,000, subordinate debenture 5¾s, due 1974
Preferred: $5 cumulative pfd. $10 par, 21,722 shares
Common: $1 par, 678,238 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 12,670,521 | $ 1,591,672 | $ 824,272 | $2.20 | $ .55 + 10% stk. | $ 6,331,749 | 8⅝ - 7⅜ |
| 1951 | 15,795,488 | 1,009,112 | 591,992 | 1.07 | .45 | 10,382,922 | 9⅛ - 7⅜ |
| 1952 | 17,888,893 | 21,127 | 13,927 | .04(d) | .50 | 11,165,324 | 8 - 6 |
| 1953 | 22,668,000 | N.A. | 163,000 | .20 | none | 9,974,912 | 7⅛ - 4½ |
| 1954 (a) | 19,190,000 | N.A. | 10,000(d) | .06(d) | .30 | 8,486,682 | 7⅝ - 4¾ |
| 1955 (a) | 16,215,000 | N.A. | 274,000 | .38 | .15 | 8,808,983 | 9⅝ - 5⅝ |
| 1956 (a) | 20,641,000 | N.A. | 434,000 | .62 | .60 | 10,186,071 | 9⅛ - 6⅝ |
| 1957 (a) | 24,665,000 | N.A. | 783,000 | 1.15 | .60 | 8,890,317 | 10¾ - 6¼ |
| 1958 (a) | 22,825,684 | 1,030,066 | 545,066 | .80 | .55 | 12,825,581 | 14⅜ - 7 |
| 1959 | 28,836,253 | 1,104,906 | 536,906 | .77 | .60 | 17,779,716 | 33 - 12⅝ |
| 1960 | 31,237,141 | 861,556(d) | 436,556(d) | .66(d) | none | 16,438,067 | 21⅞ - 12 |
| 1961 | ---------- | ---------- | ---------- | --- | none | ---------- | 16⅝ - 12¼ |

(a) Pro-forma, including Talco Engineering Corp., acquired Dec. 3, 1958. (d) Deficit.

**GENERAL DYNAMICS CORP. (NYSE)**

(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization—Debt: $147,567,385.
Preferred: No par. conv. pfd., 2,064,516 shares
Common: $1 par, 9,997,076 shares.

| | | | | (b) | (c) | | |
|---|---|---|---|---|---|---|---|
| 1950 (c) | $411,155,000 | $ 24,102,000 | $ 13,817,000 | $1.39 | $ .40 | $ 51,963,237 | 10⅝ - 8 |
| 1951 (c) | 527,355,000 | 32,135,000 | 15,315,000 | 1.54 | .32 | 62,917,034 | 13⅞ - 8⅞ |
| 1952 (c) | 664,513,000 | 41,460,000 | 20,256,000 | 2.04 | .75 | 94,715,067 | 22⅞ - 12¼ |
| 1953 (c) | 749,278,000 | 44,051,000 | 20,845,000 | 2.10 | 1.00 | 110,690,126 | 23⅛ - 15½ |
| 1954 (c) | 822,031,000 | 62,079,000 | 30,347,000 | 3.05 | 1.17 | 234,446,340 | 41⅛ - 18 |
| 1955 (c) | 814,851,000 | 62,629,000 | 29,505,000 | 2.94 | 1.47 | 294,816,011 | 53⅜ - 24⅞ |
| 1956 (a) | 1,183,961,000 | 89,311,000 | 48,074,000 | 4.93 | 1.73 | 487,577,843 | 59⅜ - 45⅛ |
| 1957 (a) | 1,666,652,000 | 109,358,000 | 55,689,000 | 5.60 | 2.00 | 570,604,595 | 68⅝ - 46¾ |
| 1958 (a) | 1,626,015,489 | 90,738,876 | 48,395,158 | 4.97 | 2.00 | 714,118,591 | 67⅝ - 55 |
| 1959 (a) | 1,811,871,384 | 54,156,069 | 31,056,069 | 3.12 | 2.00 | 861,294,249 | 66½ - 42⅞ |
| 1960 | 1,987,748,715 | 61,770,851(d) | 27,055,851(d) | 2.71(d) | 1.75 | 842,387,748 | 53⅜ - 33½ |
| 1961 (3 mo.) | 507,524,954 | 8,233,076 | 4,194,076 | .42 | .50 | ---------- | 45½ - 36⅝ |

(a) Pro-forma; includes operations of Material Service Corp., merged on Dec. 31, 1959. (b) Based on shares now outstanding. (c) Adjusted.

**GENERAL ELECTRIC COMPANY (NYSE)**

Capitalization
Debt: $245,369,000 3½% debentures, due 1976; other liabilities, $38,285,387
Common: No par, 88,860,183 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $2,233,800,000 | $397,100,000 | $179,700,000 | --- | $1.27 | $1,335,415,000 | 16¾ - 13¾ |
| 1951 | 2,619,600,000 | 434,100,000 | 143,700,000 | --- | .95 | 1,588,070,000 | 21½ - 16½ |
| 1952 | 2,993,400,000 | 447,000,000 | 164,900,000 | --- | 1.00 | 1,579,523,878 | 24¼ - 18⅛ |
| 1953 | 3,510,600,000 | 497,500,000 | 173,800,000 | --- | 1.33 | 1,696,588,736 | 30¾ - 22⅛ |
| 1954 | 3,334,708,206 | 407,164,027 | 204,371,317 | $2.47 | 1.47 | 1,691,979,938 | 48½ - 37⅞ |
| 1955 | 3,463,734,419 | 385,203,709 | 208,908,054 | 2.42 | 1.60 | 1,727,553,319 | 57¾ - 46¼ |
| 1956 | 4,090,015,685 | 423,756,849 | 213,756,849 | 2.46 | 2.00 | 2,221,146,920 | 65½ - 52¾ |
| 1957 | 4,335,664,061 | 507,851,871 | 247,851,871 | 2.84 | 2.00 | 2,361,318,604 | 72⅜ - 52⅜ |
| 1958 | 4,120,796,801 | 487,678,333 | 242,942,533 | 2.78 | 2.00 | 2,420,939,218 | 79⅝ - 57 |
| 1959 | 4,349,508,529 | 555,290,438 | 280,242,123 | 3.19 | 2.00 | 2,561,492,596 | 99⅞ - 74 |
| 1960 | 4,197,535,440 | 392,802,397 | 200,071,710 | 2.26 | 2.00 | 2,551,257,629 | 99⅞ - 70¼ |
| 1961 (3 mo.) | 992,622,000 | 84,689,000 | 42,476,000 | .48 | 1.00 | ---------- | 74 - 61⅛ |

## GENERAL INSTRUMENT CORPORATION (NYSE)

*Year ending February 28*

Capitalization
Debt: $1,320,781, 4% promissory notes; $344,841 subsidiary mortgages
Common: $1 par, 2,415,523 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 13,634,582 | $ 107,184(d) | $ 107,184(d) | $ .22(d) | $ .40 | $ 8,749,655 | 13½ - 8¼ |
| 1951 | 25,850,231 | 2,639,099 | 1,229,099 | 2.02 | .20 | 9,093,442 | 11⅝ - 7¼ |
| 1952 | 18,527,974 | 1,158,558(d) | 993,558(d) | 1.63(d) | .25 | 8,349,061 | 11⅛ - 6¼ |
| 1953 | 30,407,530 | 1,986,332 | 1,275,864 | 2.10 | .75 | 10,185,345 | 14½ - 9¾ |
| 1954 | 32,502,305 | 1,695,559 | 926,903 | 1.13 | .75 | 11,278,619 | 12¼ - 8⅛ |
| 1955 | 22,795,029 | 830,393(d) | 399,448(d) | .49(d) | .62½ | 8,749,655 | 13 - 7⅝ |
| 1956 (b) | 38,680,670 | ---------- | 273,033 | .16 | .37½ | 12,386,859 | 10⅛ - 6⅜ |
| 1957 (b) | 44,806,867 | ---------- | 538,154 | .29 | .25 | 15,747,899 | 8⅛ - 4 |
| 1958 (b) | 51,218,099 | ---------- | 1,308,069 | .70 | .15 | 20,591,980 | 22⅜ - 4⅝ |
| 1959 (b) | 59,982,884 | ---------- | 1,790,854 | .89 | .15 | 22,711,355 | 38⅜ - 16½ |
| 1960 (b) | 73,844,176 | ---------- | 2,462,372 | 1.12 | .15 | 39,652,883(c) | 50⅜ - 22½ |
| 1961 (a) (9 mo.) | 52,213,971 | ---------- | 2,431,558 | 1.01 | none | ---------- | 55½ - 37⅝ |

(a) Includes General Transistor Corp., merged Aug. 31, 1960.
(b) Pro-forma, included General Transistor Corp., merger Aug. 31, 1960 and Pyramid Electric Co., to be merged.
(c) Balance sheet Nov. 30, 1960.
(d) Deficit.
Note: Shareholders to vote May 10 on merger with Pyramid Electric Co., on basis of issuance of one General Instrument common share for each 17½ Pyramid common shares, and one General Instrument common share for each 6½ Pyramid preferred shares.

## GENERAL PRECISION EQUIPMENT CORPORATION (NYSE)

Capitalization
Debt: $3,458,930, notes & mtges. $10,300,000, 4⅜% notes due, 1969
$4,860,000, 4¼% notes due, 1970
$8,666,000 5½% notes due, 1974
Preferred: $4.75 cumulative, no par. 88,252 shares
$1.60 cumulative convertible, no par, 59.212 shares
$3.00 cumulative convertible, no par, 193,888 shares
$2.98 convertible, no par, 105.755 shares
Common: $1 par, 1,279,494 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 27,072,360 | $ 1,591,899 | $ 1,141,098 | $1.45 | $1.00 | $ 26,371,314 | 21⅜ - 12⅛ |
| 1951 | 29,872,429 | 1,056,546 | 1,010,042 | .99 | 1.00 | 33,671,209 | 27⅜ - 17½ |
| 1952 | 54,326,849 | 2,955,278 | 1,255,278 | 1.88 | 1.00 | 47,620,429 | 24½ - 16⅞ |
| 1953 | 87,763,925 | 7,840,349 | 3,436,349 | 5.09 | 1.00 | 57,101,143 | 27⅜ - 21⅛ |
| 1954 | 123,332,634 | 11,725,090 | 5,488,090 | 5.54 | 1.90 | 91,357,754 | 52¼ - 25 |
| 1955 | 133,337,819 | 5,363,758 | 2,530,758 | 2.05 | 2.40 | 100,887,108 | 71½ - 36½ |
| 1956 | 153,261,864 | 5,194,729 | 2,394,729 | 1.64 | 2.40 | 119,117,579 | 53½ - 34½ |
| 1957 | 185,093,842 | 8,994,949 | 4,263,949 | 3.03 | 2.40 | 132,373,853 | 47¼ - 30¼ |
| 1958 | 168,333,316 | 484,267 | 304,267 | .74(d) | .85 | 132,010,677 | 41 - 27 |
| 1959 | 215,588,430 | 8,968,200 | 4,198,200 | 2.63 | .25 | 146,355,442 | 60 - 31⅛ |
| 1960 | 244,427,566 | 11,512,692 | 5,312,692 | 3.46 | 1.00 | 163,975,681 | 66⅝ - 43½ |
| 1961 (3 mo.) | 62,897,000 | ---------- | 1,334,000 | .87 | .30 | ---------- | 75⅝ - 54½ |

(d) Deficit.

## GENERAL TELEPHONE & ELECTRONICS CORPORATION (NYSE)

Capitalization
Debentures (general): 4% convertible, due 1971, $11,860.000
4½% convertible, due 1977, $13,920,000
4½% sinking fund, due 1975, $7,940,000
Debentures (mfg. subsidiaries): 3¾% sinking fund, due 1971, $17,133,000
4% sinking fund, due 1978, $14.000.000
4⅝% sinking fund, due 1975, $5,280,000
4¾% sinking fund, due 1980, $18.500.000
4⅜% sinking fund, due 1978, $18,000,000
5½% sinking fund, due 1984, $24,250,000
Debt (general): 3⅜% notes, due 1960-64, $5,785,000
Debt (mfg. subsidiaries): $5,506.000
Funded Debt: $661,797,000
Preferred: 4.25% convertible, $50 par, 6,613 shares
4.36% convertible, $50 par, 159,700 shares
4.40% not convertible, $50 par, 3,255 shares
4.75% convertible, $50 par, 3,864 shares
5.28% convertible.$50 par, 90,502 shares
Subsidiary preferred: $222,100,000
Common: $3.33⅓ par, 70,935,092 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 70,080,262(a) | $12,961,343 | $ 4,135,727 | $ .39 | $ .30 | $306,606,171 | 4½ - 3⅝ |
| 1951 | 84,796,003(a) | 18,478,234 | 5,528,812 | .39 | .30 | 373,751,529 | 4¾ - 4 |
| 1952 | 102,004,210(a) | 26,168,493 | 8,763,425 | .48 | .30 | 369,288,812 | 5¼ - 4⅜ |
| 1953 | 127,946,088(a) | 38,753,190 | 13,952.116 | .59 | .33 | 419,646,338 | 6¾ - 5⅛ |
| 1954 | 625,680,000(b) | ---------- | 36,096,000(b) | .76(b) | --- | ---------- | 8 - 6⅝ |
| 1955 (c) | 702.475,000 | ---------- | 50,094,000 | .88 | .44 | ---------- | 15 - 7¾ |
| 1956 (c) | 794.218,000 | ---------- | 59,872,000 | 1.09 | .55 | ---------- | 15¾ - 12⅝ |
| 1957 (c) | 859,677,000 | ---------- | 60,014,500 | 1.02 | .62 | ---------- | 15⅛ - 12⅛ |
| 1958 | 895,161,000 | 158,871,000 | 59,453,000 | 1.09 | .67 | 1,559.578,000 | 21 - 13½ |
| 1959 | 1,081,056,000 | 193,622,000 | 72,253,000 | 1.13 | .70 | 1,820.826,000 | 28⅝ - 20 |
| 1960 | 1,178,475,000 | 204,674,000 | 72,430,000 | 1.04 | .75 | 2,204,859,000 | 34⅛ - 23½ |
| 1961 (3 mo.) | 287,672,000 | 15,513,000 | 15,481,000 | .22 | .38 | ---------- | 32½ - 26½ |

(a) Telephone subsidiaries only.
(b) Pro-forma, including Sylvania Electric Products Inc., merged March 5, 1959.
(c) Changes by company.

## GENERAL TIME CORPORATION (NYSE)

Capitalization
Debt: $2,125,000, notes. $6,197,800, 4¾% converitble subordinated debentures, due 1979. Common: $2.50 par, 2,017,184 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 37,020,517 | $ 7,596,472 | $ 3,806,472 | $1.96 | $ .82½ | $ 26,036,498 | 10⅜ - 6½ |
| 1951 | 38,587,406 | 6,350,986 | 2,540,986 | 1.31 | .82½ | 27.305,480 | 10 - 8¼ |
| 1952 | 38,067.854 | 3,116,498 | 1,906,498 | .98 | .62½ | 31,138,584 | 9 - 6¾ |
| 1953 | 50,817,969 | 4,735,540 | 2,076,540 | 1.07 | .50 | 32,285,711 | 7¾ - 6⅜ |
| 1954 | 46,563,346 | 4,750,182 | 2,260,182 | 1.12 | .50 | 33,143,720 | 10⅞ - 6⅜ |
| 1955 | 49,163,497 | 4,757,412 | 2,110,412 | 1.04 | .50 | 33,151,126 | 9⅞ - 7¾ |
| 1956 | 50,046,672 | 4,032,148 | 1,972,148 | .99 | .50 | 36,385,309 | 8⅝ - 7⅜ |
| 1957 | 49,463,436 | 1,821,060 | 834,060 | .42 | .37½ | 33,991,339 | 7⅝ - 3⅞ |
| 1958 | 47,619,165 | 1,137,647 | 571,647 | .29 | .25 | 34,362,303 | 8⅝ - 4⅛ |
| 1959 | 59,191,987 | 3,434,729 | 1,819,729 | .66 | .25 | 45,817,082 | 29⅞ - 8¾ |
| 1960 | 60,508,356 | 1,594,238(d) | 721,238(d) | .36(d) | .31¼ | 43,456,280 | 33⅛ - 12½ |
| 1961 (e) (3 mo.) | 12,800,291 | 644,025(d) | 328,025(d) | .16(d) | none | ---------- | 20⅜ - 14¼ |

(d) Deficit. (e) Estimate.

**GENERAL TIRE & RUBBER COMPANY (NYSE)**

*Year ending November 30*

Capitalization

Debentures: $39,283,200; subsidiary debentures, $850,000.

Debt: $42,432,000, notes, etc.

Preferred: 5½% cumulative, $100 par, 95,789 shares; 4½% cumulative, convertible, $100 par, 1,645 shares; $5.00 cumulative, $100 par, 97,177 shares; 4¼% cumulative, $100 par, 3,793 shares; 3¾% cumulative, $100 par, 1,029 shares.

Common: $2.50 par, 5,336,791 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $125,375,837 | $15,718,416 | $ 8,557,616 | $2.10 | $ .45 | $ 75,027,859 | 5¼ - 2⅞ |
| 1951 | 170,771,522 | 19,992,236 | 7,016,641 | 1.69 | .53 | 98,452,324 | 9¼ - 5⅛ |
| 1952 | 185,914,247 | 12,378,477 | 6,147,918 | 1.46 | .60 | 113,206,476 | 10 - 7½ |
| 1953 | 205,371,098 | 10,010,134 | 6,275,158 | 1.48 | .60 | 120,241,084 | 10½ - 6⅞ |
| 1954 | 216,986,110 | 7,542,980 | 4,502,645 | .96 | .60 | 150,811,696 | 14¼ - 8¾ |
| 1955 | 295,731,096 | 19,738,731 | 9,704,731 | 2.09 | .67+3⅓% stk. | 183,243,797 | 21⅝ - 13⅞ |
| 1956 | 390,471,772 | 21,823,129 | 10,860,129 | 2.30 | .67 | 237,908,652 | 22¼ - 15¾ |
| 1957 | 421,165,147 | 19,300,355 | 11,300,355 | 2.12(a) | .67½+4% stk. | 261,349,571 | 30⅝ - 22⅛ |
| 1958 | 469,782,099 | 23,879,117 | 11,279,117 | 2.06 | .70+2% stk. | 276,834,832 | 50¼ - 22¼ |
| 1959 | 676,942,133 | 49,124,080 | 26,624,080 | 4.84 | .77½+2% stk. | 326,719,314 | 86¾ - 44⅛ |
| 1960 | 753,947,649 | 43,150,082 | 22,785,082 | 4.07 | 1.00 | 386,333,207 | 81¾ - 41⅝ |
| 1961 (3 mo.) | 171,902,958 | 9,629,453 | 5,304,453 | .94 | .25 | ---------- | 75 - 53¾ |

(a) Includes RKO Teleradio Pictures Inc.

**GIANNINI CONTROLS CORPORATION (ASE)**

Capitalization—Debt: $382,165 note.

Common: $1 par, 407,190 shares.

(Shareholders approved acquisition of Cramer Controls Corp. in April 1961.)

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 952,418 | ------ | $ 83,990(d) | $ .89(d) | none | -------- | ---------- |
| 1951 | 2,571,379 | ------ | 194,619 | 1.46 | none | -------- | ---------- |
| 1952 | 4,704,034 | $ 827,909 | 263,726 | 1.91 | none | $ 2,191,793 | ---------- |
| 1953 | 4,334,195 | 328,247 | 103,247 | .39 | none | 1,873,305 | ---------- |
| 1954 | 4,308,467 | 222,617(d) | 52,617(d) | .27(d) | none | 2,138,192 | ---------- |
| 1955 | 6,436,330 | 620,787 | 290,787 | .94 | none | 2,845,110 | 9⅝ - 4⅝ |
| 1956 | 9,510,091 | 715,521 | 339,521 | 1.05 | .08 | 4,253,037 | 13¾ - 9½ |
| 1957 | 10,553,918 | 604,736 | 310,736 | .84 | none | 4,183,512 | 21½ - 11 |
| 1958 | 10,675,410 | 791,096 | 390,096 | 1.09 | none | 4,352,776 | 26½ - 12 |
| 1959 | 13,070,501 | 1,051,423 | 482,423 | 1.25 | none | 5,777,625 | 46½ - 21 |
| 1960 | 15,848,007 | 1,292,401 | 599,401 | 1.52 | none | 6,598,522 | 68⅜ - 32¾ |
| 1961 | --------- | -------- | ------- | --- | none | --------- | 82½ - 52 |

(d) Deficit.

**GLOBE-UNION INCORPORATED (ASE)**

Capitalization—Debt: $5,476,009. Common: $5 par, 851,914 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 41,348,440 | $ 5,399,747 | $ 2,699,747 | $4.22 | $1.90 | $22,531,771 | 25⅜ - 11 |
| 1951 | 49,686,581 | 2,743,136 | 1,508,136 | 2.25 | 1.00 | 20,864,200 | 30¼ - 20⅛ |
| 1952 | 45,877,113 | 3,254,071 | 1,608,071 | 2.40 | 1.25 | 22,921,907 | 27 - 19¾ |
| 1953 | 48,180,147 | 3,392,276 | 1,682,276 | 2.35 | 1.10+2½% stk. | 23,359,305 | 27¾ - 22 |
| 1954 | 44,106,364 | 1,209,280 | 569,280 | .79 | 1.20 | 20,125,253 | 24 - 19½ |
| 1955 (a) | 56,622,579 | 3,800,510 | 1,671,996 | 2.03 | 1.20 | 23,595,716 | 24⅜ - 20 |
| 1956 (a) | 58,667,310 | 2,366,383 | 1,166,383 | 1.42 | 1.20 | 27,315,879 | 22 - 16⅝ |
| 1957 | 65,036,285 | 2,879,282 | 1,339,282 | 1.62 | 1.20 | 27,570,612 | 20¾ - 16⅝ |
| 1958 | 59,246,085 | 3,091,621 | 1,466,621 | 1.78 | .80 | 26,739,170 | 21½ - 14⅝ |
| 1959 | 65,170,127 | 4,904,746 | 2,269,746 | 2.72 | 1.20 | 28,130,500 | 29¼ - 20¼ |
| 1960 | 60,677,064 | 3,749,593 | 1,774,593 | 2.08 | 1.20 | 31,709,028 | 34¾ - 20⅝ |
| 1961 (3 mo.) | 12,864,000 | -------- | 356,870 | .42 | .25 | --------- | 35½ - 23½ |

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

**(The) GOODWILL STATIONS, INC. (Unlisted)**

Capitalization—Common: $1.25 par, 631,903 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 3,519,151 | $ 810,746 | $ 474,746 | $ .92 | $ .70 | $ 3,070,287 | 8½ - 6 |
| 1951 | 3,422,626 | 987,630 | 477,630 | .92 | .70 | 3,307,127 | 12 - 7⅞ |
| 1952 | 3,383,293 | 928,714 | 441,714 | .86 | .70 | 3,364,715 | 11 - 9 |
| 1953 | 3,369,943 | 992,096 | 457,096 | .88 | .70 | 3,491,433 | 10⅜ - 8¾ |
| 1954 | 3,009,884 | 758,846 | 373,746 | .72 | .60 | 3,390,554 | 12⅞ - 9½ |
| 1955 | 2,759,803 | 569,736 | 274,739 | .53 | .45 | 3,308,551 | 15¼ - 10¼ |
| 1956 | 3,516,765 | 1,063,112 | 478,112 | .88 | .50+5% stk. | 3,814,796 | 13¼ - 10¼ |
| 1957 | 3,570,773 | 1,038,681 | 495,681 | .86 | .50+5% stk. | 4,077,273 | 13 - 10⅛ |
| 1958 | 3,275,315 | 536,984 | 271,984 | .45 | .50+5% stk. | 3,811,852 | 13¼ - 11⅞ |
| 1959 | 3,966,259 | 483,498 | 256,098 | .41 | .40+5% stk. | 3,791,350 | 12½ - 10 |
| 1960 | 4,420,727 | 665,033 | 341,033 | .54 | .45 | 4,031,316 | 12 - 9 |
| 1961 (3 mo.) | 927,389 | -------- | 44,676 | .07 | .10 | -------- | 13½ - 11 |

**GROSS TELECASTING, INCORPORATED (Unlisted)**

Capitalization—Common: $1 par, 200,000 shares; Class B, $1 par, 200,000 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 515,317 | N.A. | $ 107,149 | $ .27 | none | N.A. | ---------- |
| 1951 | 906,524 | N.A. | 196,508 | .49 | none | N.A. | ---------- |
| 1952 | 1,452,531 | $ 749,599 | 357,077 | .89 | none | N.A. | ---------- |
| 1953 | 1,857,326 | 927,933 | 419,891 | 1.05 | none | N.A. | ---------- |
| 1954 | 2,241,589 | 1,320,464 | 639,464 | 1.60 | none | $ 2,992,157 | ---------- |
| 1955 | 2,607,530 | 1,499,947 | 724,947 | 1.81 | $ .90 | 3,268,490 | ---------- |
| 1956 | 2,815,408 | 1,568,926 | 741,926 | 1.85 | 1.30 | 4,015,248 | 20 - 15 |
| 1957 | 2,733,846 | 1,399,239 | 674,239 | 1.68 | 1.60 | 3,865,137 | 21¾ - 14½ |
| 1958 | 2,769,918 | 1,581,373 | 766,373 | 1.91 | 1.60 | 4,399,563 | 18½ - 14¾ |
| 1959 | 2,562,605 | 1,307,392 | 672,418 | 1.68 | 1.60 | 4,533,350 | 24½ - 18¼ |
| 1960 | 2,454,103 | 1,284,715 | 639,715 | 1.60 | 1.60 | 4,774,609 | 23¾ - 17 |
| 1961 | -------- | -------- | ------- | --- | .40 | -------- | 31¼ - 20 |

N.A. Not available.

**GULTON INDUSTRIES, INC. (ASE)**
*Year ending Feb. 28*
Capitalization
Debt: $111,445
Common: $1 par, 1,024,642 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1955 | $ 2,039,394 | -------- | $ 123,052 | $ .14 | none | (b) | (b) |
| 1956 | 2,421,184 | $ 50,404 | 31,304 | .04 | none | (b) | (b) |
| 1957 | 5,164,325 | 1,365,908 | 669,908 | .88 | none | (b) | (b) |
| 1958 | 6,183,791 | 546,553 | 281,553 | .34 | none | (b) | (b) |
| 1959 | 7,476,789 | 1,059,983(d) | 529,983(d) | .62(d) | none | $ 4,855,560 | 33¼-18 |
| 1960 | 10,604,611 | 979,482 | 489,482 | .53 | none | 6,035,282 | 60½-27¼ |
| 1961 (6 mo.) | 6,071,000 | -------- | 412,000 | .45 | none | 6,299,402(a) | 73 -46⅛ |

(a) Balance sheet June 30.
(b) Privately owned. (d) Deficit.

**HALLICRAFTERS CO. (THE) (Unlisted)**
*Year ending Aug. 31*
Capitalization
Debt: $161,517, notes
Common: 50 cents par, 2,216,800

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 28,513,540 | $ 1,877,905 | $ 1,152,905 | $ .87 | $ .15 | $ 8,942,155 | 6¼- 2⅞ |
| 1951 | 35,382,718 | 1,243,946 | 678,946 | .41 | .15 | 17,876,643 | 4½- 3 |
| 1952 | 42,001,023 | 793,460 | 378,460 | .23 | none | 15,330,361 | 4½- 2⅝ |
| 1953 | 43,744,074 | 1,674,855 | 794,855 | .48 | none | 19,115,680 | 4⅝- 1¾ |
| 1954 | 31,054,363 | 1,647,946(d) | 940,946(d) | .57(d) | none | 16,037,532 | 3⅛- 1⅞ |
| 1955 | 24,826,000 | 262,000 | 125,000 | .06 | none | N.A. | N.A. |
| 1956 (a) | 18,295,359 | 573,916 | 274,916 | .14 | none | N.A. | N.A. |
| 1957 (b) | 24,174,000 | 280,222(d) | 135,336(d) | .07(d) | none | N.A. | N.A. |
| 1958 (b) | 22,653,000 | 1,157,344 | 555,344 | .28 | none | N.A. | N.A. |
| 1959 (c) | 16,502,512 | 994,332 | 476,332 | .24 | none | 11,197,412 | N.A. |
| 1960 | 29,374,490 | 1,892,777 | 907,777 | .45 | none | 14,054,927 | 17½- 8¾ |
| 1961 (6 mo.) | 27,203,600 | 1,554,000 | 751,400 | .34 | none | 16,160,930 | 28¼-16¾ |

N.A. Not available. (a) March 20 to Dec. 31. (b) Year ended Dec. 31. (c) 8 months to Aug. 31. (d) Deficit.
(Adjusted for 100% stock dividend to be voted May 15.)

**HATHAWAY INSTRUMENTS, INC. (Unlisted)**
Capitalization
Debt: $499,776; $2,000,000, 5½% conv. sub. debentures, due 1975
Common: $1 par, 1,000,410 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1958 (a) | $ 1,373,597 | 436,275(d) | $ 436,275(d) | $ .85(d) | none | N.A. | (c) |
| 1959 (a) | 4,701,910 | 381,483 | 371,483 | .73 | none | N.A. | (c) |
| 1959 (b) | 4,497,001 | 165,572 | 157,392 | .31 | none | N.A. | (c) |
| 1960 | 15,875,658 | 1,395,992 | 805,392 | .81 | none | $ 11,104,612 | 52 - 10 |
| 1961 (3 mo.) | 4,845,279 | -------- | 114,843 | .11 | none | --------- | 41 - 26½ |

N.A. Not available.
(a) Year ending Jan. 31. (b) 11 months to Dec. 31, annualized. (c) Privately owned. (d) Deficit.

**HAZELTINE CORPORATION (ASE)**
Capitalization
Common: No par, 1,568,029 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 4,078,000 | $ 2,783,741 | $ 1,428,431 | $1.02 | $ .44 | -------- | 6⅛- 4 |
| 1951 | 6,957,344 | 4,938,790 | 1,459,490 | 1.05 | .44 | $ 25,090,342 | 11⅞- 6 |
| 1952 | 9,237,190 | 6,578,732 | 2,006,790 | 1.44 | .75 | 25,862,549 | 13¼- 8¾ |
| 1953 | 10,057,032 | 7,256,906 | 2,085,706 | 1.49 | .75 | 26,266,608 | 15 - 9½ |
| 1954 | 8,525,768 | 5,733,264 | 2,666,264 | 1.91 | 1.00 | 25,560,204 | 29¾- 13 |
| 1955 | 5,947,166 | 3,531,824 | 1,604,824 | 1.12 | 1.00 | 22,798,931 | 29⅞- 18¼ |
| 1956 | 6,918,475 | 4,240,162 | 2,007,162 | 1.40 | .70 + 1¼% stk. | 27,535,758 | 24 - 16 |
| 1957 (a) | 55,700,484 | 4,296,612 | 2,030,612 | 1.39 | .70 + 1¼% stk. | 32,199,811 | 22¼- 14⅞ |
| 1958 | 58,869,907 | 4,722,227 | 2,246,227 | 1.50 | .70 + 1¼% stk. | 27,432,313 | 30½- 15¼ |
| 1959 | 54,408,191 | 5,344,773 | 2,724,773 | 1.77 | .75 + 2% stk. | 30,913,531 | 37½- 27¼ |
| 1960 | 67,177,934 | 5,221,466 | 2,586,466 | 1.65 | .80 + 2% stk. | 30,097,599 | 31½- 20 |
| 1961 | --------- | -------- | -------- | --- | .20 | --------- | 46⅞- 25½ |

(a) 1957 figures reflect gross sales, prior years are reported on a net basis.

**HEWLETT-PACKARD COMPANY (NYSE)**
*Year ending October 31*
Capitalization
Debt: $407,000.
Common: $1 par, 9,859,971 shares

Stockholders to vote on acquisition of Sanborn Co. on basis of 1.4 shares of Hewlett-Packard common and one share of a new cumulative convertible preferred stock for one share of Sanborn.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 2,301,744 | -------- | -------- | --- | --- | --------- | (a) |
| 1951 | 5,538,889 | -------- | -------- | --- | --- | --------- | (a) |
| 1952 | 10,952,980 | $ 2,337,955 | $ 705,839 | $ .08 | none | --------- | (a) |
| 1953 | 12,839,406 | 2,579,544 | 765,866 | .08 | none | --------- | (a) |
| 1954 | 12,599,096 | 1,491,784 | 640,770 | .07 | none | --------- | (a) |
| 1955 | 15,338,179 | 2,874,057 | 1,316,236 | .14 | none | --------- | (a) |
| 1956 | 20,161,621 | 3,738,990 | 1,083,266 | .20 | none | $ 14,190,515 | (a) |
| 1957 | 27,948,790 | 4,998,448 | 2,402,557 | .27 | none | 14,661,504 | 5⅝- 5⅛ |
| 1958 | 35,653,353 | -------- | 2,571,952 | .26 | none | 15,795,237 | 13⅜- 9⅝ |
| 1959 | 47,745,073 | 8,148,315 | 3,899,941 | .40 | none | 26,326,394 | 16⅞- 12½ |
| 1960 | 60,206,918 | 8,472,110 | 4,226,645 | .43 | none | 34,439,154 | 30¼- 13⅞ |
| 1961 | --------- | -------- | -------- | --- | none | --------- | 53 - 28 |

(a) Privately owned.

**HIGH VOLTAGE ENGINEERING CORP. (Unlisted)**
Capitalization
Debt: $1,141,152
Common: $1 par, 449,813 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,094,516 | $ 97,311 | $ 54,213 | $ .15 | $ .10 | -------- | ---------- |
| 1951 | 1,155,250 | 115,837 | 62,631 | .17 | .10 | -------- | ---------- |
| 1952 | 1,113,336 | 120,268 | 59,520 | .16 | .10 | -------- | ---------- |
| 1953 | 1,452,557 | 126,193 | 66,651 | .21 | .10 | $ 1,450,595 | ---------- |
| 1954 | 1,681,004 | 171,446 | 86,998 | .28 | .10 | 1,479,327 | ---------- |
| 1955 | 2,007,101 | 205,453 | 106,452 | .29 | .10 | 2,749,132 | ---------- |
| 1956 | 2,812,885 | 322,852 | 167,852 | .45 | .10 | 4,642,995 | 31 - 20½ |
| 1957 | 4,894,075 | 664,986 | 330,436 | .89 | .10 | 5,539,492 | 27 - 17½ |
| 1958 | 5,768,509 | 884,139 | 434,139 | 1.12 | .10 | 5,913,120 | 50 - 23 |
| 1959 (a) | 8,631,157 | 1,115,585 | 475,185 | 1.10 | .10 | 8,813,496 | 77½- 47 |
| 1960 | 12,332,849 | 1,894,650 | 1,016,650 | 2.26 | 3% stk. | 10,895,026 | 162 - 56½ |
| 1961 | --------- | -------- | -------- | --- | 3% stk. | -------- | 224 -156 |

(a) Includes Applied Radiation Corp., acquired in June 1960.

**HOFFMAN ELECTRONICS CORPORATION (NYSE)**

Capitalization
Debt: $5,100,000
Common: 50 cents par, 1,530,254 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 29,544,473 | $ 3,768,567 | $ 1,980,994 | $1.34 | $ .12½ | $10,720,620 | 10⅞ - 3½ |
| 1951 | 20,355,999 | 202,839 | 281,619 | .19 | .12½ | 11,936,215 | 7 - 3¾ |
| 1952 | 36,566,955 | 3,662,318 | 1,765,272 | 1.19 | .12½ | 16,543,902 | 7¾ - 5¼ |
| 1953 | 50,415,146 | 3,036,380 | 1,167,380 | .79 | .50 | 15,657,392 | 8¼ - 6⅛ |
| 1954 | 42,647,008 | 3,202,513 | 1,485,513 | 1.00 | .50 | 16,272,669 | 12 - 6⅝ |
| 1955 | 44,416,673 | 3,241,596 | 1,560,596 | 1.06 | .50 | 22,472,037 | 15⅝ - 10¼ |
| 1956 | 46,580,279 | 3,330,883 | 1,601,974 | 1.08 | .50 | 18,446,923 | 12⅝ - 9¼ |
| 1957 | 40,968,617 | 3,517,372 | 1,655,372 | 1.12 | .50 | 18,669,699 | 12⅞ - 8⅝ |
| 1958 | 39,544,064 | 3,632,509 | 1,712,509 | 1.16 | .50 | 19,709,241 | 22¾ - 10½ |
| 1959 | 46,359,832 | 4,130,165 | 1,990,165 | 1.31 | .57½ | 32,040,222 | 43 - 18¼ |
| 1960 | 54,271,837 | 1,963,400(d) | 968,400(d) | .63(d) | .45 | 27,841,647 | 30¼ - 14⅝ |
| 1961 (3 mo.) | 16,098,315 | 533,668 | 256,668 | .16 | none | --- | 29⅝ - 16¼ |

(d) Deficit.

**HYCON MANUFACTURING COMPANY (ASE)**

*Year Ending January 31*

Capitalization
Debt: $310,073, notes
Preferred: 5½% Cum. conv. pfd., $10 par, 38,872 shares
Common: 10 cents par 3,546,690 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1951 | $ 1,880,906 | $ 30,768 | --- | $ .10 | none | --- | --- |
| 1952 | 4,154,039 | 203,196 | --- | .02 | none | --- | --- |
| 1953 | 3,953,000 | 192,282 | $ 82,282 | .07 | none | $ 2,115,124 | 2 - ⅞ |
| 1954 | 12,115,300 | 124,433 | 67,733 | .03 | none | 4,829,717 | 7⅜ - 1⅝ |
| 1955 | 11,943,793 | 982,592 | 442,592 | .21 | none | 6,806,110 | 10¾ - 6⅝ |
| 1956 | 8,946,386 | 190,217 | 80,217 | .01 | none | 6,622,694 | 7⅛ - 3 |
| 1957 | 7,899,262 | 3,488,433(d) | 2,822,337(d) | 1.07(d) | none | 6,782,079 | 4⅜ - 2⅜ |
| 1958 | 10,564,907 | 1,163,588(d) | 1,163,599(d) | .39(d) | none | 4,613,745 | 3⅛ - 1⅞ |
| 1959 | 6,163,230 | 610,057 | 610,057 | .16 | none | 4,238,492 | 4⅜ - 17⅞ |
| 1960 | 5,872,857 | 23,550 | 23,550 | .001 | none | 3,899,501 | 4¼ - 2⅛ |
| 1961 | --- | --- | --- | --- | $ .13¾ | --- | 7½ - 2½ |

(d) Deficit.

**INDIANA GENERAL CORPORATION (NYSE)**

Capitalization
Common: $1 par, 1,139,522 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 6,071,293 | $ 1,075,740 | $ 500,740 | $ .38 | $ .20 | $ 3,115,307 | 2½ - 1¾ |
| 1951 | 7,840,671 | 1,836,326 | 586,326 | 1.03 | .31¼ | 3,365,448 | 4⅝ - 4½ |
| 1952 | 6,385,912 | 888,565 | 306,565 | .54 | .27½ | 3,666,359 | 4⅛ - 3 |
| 1953 | 8,092,637 | 1,463,866 | 335,925 | .59 | .34¾ | 3,806,534 | 6⅛ - 3⅝ |
| 1954 (a) | 11,027,000 | 1,090,000 | 467,000 | .89 | .37½ | 4,129,037 | 9¾ - 4½ |
| 1955 (a) | 13,552,000 | 1,764,000 | 801,000 | 1.39 | .47½ | 4,744,532 | 11½ - 9¼ |
| 1956 (a) | 16,578,000 | 2,273,256 | 1,065,507 | 1.06 | .60 | 6,729,812 | 12⅝ - 9¾ |
| 1957 (a) | 17,943,000 | 2,359,250 | 1,152,261 | 1.15 | .62½ | 6,677,868 | 12 - 9 |
| 1958 (a) | 15,233,018 | 1,876,045 | 838,245 | .89 | .60 | 6,603,996 | 17½ - 8⅝ |
| 1959 (a) | 19,865,219 | 3,012,879 | 1,552,449 | 1.38 | .60 | 12,682,219 | 47 - 15⅞ |
| 1960 | 19,631,041 | 2,922,631 | 1,429,811 | 1.26 | .60 | 12,446,458 | 70 - 31¾ |
| 1961 (3 mo.) | 4,813,462 | 725,883 | 356,243 | .31 | .30 | --- | 48½ - 32¾ |

(a) Pro-forma, including General Ceramics Corp., merged Nov. 1959.

**INTERNATIONAL BUSINESS MACHINES CORPORATION (NYSE)**

Capitalization
Debentures: 2⅝%, due 1965, $20,000,000
Debt: 3½% note, due 1971, $50,000,000
3% note, due 1968, $35,000,000
3⅞% notes, due 1974, $30,000,000
3⅛% notes, due 1977, $50,000,000
3¾% note, due 2055, $100,000,000
3⅞% note, due 1983, $25,000,000
3½% note, due 1985, $115,000,000
Common: No par, 27,478,377 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 214,916,717 | $ 61,101,309 | $33,301,309 | $1.41 | $ .47 | $ 299,952,591 | 42⅝ - 32⅞ |
| 1951 | 266,798,483 | 77,292,090 | 27,892,090 | 1.17 | .49 | 394,119,472 | 41⅛ - 35½ |
| 1952 | 333,728,245 | 78,474,541 | 29,874,541 | 1.58 | .54 | 520,438,451 | 43⅞ - 33⅛ |
| 1953 | 409,989,104 | 92,319,210 | 34,119,210 | 1.26 | .51 | 428,228,982 | 45¼ - 41⅝ |
| 1954 | 461,350,278 | 98,336,625 | 46,536,625 | 1.97 | .66 | 565,475,154 | 66⅝ - 34⅞ |
| 1955 | 563,548,792 | 117,672,633 | 55,872,633 | 2.25 | .69 | 629,510,998 | 80 - 62⅛ |
| 1956 | 734,339,780 | 143,784,510 | 68,784,510 | 2.77 | .85 | 769,049,451 | 100 - 66¼ |
| 1957 | 1,000,431,597 | 186,291,589 | 89,291,589 | 3.27 | .93 | 1,086,969,222 | 167⅜ - 110⅝ |
| 1958 | 1,171,788,199 | 256,191,858 | 126,191,858 | 4.62 | .62 | 1,261,146,905 | 245⅜ - 133⅜ |
| 1959 | 1,309,788,037 | 300,133,212 | 145,633,212 | 5.31 | 1.35 | 1,390,637,247 | 318⅝ - 219⅜ |
| 1960 | 1,436,053,085 | 375,880,880 | 168,180,880 | 6.12 | 2.00 | 1,535,365,247 | 400 - 271½ |
| 1961 (3 mo) | 389,062,378 | 99,176,669 | 48,826,669 | 1.73 | 1.10 | --- | 488⅝ - 386⅝ |

Note: Adjusted for 50% stock dividend to be voted April 25, 1961.

**INTERNATIONAL RECTIFIER CORPORATION (NYSE)**

*Year ending June 30*

Capitalization
Common: $1 par, 2,405,994 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | --- | --- | --- | --- | --- | --- | --- |
| 1951 (a) | --- | --- | --- | --- | --- | --- | --- |
| 1952 (a) | --- | --- | --- | --- | --- | --- | --- |
| 1953 (a) | --- | --- | --- | --- | --- | --- | --- |
| 1954 | $ 4,538,889 | --- | $ 199,723 | $ .10 | none | (a) | (a) |
| 1955 | 5,180,103 | $ 687,857 | 341,162 | .17 | none | (a) | (a) |
| 1956 | 7,857,009 | 1,260,793 | 616,161 | .30 | none | (a) | (a) |
| 1957 | 8,001,962 | 1,246,763 | 609,489 | .29 | none | (a) | (a) |
| 1958 | 8,766,173 | 1,515,383 | 735,783 | .35 | none | $ 3,790,167 | 11⅛ - 7 |
| 1959 | 10,870,038 | 1,809,146 | 877,371 | .40 | 2½% stk. | 5,943,896 | 17½ - 10 |
| 1960 | 13,124,586 | 2,521,497 | 1,206,007 | .52 | none | 9,628,866 | 29 - 13¼ |
| 1961 (9 mo.) | 10,753,278 | 1,924,201 | 928,201 | .39 | none | --- | 35⅞ - 21⅜ |

(a) Privately owned.

**INTERNATIONAL RESISTANCE COMPANY (NYSE)**
Capitalization
Common: 10 cents par, 1,386,998, shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 11,085,109 | $ 2,209,584 | $ 1,056,638 | $1.01 | $ .30 | $ 7,550,975 | 6 - 2¼ |
| 1951 | 12,973,170 | 2,134,675 | 754,675 | .71 | .40 | 6,465,078 | 6⅝ - 4⅝ |
| 1952 | 11,778,836 | 1,372,017 | 577,877 | .44 | .30 | 6,394,361 | 5¾ - 4 |
| 1953 | 12,755,041 | 1,083,348 | 508,058 | .38 | .20 | 7,438,253 | 5¼ - 3⅜ |
| 1954 | 13,207,649 | 1,254,817 | 603,320 | .45 | .30 | 7,750,524 | 5⅛ - 3¾ |
| 1955 | 15,684,722 | 1,043,138 | 533,296 | .40 | .20 | 9,131,582 | 12⅜ - 5 |
| 1956 | 16,787,913 | 1,208,599 | 523,416 | .39 | .20 | 8,821,231 | 8¼ - 4½ |
| 1957 | 15,374,721 | 1,160,818 | 469,870 | .35 | .20 | 8,149,869 | 6⅛ - 3⅝ |
| 1958 | 13,743,865 | 1,189,268 | 504,268 | .37 | .20 | 7,964,981 | 9½ - 3¾ |
| 1959 | 19,810,403 | 3,763,859 | 1,783,859 | 1.29 | .35 | 10,391,298 | 23½ - 7 |
| 1960 | 20,324,173 | 4,313,450 | 1,943,450 | 1.40 | .40 | 11,944,067 | 41⅝ - 18¾ |
| 1961 (a) | 6,495,550 | ——— | 567,000 | .41 | .15 | ——— | 42⅛ - 26 |

(a) 15 weeks to April 6.

**INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)**
Capitalization
Debt: $8,546,300, 4⅞% convertible subordinated debentures due 1983. $4,140,000, 5½% loans, due 1968 1968
Subsidiary Debt: $135,791,663. Subsidiary preferred: $4,830,055.
Common: No par, 15,698,524 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $253,136,029 | $ 33,800,000 | $ 13,259,000 | $1.02 | $ .07½ + stk. | $451,731,000 | 8 - 4⅝ |
| 1951 (a) | 288,585,000 | 42,401,000 | 17,992,000 | 1.30 | .32½ | 512,580,000 | 9½ - 6½ |
| 1952 (a) | 388,620,000 | 54,171,000 | 22,147,753 | 1.55 | .40½ | 579,705,657 | 10⅜ - 7½ |
| 1953 (a) | 397,297,000 | 55,338,000 | 22,377,611 | 1.56 | .50 | 602,761,430 | 10⅛ - 6¾ |
| 1954 (a) | 412,619,000 | 51,863,576 | 20,068,525 | 1.40 | .50 | 636,969,623 | 13⅜ - 8⅞ |
| 1955 (a) | 489,746,000 | 62,851,571 | 23,070,327 | 1.61 | .65 | 687,451,677 | 15½ - 11⅞ |
| 1956 (a) | 544,834,000 | 73,347,000 | 28,109,946 | 1.96 | .90 | 760,837,677 | 18¾ - 14⅝ |
| 1957 (a) | 638,669,000 | 63,870,680 | 22,412,814 | 1.56 | .90 | 799,873,050 | 18⅝ - 12⅞ |
| 1958 (a) | 687,451,000 | 69,009,755 | 26,600,168 | 1.85 | .90 | 869,005,965 | 32¾ - 14⅝ |
| 1959 (a) | 741,759,681 | 74,649,000 | 27,529,574 | 1.80 | 1.00 | 849,919,687 | 45½ - 28 |
| 1960 | 811,448,707 | 80,836,315 | 30,569,938 | 1.96 | 1.00 | 923,943,743 | 48⅛ - 32 |
| 1961 (3 mo.) | 193,559,000 | ——— | 6,640,000 | .42 | .50 | ——— | 60⅞ - 44¾ |

(a) Sales restated to exclude Cuban operations.

**INTERSTATE ENGINEERING CORPORATION (Unlisted)**
*Year ending April 30*
Capitalization
Debt: $447,000 Common: $1 par, 1,400,116 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 2,864,000 | $ 209,000 | $ 209,000 | $ .15 | none | $ 1,303,034 | 2⅜ - 1 |
| 1951 | 3,809,000 | 314,000 | 180,000 | .14 | none | 2,181,778 | 1¾ - 1⅝ |
| 1952 | 6,692,000 | 372,000 | 168,000 | .12 | $ .03 | 3,388,716 | 1⅞ - 1¼ |
| 1953 | 9,336,000 | 614,000 | 210,000 | .15 | .07 | 3,839,242 | 2⅛ - 1¾ |
| 1954 | 8,774,000 | 875,000 | 369,000 | .26 | .09 | 3,558,025 | 4⅛ - 2¼ |
| 1955 | 7,027,000 | 666,000 | 328,000 | .23 | .20 | 3,143,210 | 5¼ - 4 |
| 1956 | 7,077,000 | 617,000 | 313,000 | .22 | .21 | 3,191,137 | 4⅝ - 2⅝ |
| 1957 | 11,859,000 | 777,000 | 431,000 | .31 | .06 | 5,062,684 | 2½ - 1⅝ |
| 1958 | 13,880,081 | 940,936 | 520,367 | .38 | .11 | 5,651,617 | 8⅛ - 1¾ |
| 1959 | 16,216,237 | 1,481,000(a) | 814,000 | .78 | .29 | 7,625,466 | 20⅜ - 7⅞ |
| 1960 | 21,083,400 | 1,879,362 | 1,367,992 | 1.03 | .38 + 4% stk. | 9,333,762 | 24¼ - 13⅝ |
| 1961 (9 mo.) | 14,107,741 | 1,483,701 | 1,021,073 | .59 | .10 | 9,058,000 | 22¾ - 14¼ |

(a) Capital gains excluded.
Note: Adjusted for 25% stock dividend to be paid July 15.

**IONICS INCORPORATED (Unlisted)**
Capitalization
Common: $1 par, 560,589 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 319,484 | $ 173,170(d) | $ 173,170(d) | $ .38(d) | none | N.A. | ——— |
| 1956 | 585,890 | 197,466(d) | 197,466(d) | .44(d) | none | N.A. | 11⅛ - 5½ |
| 1957 | 674,261 | 67,438(d) | 67,438(d) | .15(d) | none | N.A. | 9 - 3¼ |
| 1958 | 936,736 | 16,128(d) | 16,128(d) | .04(d) | none | N.A. | 13¼ - 3¼ |
| 1959 | 1,236,639 | 83,187 | 83,187 | .18 | none | $ 986,143 | 24½ - 10½ |
| 1960 | 1,735,717 | 49,806 | 49,806 | .09 | none | 2,724,121 | 48½ - 14 |
| 1961 | ——— | ——— | ——— | ——— | none | ——— | 44 - 29 |

N.A. Not available; (d) Deficit.

**ITEK CORPORATION (Unlisted)**
*Year ending Sept. 30*
Capitalization
Debt: $3,635,506; $2,500,000 bonds, due 1980 Common: $1 par, 1,100,186 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 11,924,944 | $ 1,396,630 | $ 774,438 | N.A. | N.A. | N.A. | N.A. |
| 1951 (a) | 13,729,661 | 1,626,628 | 688,704 | N.A. | N.A. | N.A. | N.A. |
| 1952 (a) | 13,563,909 | 1,277,399 | 633,552 | N.A. | N.A. | N.A. | N.A. |
| 1953 (a) | 14,197,814 | 1,099,730 | 550,225 | N.A. | N.A. | N.A. | N.A. |
| 1954 (a) | 14,246,273 | 672,684 | 353,457 | N.A. | N.A. | N.A. | N.A. |
| 1955 (a) | 15,964,429 | 969,663 | 488,301 | N.A. | N.A. | N.A. | N.A. |
| 1956 (a) | 17,478,890 | 819,231 | 408,812 | N.A. | N.A. | N.A. | N.A. |
| 1957 (a) | 18,409,758 | 14,310(d) | 49,010(d) | N.A. | N.A. | N.A. | N.A. |
| 1958 (b) | 25,429,203 | 84,663(d) | 95,337 | $ .18 | none | $ 15,489,450 | 15 - 2½ |
| 1959 (c) | 28,886,836 | ——— | 679,174 | .65 | none | 13,299,702 | 63 - 31 |
| 1960 | 35,053,837 | 1,396,686 | 866,337 | .79 | none | 20,248,241 | 82 - 41 |
| 1961 | ——— | ——— | ——— | ——— | none | ——— | 60½ - 48½ |

(a) Photostat Corp. only. (b) Pro-forma, including Photostat Corp. (c) Includes Hermes Electronics Co., merged July 26, 1960. (d) Deficit. N.A. Not available.

**JEFFERSON ELECTRIC COMPANY (Midwest)**
Capitalization
Debt: $1,690,000, 3⅞% promissory note, due Aug. 1, 1968
Common: $5 par, 500,643 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 12,444,850 | $ 1,468,730 | $ 718,730 | $4.44 | $1.50 | $ 7,016,500 | 17⅞ - 12⅜ |
| 1951 | 13,947,432 | 1,426,516 | 459,516 | 2.90 | 1.88 | 7,198,125 | 21⅛ - 15½ |
| 1952 | 11,438,103 | 551,475 | 370,475 | .70 | 1.13 | 8,052,106 | 8¼ - 7½ |
| 1953 | 14,666,906 | 120,736 | 71,222 | .14 | .48 | 9,533,434 | 7¾ - 4¼ |
| 1954 | 14,298,178 | 155,878 | 93,878 | .18 | .48 | 8,487,076 | 6¼ - 3⅞ |
| 1955 | 15,761,194 | 698,750 | 348,750 | .66 | .15 | 9,079,994 | 5⅜ - 3¾ |
| 1956 | 18,206,349 | 1,604,901 | 774,901 | 1.46 | .23 | 9,584,121 | 9 - 5¼ |
| 1957 | 18,075,748 | 1,564,532 | 754,532 | 1.43 | .48 | 9,849,593 | 9 - 6 |
| 1958 | 18,266,430 | 1,174,010 | 529,010 | 1.00 | .48 | 10,352,651 | 9 - 5⅞ |
| 1959 | 21,279,353 | 1,274,006 | 674,006 | 1.36 | .48 | 10,565,225 | 14⅛ - 9¾ |
| 1960 | 21,420,291 | 659,894 | 347,894 | .70 | .60 | 10,842,553 | 15⅜ - 9⅝ |
| 1961 (3 mo.) | 5,203,151 | 61,714 | 35,123 | .07 | .15 | ——— | 13 - 9⅞ |

**JERROLD ELECTRONICS CORP. (Unlisted)**

*Year ending February 28*

Capitalization—Debenture: $569,000, convertible subordinated 6½s, due 1975. Common: 10 cents par, 1,959,320 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1951 | $ 840,808 | N.A. | $ 18,609 | $ .02 | none | N.A. | N.A. |
| 1952 | 984,209 | N.A. | 18,696 | .02 | none | N.A. | N.A. |
| 1953 | 1,280,851 | $ 67,804 | 24,514 | .02 | none | N.A. | N.A. |
| 1954 | 2,483,639 | 335,456 | 167,663 | .15 | none | N.A. | N.A. |
| 1955 | 2,816,634 | 405,784 | 202,226 | .18 | $ .10 | $ 4,645,300 | 4 - 2⅝ |
| 1956 | 3,703,065 | 248,474 | 169,422 | .15 | none | 4,579,566 | 3¾ - 1¾ |
| 1957 (a) | 7,300,961 | 595,727 | 282,652 | .14 | none | 4,805,297(b) | 3½ - 1⅝ |
| 1958 (a) | 8,036,488 | 300,573 | 148,061 | .08 | none | 4,802.609(b) | 5¼ - 1⅜ |
| 1959 (a) | 9,719,361 | 825,956 | 387,636 | .20 | none | 5,812,391(b) | 9¼ - 3⅞ |
| 1960 (a) | 10,268,000 | 366,647 | 178,191 | .09 | none | -------- | 12⅝ - 5¾ |
| 1961 (a) (6 mo.) | 4,578,000 | 30,193 | 16,232 | .01 | none | 12,148,481 | 8½ - 6½ |

(a) Pro-forma, including Harman-Kardon, Inc., to be acquired. (b) Jerrold only.

**LABORATORY FOR ELECTRONICS INCORPORATED (Unlisted)**

*Year ending April 30*

Capitalization
Debt: $1,033,000
Common: $1 par, 1,133,736 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 905,395 | $ 43,633 | $ 23,983 | $ .09 | none | N.A. | ---------- |
| 1951 | 2,001,072 | 93,961 | 52,561 | .20 | none | N.A. | ---------- |
| 1952 | 2,759,187 | 260,637 | 124,137(d) | .83(d) | none | N.A. | ---------- |
| 1953 | 5,129,772 | 89,549 | 49,549 | .19 | none | N.A. | ---------- |
| 1954 | 5,641,386 | 5,338 | 11,783 | .05 | none | $ 3,725,994 | ---------- |
| 1955 | 6,402,708 | 77,304(d) | 160,174(d) | .61(d) | none | 4,285,627 | 14 - 9 |
| 1956 (a) | 16,207,000 | 680,000 | 333,000 | .48 | none | 4,154,837(c) | 7¼ - 2 |
| 1957 (a) | 20,743,000 | 2,832,000 | 1,291.000 | 1.57 | none | 4,355.528(c) | 8 - 2⅜ |
| 1958 (a) | 21,114,000 | 2,164,000 | 1,005,000 | 1.02 | none | 5.200.822(c) | 26 - 3¾ |
| 1959 (a) | 28,470,000 | 1,778,000 | 879.000 | .92 | none | 9,412,921(c) | 44½ - 23 |
| 1960 (a) | 48,114,000 | 3,631,000 | 1,667,000 | 1.70 | none | 12,979,558(c) | 56½ - 30¼ |
| 1961 (6 mo.) (c) | 20,725,000 | 1,938,000 | 911,000 | 1.30 | none | 24,647.974(b) | 70 - 31 |

(a) Pro-forma including Eastern Industries, Inc., merged
(b) Balance sheet Oct. 28, 1960. (c) L.F.E. only. (d) Deficit.

**LEAR INCORPORATED (NYSE)**

Capitalization—Debt: $1,479,236. Common: 50 cents par, 2,756,235 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 7,952,668 | $ 81,132(d) | $ 81,132(d) | $ .04(d) | none | $ 7,617,298 | 4⅝ - 1 13/16 |
| 1951 | 21,227,093 | 1,595,631 | 798,631 | .40 | none | 10,978,105 | 6⅜ - 3¼ |
| 1952 | 44,065,980 | 3,873,543 | 1,097,543 | .53 | .10 | 16,755,709 | 4⅛ - 2½ |
| 1953 | 50,693,691 | 6,023,154 | 1,665,154 | .78 | .15 | 28,179,410 | 5¼ - 2¾ |
| 1954 | 54,435,637 | 5,002,227 | 2,305,727 | 1.05 | $ .30 | 24,395,795 | 9¾ - 3⅞ |
| 1955 | 54,600.273 | 4,360,811 | 2,115.811 | .93 | .30 | 27,109,187 | 13⅜ - 7¼ |
| 1956 | 63,900,786 | 3,406.018 | 1,506,018 | .65 | .30 | 33,526,685 | 10¼ - 7⅜ |
| 1957 | 64,692,576 | 2,108,921 | 858,921 | .36 | .15 | 32,418,665 | 8¾ - 4 |
| 1958 | 63,627,475 | 3,257,751 | 1,607,751 | .68 | .10 | 37,923,376 | 10¼ - 4¼ |
| 1959 | 87,002,497 | 4,542,022 | 2,407,022 | .91 | .40 | 51,513,529 | 23¼ - 9⅛ |
| 1960 | 90,979,043 | 5,832,022 | 2.822,022 | 1.03 | .40 | 59.992,662 | 23½ - 13⅝ |
| 1961 (3 mo.) | 24,154,639 | 1,959,766 | 1,289,766 | .47 | .20 | ---------- | 29⅜ - 16 |

(d) Deficit.

**LEEDS & NORTHRUP COMPANY (Unlisted)**

*Year ending May 31*

Capitalization
Debt: $4,950,000
Preferred: 5% cumulative convertible, series A, $25 par, 125.060 shares.
5% cumulative convertible, series B, $25 par, 18,915 shares
Common: 50 cents par, 755,807 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 14,750,000 | $ 954,000 | $ 570,000 | $ .65 | $ .50 | N.A. | N.A. |
| 1951 | 21,327,000 | 2,706,000 | 1,015,000 | 1.41 | .63 | N.A. | N.A. |
| 1952 | 30,974,000 | 4,422,000 | 1,092,000 | 1.43 | .50 | N.A. | N.A. |
| 1953 | 31,913,450 | 3,287,832 | 929,134 | 1.12 | .41 | N.A. | N.A. |
| 1954 | 30,488,550 | 2,654,539 | 875,186 | 1.02 | .44 | $17,292,748 | N.A. |
| 1955 | 27,688,440 | 1,901,535 | 800,439 | .94 | .44 | 17,734,747 | 14 - 12½ |
| 1956 | 30,516,523 | 2,267,816 | 1,163,816 | 1.92 | .45 | 22,443,345 | 27½ - 13½ |
| 1957 | 37,156,180 | 3,612,552 | 1,649,152 | 2.23 | .60 + 2% stk. | 26,483,273 | 35 - 20¼ |
| 1958 | 35,261,501 | 2,610,527 | 1,112,127 | 1.35 | .60 | 25,349,961 | 28 - 19⅝ |
| 1959 | 35,961,718 | 2,976,576 | 1,353,176 | 1.67 | .60 + 1% stk. | 27,470,858 | 41¼ - 27¾ |
| 1960 | 39,856,452 | 3,662,998 | 1,714,598 | 2.12 | .60 | 29,715,333 | 44½ - 28 |
| 1961 (9 mo.) | 26,722,981 | 1,639,481 | 740,881 | .80 | .30 | ---------- | 39¾ - 32½ |

**LING-TEMCO ELECTRONICS INC. (NYSE)**

Capitalization
Debt: $5,910,132, notes; $3,280,000 mortgage bonds; $5,449,000, subordinated debentures.
Preferred: 4½% Series A, $30 par, 189,806 shares.
Common: 50 cents par, 2,569,208 shares.
Note: Company merging with Chance Vought Corporation in June on basis of exchange of Chance Vought stock for the combined companies' debentures and warrants, each Chance Vought share to be exchanged for one $43.50 par, 5½% convertible debenture plus 5-year warrant to purchse 1/5 share of Ling-Temco at 30 and a 5-year warrant to purchase 1/5 share of Ling-Temco at 40.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1953 | Incorporated Nov. 4, 1953 | | | | | | |
| 1954 (c) | $ 22,151 | $ 25,888(d) | $ 25,888 (d) | $ .04(d) | none | -------- | -------- |
| 1955 (c) | 237,776 | 66,334(d) | 66,334(d) | .11(d) | none | ---------- | ---------- |
| 1956 (e) | 389,717 | 27,163(d) | 27,163(d) | .03(d) | none | $ 429,267 | 8 - 7 |
| 1957 (a) | 130,083,129 | 6,280,005 | 3,160,061 | 1.59 | none | ---------- | 8 - 7 |
| 1958 (a) | 132,926,277 | 6,406,860 | 2,963,362 | 1.30 | none | 13,154,872 | 18¾ - 5 |
| 1959 (b) | 148,723,916 | 6,030,068 | 3,029,550 | 1.22 | none | 67,033,945 | 44½ - 16½ |
| 1960 | 148,447,484 | 5,737,132 | 3,051,172 | 1.25 | none | 93,459.633 | 42 - 20 |
| 1961 (3 mo.) | 34,837,500 | -------- | 609,783 | .24 | none | ---------- | 36⅛ - 24¾ |

(a) Pro-forma giving effect to merger with Temco Aircraft, years ended July 31. (b) Changed to calendar year in 1959. (c) Year ended October 31, Ling Electronics only. (d) Deficit. (e) 9 months ended July 31.

**LITTON INDUSTRIES INC. (NYSE)**

*Year ending July 31*

Capitalization
Long-term debt: $33,946,000
Preferred: 5%, $100 par, 25,050 shares
Common: $1.00 par, 4,267,171

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1953 | Incorporated Nov. 4, 1953 | | | | | | |
| 1954 (a) | $ 2,980,051 | $ 347,420 | $ 154,420 | $ .22 | none | $ 4,200,176 | |
| 1955 | 8,898,797 | 679,413 | 436,413 | .22 | none | 8,647,918 | 7½ - 4¾ |
| 1956 | 14,920,050 | 1,995,703 | 1,019,703 | .48 | none | 10,826,182 | 16¼ - 7⅜ |
| 1957 | 28,130,603 | 3,232,493 | 1,806,492 | .74 | none | 16,823,383 | 28⅜ - 14¾ |
| 1958 (b) | 83,155,473 | 7,044,439 | 3,702,203 | 1.04 | none | 57,750,861 | 45⅜ - 18½ |
| 1959 | 125,525,561 | 11,826,756 | 5,975,031 | 1.62 | 1¼% stk. | 83,254,170 | 75⅜ - 36⅜ |
| 1960 | 187,761,242 | 15,365,182 | 7,454,854 | 1.79 | 2½% stk. | 119,004,373 | 96⅝ - 57⅝ |
| 1961 (6 mo.) | 108,202,000 | 8,559,000 | 4,448,000 | 1.03 | none | 139,542,000 | 143 - 87⅛ |

(a) 9 months to July 31 (b) All figures in 1958 reflect acquisition of Monroe Calculating Machine Co. in January, 1958.

**LORAL ELECTRONICS CORP. (ASE)**

*Year ending March 31*

Capitalization
Debt: $89,167, mtge.; $285,000, notes; $5,000,000 4½% conv. debentures, due 1980
Common: 25 cents par, 1,740,444 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 | $10,288,434 | N.A. | $ 279,186 | $ .31 | none | (b) | (b) |
| 1955 | 6,720,476 | N.A. | 421,396 | .47 | none | (b) | (b) |
| 1956 | 2,495,486 | N.A. | 154,789 | .17 | none | (b) | (b) |
| 1957 | 7,056,936 | N.A. | 325,818 | .36 | none | (b) | (b) |
| 1958 | 6,706,606 | N.A. | 172,427 | .19 | none | (b) | (b) |
| 1959 | 7,996,657 | $ 276,028 | 134,348 | .15 | none | $ 4,353,407 | 13¼ - 4 |
| 1960 | 17,439,871 | 1,180,798 | 579,216 | .35 | none | 10,523,379 | 36½ - 11¼ |
| 1961 (9 mo.) | 27,095,540 | 1,980,689 | 952,023 | .55 | none | --- | 46¼ - 31⅝ |

N.A. Not available. (b) Privately owned.

**MPO VIDEOTRONICS, INC. (ASE)**

*Year ending Oct. 31*

Capitalization
Debt: $146,292
Common: Class A, $1 par, 150,000 shares; Class B, $1 par, 260,000 shares.

| | | | | (a) | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 1,066,169 | N.A. | $ 38,535 | $ .09 | none | (b) | (b) |
| 1956 | 2,074,548 | N.A. | 114,109 | .28 | none | (b) | (b) |
| 1957 | 3,440,619 | N.A. | 84,430 | .21 | none | (b) | (b) |
| 1958 | 4,957,956 | N.A. | 92,702 | .22 | none | (b) | (b) |
| 1959 | 6,047,570 | $ 534,014 | 270,414 | .60 | none | 2,062,488 | (b) |
| 1960 | 7,865,971 | 677,499 | 349,499 | .85 | .30 | 3,172,205 | 11 - 6½ |
| 1961 | --- | --- | --- | --- | .20 | --- | 25¾ - 8¼ |

(a) Based on 410,000 shares. (b) Privately owned. (N.A.) Not available.

**MAGNAVOX COMPANY (NYSE)**

Capitalization
Debt: $7,391,363, notes. Common: $1 par, 2,371,382 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 31,716,630 | $ 3,207,982 | $ 2,007,982 | $1.10 | $ .20 | $ 12,625,236 | 9⅝ - 4¼ |
| 1951 (a) | 44,177,645 | 5,558,237 | 2,233,237 | 1.18 | .49 | 17,256,171 | 7⅛ - 4¾ |
| 1952 (a) | 36,837,503 | 2,462,760 | 1,343,760 | .71 | .59 | 18,854,075 | 8⅞ - 6⅛ |
| 1953 (a) | 57,959,669 | 4,548,337 | 2,238,337 | 1.15 | .59 | 29,824,144 | 8¾ - 6⅛ |
| 1954 (a) | 62,974,430 | 5,332,530 | 2,102,530 | 1.09 | .59 | 28,543,292 | 9½ - 6⅝ |
| 1955 (a) | 55,071,765 | 4,571,087 | 2,426,087 | 1.25 | .62 | 31,728,825 | 17¼ - 9½ |
| 1956 (a) | 70,529,646 | 6,220,442 | 3,100,442 | 1.53 | .65+2½% stk. | 41,567,963 | 17¾ - 13⅝ |
| 1957 (a) | 87,467,864 | 7,109,226 | 3,759,226 | 1.77 | .68+2½% stk. | 48,491,855 | 20¾ - 12¾ |
| 1958 (a) (b) | 80,063,908 | 4,889,061 | 2,437,061 | 1.11 | .71+2½% stk. | 48,359,910 | 28¾ - 14⅜ |
| 1959 (a) (b) | 107,758,670 | 9,419,458 | 4,679,458 | 1.99 | .75+2½% stk. | 58,054,607 | 40⅜ - 24⅛ |
| 1960 | 124,879,052 | 13,117,052 | 6,533,052 | 2.76 | 1.00 | 64,728,408 | 55 - 31¾ |
| 1961 (3 mo.) | 32,207,000 | 2,930,000 | 1,430,000 | .60 | .50 | --- | 95¾ - 46 |

(a) Prior to 1960 company was on fiscal year ending June 30.
(b) Changes by company.

**P. R. MALLORY & CO., INC. (NYSE)**

Capitalization
Debt: $7,880,000 notes. Preferred: 5% cumulative convertible, series A, par $50, 74,709 shares. Common: $1 par, 1,469,743 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 39,158,150 | $ 5,403,758 | $ 2,553,758 | $2.82 | $ .63 | $19,079,931 | 15⅞ - 8⅝ |
| 1951 | 45,286,925 | 4,758,314 | 1,923,314 | 2.13 | .80 | 23,531,305 | 20⅛ - 13⅞ |
| 1952 | 53,443,117 | 4,607,773 | 1,897,773 | 2.08 | .67 | 29,166,043 | 28½ - 17⅜ |
| 1953 | 70,874,347 | 7,897,813 | 2,547,813 | 2.50 | 1.13 | 33,084,094 | 31 - 26 |
| 1954 | 54,630,091 | 2,396,803 | 1,071,803 | .80 | 1.34 | 33,032,115 | 32⅜ - 25⅛ |
| 1955 | 63,931,811 | 4,960,649 | 2,225,649 | 2.04 | 1.13 | 38,467,453 | 39 - 28⅜ |
| 1956 | 68,356,203 | 5,815,108 | 3,065,108 | 2.60 | 1.40 | 51,329,388 | 42½ - 31¼ |
| 1957 (a) | 77,579,878 | 7,228,357 | 3,138,357 | 2.08 | 1.40+2% stk. | 57,972,949 | 50¾ - 23½ |
| 1958 | 68,286,563 | 5,952,526 | 2,872,526 | 1.89 | 1.40 | 55,448,341 | 39⅞ - 23⅝ |
| 1959 | 86,504,443 | 8,909,042 | 4,339,042 | 2.87 | 1.40+2% stk. | 57,605,873 | 50⅞ - 35¾ |
| 1960 | 83,586,283 | 8,917,403 | 4,367,403 | 2.84 | 1.40+2% stk. | 57,414,472 | 50¼ - 33 |
| 1961 (3 mo.) | 19,745,337 | 1,640,406 | 781,797 | .50 | .70 | --- | 60 - 36⅝ |

(a) Includes Radio Materials Corp. merged in Sept., 1957, for entire year.

**MAXSON ELECTRONICS CORPORATION (Unlisted)**

*Year ending Sept. 30*

Capitalization
Common: $3 par, 741,440 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 3,229,917 | --- | $ 211,364 | $ .41 | $ .20 | --- | 4¼ - 1¾ |
| 1951 | 7,453,985 | $ 770,496 | 614,012 | .96 | .125+5% stk. | $ 5,742,010 | 5⅞ - 3⅜ |
| 1952 | 15,923,380 | 1,351,494 | 526,494 | .91 | 6% stk. | 11,163,817 | 7 - 4 |
| 1953 | 34,377,128 | 2,160,502 | 1,085,502 | 1.78 | .10+6% stk. | 13,755,817 | 9⅜ - 6⅝ |
| 1954 | 37,143,383 | 3,246,353 | 1,496,353 | 2.27 | .40+8% stk. | 16,161,773 | 17½ - 9⅜ |
| 1955 | 24,625,231 | 2,068,120 | 930,120 | 2.09 | .375+2% stk. | 12,670,505 | 22¼ - 11 |
| 1956 | 16,643,454 | 1,725,109(d) | 720,109(d) | .97(d) | .10+2% stk. | 13,155,169 | 16¼ - 5⅝ |
| 1957 | 21,086,258 | 462,122 | 485,122 | .66 | .05 | 10,463,976 | 9¼ - 4 |
| 1958 | 15,185,233 | 701,877(d) | 631,877(d) | .86(d) | .05 | 7,913,816 | 12⅝ - 4¼ |
| 1959 | 18,542,360 | 1,271,476 | 601,476 | .81 | .20 | 9,275,265 | 15¾ - 9½ |
| 1960 | 18,355,900 | 670,876 | 330,873 | .45 | .20 | 8,741,054 | 14⅛ - 7 |
| 1961 (3 mo.) | 3,372,200 | 252,745 | 120,745 | .16 | .05 | --- | 31¾ - 9¾ |

(d) Deficit.

**McGRAW-EDISON COMPANY (NYSE)**

Capitalization
Debt: $5,132,000 notes. Common: $1 par, 6,421,892 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 80,337,202 | $15,260,064 | $ 7,795,063 | $2.31 | $ .88 | $ 44,198,971 | 13⅛- 9⅞ |
| 1951 | 86,702,917 | 15,370,585 | 6,245,589 | 1.82 | .88 | 50,014,249 | 15⅛- 11⅝ |
| 1952 | 104,895,000 | 15,388,000 | 7,121,000 | 1.76 | .88 | 61,425,000 | 17¾- 13⅞ |
| 1953 | 121,248,000 | 15,795,000 | 6,987,000 | 1.73 | .88 | 68,552,000 | 18¼- 14¼ |
| 1954 | 132,804,000 | 18,420,000 | 9,417,000 | 2.30 | 1.00 | 77,861,000 | 28¾- 17 |
| 1955 (a) | 228,425,000 | 27,678,000 | 13,672,000 | 2.38 | 1.00 | 85,566,000 | 29 - 22½ |
| 1956 (a) | 281,720,000 | 36,188,000 | 17,473,000 | 3.02 | 1.00 | 112,522,000 | 40⅜- 38½ |
| 1957 (a) | 293,158,000 | 34,213,000 | 17,264,000 | 2.89 | 1.40 | 147,704,000 | 47 - 29⅞ |
| 1958 (a) | 282,233,000 | 27,030,000 | 13,057,000 | 2.04 | 1.40 | 157,407,000 | 41⅞- 31⅞ |
| 1959 (a) | 338,050,000 | 39,890,000 | 18,888,000 | 2.94 | 1.40 | 177,778,000 | 48¾- 37¼ |
| 1960 | 311,706,000 | 28,786,000 | 13,837,000 | 2.15 | 1.40 | 214,640,000 | 45¾- 28 |
| 1961 (3 mo.) | 75,884,000 | 4,661,000 | 2,352,000 | .37 | .35 | ---------- | 40⅝- 30¾ |

(a) Pro-forma, including American Laundry Machine Co., merged Sept. 1, 1960

**MEREDITH PUBLISHING CO. (Unlisted)**

*Year ending June 30*

Capitalization
Notes Payable: $600,000. Common: $5 par, 1,332,186 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 24,469,838 | $ 5,041,376 | $ 3,117,560 | $2.42 | $1.75 | $16,151,715 | 15¾- 12¾ |
| 1951 | 29,277,838 | 6,580,696 | 2,934,841 | 2.28 | .67½ | 18,852,617 | 18 - 14 |
| 1952 | 33,587,255 | 7,416,949 | 2,938,616 | 2.28 | .80 | 31,724,336 | 16¼- 14 |
| 1953 | 39,009,361 | 8,022,751 | 3,349,453 | 2.60 | 1.07½ | 32,717,314 | 20¼- 15⅛ |
| 1954 | 41,298,782 | 7,887,860 | 3,682 470 | 2.85 | 1.20 | 34,390,026 | 25¼- 19¼ |
| 1955 | 42,753,555 | 7,628,356 | 3,623,865 | 2.81 | 1.35 | 35,049,149 | 32 - 22 |
| 1956 | 48,459,633 | 8,343,617 | 4,047,146 | 3.14 | 1.60 | 38,484,600 | 31 - 24 |
| 1957 | 53,071,711 | 9,542,200 | 4,644,417 | 3.59 | 1.90 | 41,536,847 | 34½- 26⅛ |
| 1958 | 49,720,636 | 7,819,135 | 3,850,307 | 2.97 | 1.80 | 46,121,858 | 37 - 25 |
| 1959 | 51,817,401 | 8,573,827 | 4,255,770 | 3.28 | 1.80 | 53,270,067 | 41½- 35 |
| 1960 | 59,407,814 | 8,661,031 | 4,421,030 | 3.34 | 1.80 | 55,418,586 | 44½- 34¾ |
| 1961 (9 mo.) | 43,961,618 | 2,624,603 | 1,347,503 | 1.02 | .35 | --------- | 47 - 33½ |

**METROMEDIA, INC. (Unlisted)**

(Formerly Metropolitan Broadcasting Corporation)
Name changed March 28, 1961

Capitalization
Debt: $13,595,425, $6,000,000, 6% convertible subordinated debentures, due 1975
Common: $1 par, 1,699,307 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | ---------- | ---------- | ---------- | ---- | ---- | ---------- | ---------- |
| 1951 | ---------- | ---------- | ---------- | ---- | ---- | ---------- | ---------- |
| 1952 | $ 2,830,742 | $ 834,525(d) | $ 834,525(d) | $ .88(d) | none | ---------- | ---------- |
| 1953 | 4,534,401 | 84,433(d) | 84,433(d) | .09(d) | none | ---------- | ---------- |
| 1954 | 5,384,053 | 161,386(d) | 161,386(d) | .17(d) | none | $ 2,732,416 | ---------- |
| 1955(a) | 2,697,185 | 222,359(d) | 222,359(d) | .24(d) | none | ---------- | 7⅜- 5⅞ |
| 1956 (b) | 5,355,149 | -------- | 899,593(d) | .95(d) | none | ---------- | 7⅝- 5 |
| 1957(c) | 8,914,114 | 243,460 | 243,460 | .16 | none | 13,217,301 | 10⅜- 6 |
| 1958(e) | 14,427,752 | 302,035 | 302,035 | .20 | none | 12,710,988 | 13¾- 6¾ |
| 1959 (f) | 16,543,422 | 2,105,108 | 1,416,108 | .91 | $ .15 | 13,702,023 | 18⅝- 13¾ |
| 1960 | 42,598.179 | 3,313,255 | 1,603,255 | .94 | .15 | 39,249,039 | 19½- 12⅞ |
| 1961 (3 mo.) | 11,059,589 | -------- | 12,666(d) | .01(d) | none | ---------- | 24⅛- 19 |

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) 52 weeks to December 28. (d) Deficit. (e) 52 weeks to January 3, 1959.
(f) 52 weeks to Jan. 2, 1960.

**MICRODOT, INC. (Unlisted)**

*Year ending Sept. 30*

Capitalization
Debt: $263,962, notes
Common: no par, 337,695 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 401,063 | $ 54,126 | $ 30,126 | $ .15 | none | (b) | (b) |
| 1956 | 748,474 | 95,008 | 46,008 | .23 | none | (b) | (b) |
| 1957 | 1,364,640 | 287,568 | 145,568 | .72 | $ .10 | (b) | (b) |
| 1958 | 1,733,529 | 235,983 | 125,983 | .57 | .09 | (b) | (b) |
| 1959 | 2,272,530 | 273,974 | 137,974 | .57 | .16 | $ 1,256,935 | (b) |
| 1960 | 2,979,264 | 306,786 | 153,786 | .54 | .04 | 2,192,371 | 25¾- 13½ |
| 1961 (3 mo.) | 1,039,060 | 148,710 | 72,755 | .21 | 2% stk. | 3,216,773 | 33 - 22½ |

(b) Privately owned.

**MICROWAVE ASSOCIATES INCORPORATED (ASE)**

*Year ending September 30*

Capitalization
Debt: $716,400 mortgage loans
Common: $1 par, 999,200 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (Incorporated Aug. 7) | | | | | | | |
| 1951 (a) | $ 81,800 | ---------- | $ 7,000 | $ .01 | none | ---------- | ---------- |
| 1952 (a) | 259,000 | ---------- | 18,400(d) | .02(d) | none | ---------- | ---------- |
| 1953 (a) | 913,500 | ---------- | 50,800 | .06 | none | ---------- | ---------- |
| 1954 (a) | 1,436,049 | ---------- | 78,929 | .09 | none | ---------- | ---------- |
| 1955 (b) | 1,292,764 | ---------- | 86,667 | .10 | none | ---------- | ---------- |
| 1956 | 2,321,108 | ---------- | 156,456 | .18 | none | $ 1,803,557 | ---------- |
| 1957 | 2,635,468 | ---------- | 51,796 | .06 | none | 2,491,108 | ---------- |
| 1958 | 4,326,681 | $ 463,107 | 228,107 | .27 | none | 2,997,815 | 11½- 5¼ |
| 1959 (c) | 6,670,487 | 864,492 | 384,492 | .39 | none | 5,996,937 | 32⅝- 10½ |
| 1960 | 8,691,486 | 1,273,815 | 633,800 | .64 | none | 7,471,551 | 43½- 22 |
| 1961 (6 mo.) | 4,806,000 | ---------- | 366,500 | .37 | none | 7,653,000 | 60⅜- 34⅛ |

(a) Year ending Dec. 31. (b) 9 months ending Sept. 30. (c) Includes Waveco Corp. from Jan. 29, 1959. (d) Deficit.

## MINNEAPOLIS HONEYWELL REGULATOR COMPANY (NYSE)

Capitalization
Debentures: $5,300,000, 2¾s, due 1965; $13,700,000, 3.10% due 1972; $23,800,000, 3¾s, due 1976; $25,000,000; 4½% sinking fund debentures due 1986.
Preferred: conv. $100 par, 250,000 shares.
Common: $1.50 par 7,015,898 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $109,281,673 | $25,866,656 | $12,500,656 | $2.39 | $1.25 | $ 82,696,070 | 21¼ - 15½ |
| 1951 | 135,150,517 | 26,877,210 | 9,277,510 | 1.58 | 1.12½ | 112,963,041 | 28⅜ - 20⅝ |
| 1952 | 165,710,384 | 20,605,003 | 9,081,003 | 1.50 | 1.12½ | 123,910,675 | 31¼ - 26¾ |
| 1953 | 214,018,825 | 28,687,825 | 10,329,825 | 1.65 | 1.12½ | 133,127,715 | 34¼ - 26¾ |
| 1954 | 229,401,837 | 32,713,703 | 15,345,203 | 2.42 | 1.30 | 145,710,134 | 54¾ - 33½ |
| 1955 | 244,482,068 | 40,512,648 | 19,278,648 | 2.98 | 1.50 | 164,333,867 | 70 - 50⅛ |
| 1956 | 287,944,462 | 47,375,257 | 22,463,657 | 3.40 | 1.75 | 213,899,754 | 90½ - 58 |
| 1957 | 324,886,719 | 45,678,135 | 21,367,135 | 3.07 | 1.75 | 246,626,987 | 131 - 73½ |
| 1958 | 328,480,122 | 48,150,243 | 22,562,243 | 3.23 | 1.75 | 263,816,450 | 126 - 76 |
| 1959 | 381,408,597 | 62,713,399 | 29,399,399 | 4.20 | 1.85 | 292,038,807 | 150 - 111½ |
| 1960 | 426,183,310 | 56,286,148 | 26,228,148 | 3.74 | 2.00 | 330,228,231 | 178¾ - 123⅝ |
| 1961 (3 mo.) | 103,152,981 | 9,172,719 | 4,303,719 | .61 | 1.00 | 336,292,505 | 170¾ - 140 |

## MOTOROLA, INCORPORATED (NYSE)

Capitalization
Debt: $26,809,817; $30,000,000, debentures, due 1986.
Common: $3 par, 4,028,652 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $177,104,669 | $ 27,368,061 | $ 13,130,246 | $3.39 | $1.02½ | $ 55,008,726 | 13 - 5⅜ |
| 1951 (a) | 135,844,520 | 14,020,739 | 7,240,452 | 2.06 | .49 | 61,818,769 | 28⅞ - 20⅛ |
| 1952 (a) | 169,191,047 | 15,576,165 | 7,012,700 | 1.81 | .75 | 81,162,847 | 22⅝ - 18 |
| 1953 (a) | 219,089,238 | 15,512,489 | 7,076,335 | 1.83 | .75 | 86,871,213 | 21⅝ - 14⅝ |
| 1954 (a) | 206,821,801 | 16,523,889 | 7,572,024 | 1.96 | .75 | 94,531,084 | 26¾ - 15⅛ |
| 1955 (a) | 223,428,063 | 18,740,426 | 8,490,539 | 2.19 | .75 | 104,431,218 | 30⅜ - 22⅛ |
| 1956 (a) | 228,982,853 | 16,887,834 | 7,966,817 | 2.06 | .75 | 113,721,148 | 25⅞ - 18¾ |
| 1957 (a) | 227,687,391 | 15,597,031 | 7,824,431 | 2.02 | .75 | 121,879,297 | 25⅞ - 17⅞ |
| 1958 (a) | 217,863,339 | 14,931,213 | 7,356,213 | 1.90 | .75 | 127,901,786 | 30¼ - 17½ |
| 1959 (a) | 291,543,290 | 27,406,237 | 14,171,237 | 3.59 | .75 | 149,763,560 | 87⅜ - 28¾ |
| 1960 | 299,065,992 | 26,176,813 | 12,633,813 | 3.14 | 1.12½ | 162,935,391 | 98 - 60½ |
| 1961 (3 mo.) | 59,758,600 | 1,545,921 | 802,977 | .20 | .75 | ---------- | 100 - 75⅛ |

(a) Changes by company.

## MUNTZ TV, INCORPORATED (ASE)

*Year ending August 31*

Capitalization
Debt: $2,373,368, notes
Preferred: $1 par, 3% preferred, 784,352 shares
Common: $1 par, 1,175,876 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (Incorporated April 5) | ---------- | ---------- | ---------- | --- | $ .15 | ---------- | 4⅝ - 2¼ |
| 1951 (a) | $ 27,147,846 | $ 1,781,353 | $ 749,853 | $ .74 | .15+10% stk. | $ 5,946,468 | 2¾ - 1 15/16 |
| 1952 (a) | 32,923,661 | 2,197,004 | 898,004 | .81 | none | 7,027,960 | 5⅛ - 2½ |
| 1953 (a) | 49,981,467 | 1,331,318 | 691,658 | .62 | none | 9,194,911 | 4⅝ - 1½ |
| 1954 (a) | 17,986,971 | 8,247,126(d) | 8,301,472(d) | 7.44(d) | none | 2,968,251 | 1⅞ - 7/16 |
| 1955 | 8,339,145 | 266,540 | 266,540 | .24 | none | 3,166,583 | 2¾ - 1⅛ |
| 1956 | 10,496,028 | 17,944 | 17,944 | .02 | none | 2,739,323 | 2⅝ - 1 |
| 1957 | 6,025,944 | 561,237(d) | 561,237(d) | .50(d) | none | 1,650,087 | 1⅝ - ⅝ |
| 1958 | 4,057,891 | 23,468 | 23,468 | .02 | none | 1,014,293 | 2 - ⅝ |
| 1959 | 6,728,906 | 420,894 | 420,894 | .36 | none | 1,577,403 | 7 - 1⅝ |
| 1960 | 9,840,115 | 860,451 | 860,451 | .72 | none | 2,127,851 | 6½ - 3½ |
| 1961 (6 mo.) | 5,198,401 | ---------- | 404,936 | .34 | none | -------- | 7 - 4 |

(a) Year ending March 31. (d) Deficit.

## THE MUTER COMPANY (ASE)

Capitalization—Debt: $480,000. Common: 50 cents par 880,461 shares.
Note: Shareholders to vote on acquisition of General Magnetic Corp.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 14,389,725 | $ 2,034,200 | $ 1,034,200 | $1.59 | $ .45 | $ 5,234,673 | 10½ - 4¾ |
| 1951 | 12,387,390 | 1,243,423 | 595,423 | .91 | .60 | 5,281,531 | 9½ - 7⅛ |
| 1952 | 12,653,060 | 778,018 | 345,573 | .52 | .60 | 5,371,762 | 9½ - 7½ |
| 1953 | 15,190,004 | 912,255 | 447,463 | .66 | .45+3% stk. | 5,254,404 | 8⅞ - 5½ |
| 1954 | 12,175,971 | 468,595 | 280,436 | .39 | .15+2% stk. | 5,144,773 | 7⅜ - 4¾ |
| 1955 | 12,722,297 | 53,375(d) | 84,422(d) | .12(d) | .15 | 5,742,279 | 7 - 4⅛ |
| 1956 | 12,126,563 | 38,531 | 31,646 | .04 | none | 5,200,529 | 4⅞ - 2½ |
| 1957 | 14,301,067 | 790,191 | 377,819 | .50 | none | 5,880,020 | 3⅞ - 2⅛ |
| 1958 | 11,636,381 | 730,444 | 356,105 | .44 | 5% stk. | 5,864,103 | 7¼ - 2½ |
| 1959 | 13,796,022 | 869,002 | 410,960 | .49 | 5% stk. | 6,342,769 | 12 - 5½ |
| 1960 | 11,853,827 | 246,683 | 131,633 | .15 | 5% stk. | 6,029,226 | 8⅜ - 5 |
| 1961 (3 mo.) | 2,656,735 | --------- | 13,894(d) | .02(d) | 5% stk. | --------- | 11⅝ - 6 |

(d) Deficit.

## NATIONAL CASH REGISTER COMPANY (NYSE)

Capitalization
Debt: $79,568,000, notes; $40,000,000, 4¾% sinking fund debentures, due June 1985.
Common: $5 par, 7,956,515 shares.

| | | | | (a) | (a) | | |
|---|---|---|---|---|---|---|---|
| 1950 | $170,454,660 | $25,578,449 | $12,143,449 | $1.78 | $ .71+stk. | $134,710,725 | 15½ - 10⅜ |
| 1951 | 211,927,501 | 34,248,000 | 11,456,000 | 1.60 | .86 | 153,390,606 | 19⅞ - 14¼ |
| 1952 | 226,554,764 | 29,921,165 | 10,133,165 | 1.42 | .83 | 167,999,182 | 20¾ - 16½ |
| 1953 | 260,912,851 | 26,987,738 | 11,087,738 | 1.55 | .85 | 174,941,792 | 20⅛ - 17⅛ |
| 1954 | 259,133,242 | 28,229,002 | 12,729,002 | 1.76 | .90 | 183,423,935 | 34⅝ - 19¼ |
| 1955 | 301,180,242 | 37,187,861 | 15,387,861 | 2.11 | 1.00 | 210,724,358 | 47 - 33¾ |
| 1956 | 340,934,415 | 44,719,936 | 18,419,936 | 2.49 | 1.04 | 257,661,736 | 59 - 34⅛ |
| 1957 | 382,512,387 | 43,290,065 | 18,190,065 | 2.45 | 1.14 | 267,537,464 | 70⅝ - 46¼ |
| 1958 | 393,745,615 | 38,412,399 | 15,512,399 | 2.09 | 1.14 | 271,119,816 | 86¼ - 50½ |
| 1959 | 419,063,676 | 42,075,972 | 19,075,972 | 2.40 | 1.14 | 289,075,443 | 80 - 55⅛ |
| 1960 | 457,821,910 | 47,424,067 | 20,024,067 | 2.52 | 1.20 + 5% stk. | 340,280,333 | 70⅞ - 49⅞ |
| 1961 (3 mo.) | 112,055,533 | 9,874,070 | 3,720,897 | .47 | .30 | ---------- | 104½ - 61⅞ |

(a) Years 1951-1959 adjusted for stock dividends.

**NATIONAL COMPANY INC. (ASE)**

Capitalization
Debt: $2,080,000 notes
Preferred: $3.60 cumulative preferred; no par, 3,180 shares
Common: $1 par, 785,806 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 4,175,229 | $ 17,476 | $ 17,354 | $ .01 | $ .02½ | $ 2,823,320 | 3 - ⅞ |
| 1951 | 4,525,219 | 46,859(d) | 42,957(d) | .11(d) | none | 4,228,097 | 2⅜ - 1⅝ |
| 1952 | 9,261,000 | 232,578 | 172,578 | .33 | .05 | 4,861,352 | 2⅝ - 1⅝ |
| 1953 | 7,095,593 | 486,718 | 228,218 | .44 | .05 | 4,850,767 | 3½ - 2½ |
| 1954 | 7,298,055 | 518,834 | 230,334 | .42 | .10+2% stk. | 3,819,795 | 6½ - 2½ |
| 1955 | 5,125,607 | 780,965(d) | 380,965(d) | .72(d) | .10+2% stk. | 5,414,524 | 9¼ - 4⅞ |
| 1956 | 6,856,734 | 66,296(d) | 36,296(d) | .09(d) | 2% stk. | 4,364,889 | 5¾ - 4⅛ |
| 1957 | 5,566,627 | 148,104 | 72,104 | .11 | 2% stk. | 4,397,035 | 5⅜ - 4¼ |
| 1958 | 7,433,813 | 336,063 | 109,063 | .16 | 2% stk. | 5,111,667 | 8⅛ - 5 |
| 1959 | 12,942,937 | 581,704 | 293,504 | .39 | 4% stk. | 6,106,534 | 16½ - 7¾ |
| 1960 | 10,999,491 | 656,888 | 327,288 | .40 | 4% stk. | 7,539,408 | 31½ - 14 |
| 1961 | ---------- | --------- | --------- | --- | none | --------- | 31⅜ - 19⅝ |

(d) Deficit.

**NATIONAL TELEFILM ASSOCIATES, INC. (ASE)**

*Year ending September 30*

Capitalization
Debt: $8,018,261
Common: 10 cents par, 1,277,572 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1952 | Incorporated Aug. 21, 1952 | | | | | | |
| 1953 | N.A. | | | | | | |
| 1954 (b) | $ 355,594 | $ 139,831(d) | $ 139,831(d) | $ .22(d) | none | N.A. | N.A. |
| 1955 (b) | 1,417,515 | 291,932(d) | 293,008(d) | .45(d) | none | $ 3,282,073 | 4⅞ - 2½ |
| 1956 (b) | 3,818,627 | 653,877 | 441,877 | .68 | none | 13,092,934 | 9½ - 3 |
| 1957 (b) | 10,976,479 | 2,148,031 | 1,094,031 | 1.07 | none | 32,143,270 | 9⅞ - 5⅝ |
| 1958 (b) | 15,497,595 | 1,614,048 | 687,048 | .63 | none | 45,763,748 | 10¼ - 7½ |
| 1959 (a) | 25,492,542 | 8,388,314(d) | 5,867,874(d) | 4.59(d) | none | 59,745,733 | 10¼ - 7½ |
| 1960 | 19,018,000 | --------- | 7,001,891(d) | 5.48(d) | none | 51,697,991 | 8⅞ - 2¼ |
| 1961 (3 mo.) | 5,166,943 | --------- | 104,700(d) | .06(d) | none | --------- | 5¾ - 3½ |

(a) 14 months to Sept. 30 (Fiscal year changed in Feb. 1960.) (b) Years ending July 31. (d) Deficit. N.A. Not available.

**NATIONAL THEATRES & TELEVISION, INC. (NYSE)**

*Year ending September 30*

Capitalization
Debt: $25,016,150
Common: $1 par, 2,816,247 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1952 (Incorporated May 1) | $ 64,452,552 | $ 4,352,391 | $ 1,877,391 | $ .68 | none | $59,244,736 | 5⅝ - 3⅜ |
| 1953 | 64,015,854 | 5,439,909 | 2,514,909 | .91 | $ .30 | 60,967,777 | 7¾ - 4⅛ |
| 1954 | 64,497,254 | 6,056,850 | 2,856,850 | 1.03 | .35 | 60,425,828 | 10¼ - 6⅞ |
| 1955 | 61,692,043 | 5,736,008 | 2,886,008 | 1.04 | .50 | 60,749,848 | 12¼ - 8½ |
| 1956 | 59,707,251 | 6,698,057 | 4,648,057 | 1.72 | .50 | 57,003,852 | 9¼ - 7 |
| 1957 | 58,927,856 | 4,466,096 | 2,266,096 | .84 | .50 | 54,982,420 | 9½ - 7 |
| 1958 | 53,667,765 | 2,001,749 | 1,301,749 | .48 | .50 | 55,152,500 | 11½ - 7⅜ |
| 1959 (a) | 52,850,048 | 1,917,117 | 1,497,117 | .55 | .50 | 64,665,833 | 14⅜ - 9⅞ |
| 1960 | 46,543,910 | 3,088,693(d) | 3,088,693(d) | 1.10(d) | 4% stk. | 49,367,422 | 13 - 4⅜ |
| 1961 (b) | 9,845,535 | 114,574(d) | 114,574 (d) | .04(d) | none | --------- | 9⅛ - 5⅛ |

(a) Restated to exclude National Telefilm Associates Inc. (b) 13 Weeks to Dec. 27.

**NATIONAL VIDEO CORPORATION (ASE)**

*Year ending May 31*

Capitalization
Debt: $498,328
Common: $1 par, Class A 283,307 shares
$1 par, Class B 333,360 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 11,224,324 | --------- | $ 28,365(d) | $ .05(d) | none | --------- | (a) |
| 1956 | 9,518,691 | --------- | 6,714(d) | .01(d) | none | --------- | (a) |
| 1957 | 10,398,924 | $ 336,886 | 192,886 | .31 | none | --------- | (a) |
| 1958 | 11,697,930 | 567,021 | 350,021 | .57 | none | --------- | (a) |
| 1959 | 14,853,531 | 1,468,996 | 1,018,996 | 1.65 | none | $ 5,283,673 | 15⅞ - 14¾ |
| 1960 | 17,047,104 | 1,425,169 | 1,131,869 | 1.84 | $ .90 | 5,867,098 | 24¾ - 12 |
| 1961 (6 mo.) | 10,343,903 | 1,050,100 | 768,300 | 1.25 | .45 | --------- | 46½ - 19⅜ |

(a) Privately owned. (d) Deficit.

**NEWARK ELECTRONICS CORPORATION (Unlisted)**

*Year ending August 31*

Capitalization
Debt: $295,821, 5½% loan, due 1965; $1,000,000, note due 1976.
Common: Class A, $2 par } 650,000 combined shares
Class B, $2 par }

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1955 (a) | $ 3,714,951 | $ 22,229 | $ 13,342 | $ .03 | none | (c) | (c) |
| 1956 (a) | 5,331,181 | 139,511 | 74,341 | .19 | none | (c) | (c) |
| 1957 (a) | 6,159,736 | 128,316 | 67,256 | .17 | none | (c) | (c) |
| 1958 (a) | 6,995,108 | 212,540 | 106,965 | .27 | none | (c) | (c) |
| 1959 (a) | 9,770,586 | 330,692 | 161,092 | .40 | none | $ 3,180,420 | (c) |
| 1960 (8 mo.) (b) | 7,849,292 | 325,082 | 166,082 | .28 | $ .18¾ | 4,049,614 | 9¾ - 5 |
| 1961 (6 mo.) | 6,691,521 | --------- | 133,211 | .20 | .06¼ | --------- | 17⅞ - 7⅝ |

(a) Years ending Dec. 31. (b) Changed to fiscal year ending Aug. 31. (c) Privately owned.

**NUCLEAR-CHICAGO CORPORATION** (Unlisted)

*Year ending August 31*

Capitalization
Debt: $550,000 note
Common: $1 par, 783,151 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 642,134 | -------- | $ 27,575 | $ .06 | none | -------- | ---------- |
| 1951 | 765,082 | -------- | 18,042 | .04 | none | -------- | 3 - 1⅜ |
| 1952 | 1,178,129 | -------- | 49,719 | .10 | none | -------- | 2½ - 1⅞ |
| 1953 | 1,015,010 | -------- | 21,899 (d) | .05 (d) | none | -------- | 2¾ - 1⅝ |
| 1954 | 1,179,572 | -------- | 19,773 | .04 | none | -------- | 3⅛ - 1⅞ |
| 1955 | 1,845,643 | $ 218,820 | 108,820 | .22 | none | $ 921,510 | 4¾ - 3 |
| 1956 | 2,197,874 | 358,722 | 177,222 | .35 | 5% stk. | 1,073,391 | 3⅝ - 3 |
| 1957 | 2,587,193 | 515,746 | 252,946 | .44 | 2½% stk. | 1,478,028 | 7¾ - 3⅜ |
| 1958 | 3,851,078 | 908,252 | 442,252 | .71 | 2½% stk. | 2,264,272 | 32 - 7½ |
| 1959 | 5,147,238 | 1,098,986 | 532,986 | .81 | 5% stk. | 3,535,591 | 43½ - 26¾ |
| 1960 | 6,398,516 | 1,072,891 | 523,891 | .74 | 5% stk. | 4,590,340 | 38¾ - 23½ |
| 1961 (6 mo.) | -------- | 456,185 | 224,485 | .30 | none | -------- | 48 - 39 |

(d) Deficit.

**OAK MANUFACTURING COMPANY** (Midwest)

Capitalization
Common: $1 par, 655,794 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 13,145,807 | $ 2,713,088 | $ 1,188,037 | $1.81 | $1.12 | $ 7,102,958 | 14¾ - 8⅜ |
| 1951 (c) | 7,644,627 | 1,608,939 | 598,939 | .91 | .84 | 6,972,048 | 12⅞ - 10⅞ |
| 1952 | 15,925,959 | 3,073,109 | 1,103,109 | 1.68 | 1.12 | 7,927,814 | 15 - 12 |
| 1953 | 20,680,957 | 3,529,017 | 1,239,017 | 1.89 | 1.12 | 8,666,478 | 14½ - 12½ |
| 1954 | 18,788,318 | 2,801,155 | 1,321,155 | 2.02 | 1.12 | 9,274,030 | 19¼ - 13¼ |
| 1955 | 22,783,785 | 3,588,483 | 1,688,483 | 2.57 | 1.26+25% stk. | 10,140,303 | 24¾ - 16⅛ |
| 1956 | 24,902,554 | 3,684,105 | 1,784,105 | 2.72 | 1.40 | 10,878,501 | 24¼ - 19 |
| 1957 | 20,875,613 | 2,224,131 | 1,084,131 | 1.65 | 1.40 | 10,695,216 | 20¾ - 13¾ |
| 1958 | 15,537,850 | 1,179,426 | 624,426 | .95 | 1.10 | 11,074,655 | 22½ - 12 |
| 1959 | 18,442,747 | 2,051,685 | 991,685 | 1.51 | 1.00 | 12,036,362 | 21⅜ - 16¾ |
| 1960 | 17,642,295 | 1,111,310 | 351,310 | .54 | 1.00 | 11,400,340 | 20½ - 14⅛ |
| 1961 | ---------- | -------- | -------- | --- | none | ---------- | 25½ - 15¾ |

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

**OXFORD ELECTRIC CORPORATION** (ASE)

Capitalization
Common: $1 par, 393,299 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 4,554,998 | $ 179,044 | $ 95,450 | $ .29 | $ .06 | $ 1,499,230 | ---------- |
| 1951 | 3,955,141 | 180,312 | 91,201 | .28 | .10 | 1,344,610 | 2½ - 1⅛ |
| 1952 | 4,403,686 | 150,312 | 78,712 | .24 | .10 | 1,273,660 | 2⅛ - 1⅝ |
| 1953 | 5,712,801 | 130,338 | 99,886 | .31 | .09 | 1,277,240 | 2⅛ - 1¾ |
| 1954 | 5,418,269 | 114,043 | 93,983 | .29 | .07 | 1,196,027 | 2⅝ - 1¾ |
| 1955 | 6,714,304 | 188,961 | 130,037 | .40 | .09 | 1,485,392 | 3⅜ - 2⅛ |
| 1956 | 7,696,402 | 263,604 | 214,904 | .66 | .10 | 1,756,332 | 3½ - 2⅛ |
| 1957 | 8,615,903 | 217,480 | 118,480 | .31 | .06+stk. | 1,877,175 | 3¼ - 2 |
| 1958 | 8,704,876 | 158,131 | 119,597 | .29 | .07+stk. | 2,254,259 | 4⅝ - 2⅛ |
| 1959 | 10,304,931 | 245,923 | 174,280 | .49 | .08+stk. | 2,521,274 | 9⅛ - 4¾ |
| 1960 | 8,709,005 | 24,967 (d) | 21,567 (d) | .06 (d) | .09+stk. | 2,235,407 | 7½ - 3⅞ |
| 1961 (3 mo.) | 1,614,681 | 18,642 (d) | ------ | --- | 5% stk. | ---------- | 6 - 3⅞ |

(d) Deficit

**PACIFIC AUTOMATION PRODUCTS, INC.** (Unlisted)

*Year ending August 31*

Capitalization
Common: $1 par, 533,000 shares

1955 Incorporated Sept. 15.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1956 | $ 1,116,341 | -------- | $ 14,641 | $ .04 | none | -------- | ---------- |
| 1957 | 6,174,275 | ------ | 231,678 | .59 | none | -------- | ---------- |
| 1958 | 9,764,900 | $ 893,316 | 403,423 | .99 | none | $ 2,712,549 | 24¾ - 11 |
| 1959 | 11,816,342 | 454,781 (d) | 212,744 (d) | .40 (d) | none | 5,012,219 | 29½ - 9¾ |
| 1960 | 6,014,130 | 1,380,849 (d) | 866,440 (d) | 1.61 (d) | none | 3,560,667 | 13¼ - 4 |
| 1961 (6 mo.) | 2,855,345 | -------- | 660,057 | 1.24 | none | ---------- | 6½ - 4⅜ |

(d) Deficit

**PACIFIC MERCURY ELECTRONICS** (Unlisted)

*Year ending June 30*

Capitalization
Debt: $310,000
Common: Class A&B, 50 cents par, 700,000 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 4,713,620 | -------- | ------ | -- | $ .05 | -------- | 3 4/5 - 2 |
| 1951 (a) | 5,947,096 | $ 115,635 | $ 72,135 | $ .14 | none | $ 2,414,365 | 3⅛ - 1½ |
| 1952 (a) | 7,057,514 | 31,866 | 5,866 | .01 | none | 3,972,312 | 5 - 1⅝ |
| 1953 (a) | 16,983,669 | 1,108,297 | 426,297 | .61 | none | 6,637,000 | 5¾ - 2½ |
| 1954 (a) | 15,065,490 | 366,515 | 196,015 | .28 | none | 5,032,151 | 4⅞ - 2¾ |
| 1955 (a) | 12,214,539 | 598,817 | 255,817 | .37 | none | 3,550,171 | 8 - 4 |
| 1956 (b) | 17,332,982 | 921,752 | 482,752 | .69 | none | 7,726,750 | 7⅞ - 4¼ |
| 1957 | 20,001,656 | 1,184,754 | 557,754 | .80 | none | 9,853,011 | 10⅝ - 4½ |
| 1958 | 18,477,918 | 755,235 | 329,235 | .47 | none | 9,889,038 | 8 - 4½ |
| 1959 | 20,154,604 | 824,198 | 352,198 | .50 | none | 10,312,440 | 14¼ - 8 |
| 1960 | 21,512,931 | 378,855 | 196,855 | .28 | none | 10,499,219 | 10½ - 5 |
| 1961 (6 mo.) | 10,976,609 | 218,685 | 130,808 | .19 | none | ---------- | 9 - 5 |

(a) Year ending March 31. (b) 15 months to June 30.

**PACKARD-BELL ELECTRONICS CORPORATION (NYSE)**

*Year ending September 30*

Capitalization
Debt: $1,577,547 notes
Common: 50 cents par, 815,983 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 13,894,713 | $ 2,168,510 | $ 1,308,510 | $2.61 | $1.50 | $ 4,378,079 | 8¾ - 4 |
| 1951 | 18,772,528 | 2,805,246 | 1,014,751 | 1.73 | 1.00 | 5,492,521 | 10¾ - 7⅛ |
| 1952 | 22,724,273 | 3,054,511 | 968,051 | 1.65 | 1.00 | 9,394,702 | 15¼ - 10½ |
| 1953 | 32,152,750 | 3,478,335 | 1,139,642 | 1.66 | 1.00 | 14,028,133 | 13¼ - 11 |
| 1954 | 17,744,136 | 464,025(a) | 164,296 | .24 | .80 | 9,358,050 | 12 - 7 |
| 1955 | 21,641,690 | 1,241,242 | 638,933 | .93 | .32½ | 10,525,383 | 13 - 8½ |
| 1956 | 28,405,060 | 1,962,356 | 862,356 | 1.25 | .50 | 12,840,259 | 10½ - 8½ |
| 1957 | 32,262,878 | 1,394,447 | 704,447 | 1.02 | .50 | 13,197,105 | 11 - 8½ |
| 1958 | 37,371,081 | 2,092,594 | 1,002,594 | 1.46 | .50 | 15,703,863 | 31½ - 10¼ |
| 1959 | 46,608,062 | 2,865,346 | 1,375,346 | 1.73 | .50 | 21,203,288 | 46½ - 28¼ |
| 1960 | 44,029,822 | 357,704 | 207,704 | .26 | .50 + 2% stk. | 24,018,533 | 39 - 19¼ |
| 1961 (6 mo.) | 16,400,000 | 2,555,361(d) | 1,530,000 (d) | 1.88(d) | none | 19,525,364 | 25 - 19¾ |

(a) Operating loss. (d) Deficit.

**PARAMOUNT PICTURES CORPORATION (NYSE)**

Capitalization—Debt: $16,822,000. Common: $1 par, 1,673,231 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 81,825,286 | $10,311,275 | $ 6,565,041 | $2.67 | $2.00 | $117,929,986 | 22⅛ - 17½ |
| 1951 | 94,628,572 | 11,034,665 | 5,459,273 | 2.33 | 2.00 | 114,479,795 | 33½ - 21 |
| 1952 | 104,811,289 | 10,837,159 | 5,899,871 | 2.52 | 2.00 | 116,464,094 | 30⅞ - 21¼ |
| 1953 | 110,254,081 | 13,304,563 | 6,779,563 | 3.06 | 2.00 | 118,430,121 | 30⅜ - 24½ |
| 1954 | 106,920,798 | 15,651,802 | 9,003,802 | 4.10 | 2.00 | 128,583,495 | 40⅜ - 26 |
| 1955 | 112,474,967 | 16,516,929 | 9,707,929 | 4.49 | 2.00 | 138,924,838 | 44⅝ - 36 |
| 1956 | 96,579,079 | 10,101,568 | 8,731,568 | 4.43 | 2.00 | 133,672,234 | 36½ - 27⅝ |
| 1957 | 111,213,462 | 7,610,201 | 4,783,201 | 2.47 | 2.00 | 138,279,348 | 36⅞ - 28 |
| 1958 | 104,682,090 | 13,705,266 | 12,554,266 | 7.15 | 2.00 | 141,671,830 | 47¾ - 30⅝ |
| 1959 | 115,296,000 | 8,925,000 | 7,519,000 | 4.47 | 2.00 | 171,776,000 | 50⅞ - 42 |
| 1960 | 131,325,000 | 10,379,000 | ---------- | --- | --- | 174,035,000 | ---------- |
| 1961 (3 mo.) | ---------- | ---------- | 2,450,000 | 1.46 | 1.00 | ---------- | 85¾ - 53¾ |

**PERKIN-ELMER CORPORATION (NYSE)**

*Year ending July 31*

Capitalization
Debt: $3,000,000, notes due 1974
Common: $1 par, 1,248,860 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 1,612,000 | N.A. | $ 164,000 | $ .30 | (b) | (b) | (b) |
| 1951 | 2,877,000 | N.A. | 238,000 | .44 | (b) | (b) | (b) |
| 1952 | 4,475,000 | N.A. | 229,000 | .42 | (b) | (b) | (b) |
| 1953 | 6,018,301 | $ 569,504 | 249,504 | .46 | $ .05 | $ 3,816,161 | (b) |
| 1954 | 6,810,055 | 1,107,289 | 473,289 | .87 | none | 4,358,078 | (b) |
| 1955 | 6,742,633 | 1,103,344 | 528,344 | .72 | none | 5,220,365 | 13½ - 10¾ |
| 1956 | 8,260,150 | 646,114 | 148,114 | .17 | none | 5,426,452 | 14 - 10½ |
| 1957 | 12,753,563 | 1,079,985 | 509,985 | .58 | none | 7,968,720 | 14⅝ - 9½ |
| 1958 | 15,062,055 | 1,531,158 | 751,158 | .72 | none | 10,279,107 | 29 - 10⅝ |
| 1959 | 17,514,097 | 1,820,779 | 900,779 | .80 | none | 13,339,315 | 30¾ - 21½ |
| 1960 | 22,124,935 | 2,524,085 | 1,208,085 | 1.05 | none | 16,493,660 | 52⅞ - 26¼ |
| 1961 (6 mo.) | 11,909,095 | 919,461 | 435,861 | .35 | none | ---------- | 83½ - 43⅝ |

(a) 8 months to July 31. (b) Privately owned. N.A. Not available.

**PHILCO CORPORATION (NYSE)**

Capitalization
Debt: $21,467,000
$200,000, subordinate debenture 4s, due 1980. $675,000, subordinate debenture 4¾s, due 1978; $22,000,000, subordinate debenture 4¼s, due 1984.
Preferred: Series A $3.75 cumulative, $100 par, 100,000 shares
Common: $3 par, 4,090,207 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $335,318,054 | $33,703,616 | $15,483,616 | $4.50 | $2.55 | $121,294,609 | 23¼ - 20 |
| 1951 (a) | 305,820,000 | 22,008,000 | 11,648,000 | 2.80 | 1.42 | 119,476,461 | 27⅝ - 20¾ |
| 1952 (a) | 368,418,000 | 25,627,000 | 11,843,000 | 2.89 | 1.42 | 144,400,293 | 36⅜ - 26⅝ |
| 1953 (a) | 431,538,000 | 35,316,077 | 18,214,000 | 4.50 | 1.49 + 5% stk. | 168,468,430 | 36½ - 26⅞ |
| 1954 (a) | 350,471,000 | 10,618,000 | 5,198,000 | 1.19 | 1.49 | 164,587,570 | 39⅝ - 28 |
| 1955 (a) | 375,157,000 | 17,286,329 | 8,188,000 | 1.93 | 1.49 | 178,146,894 | 43⅜ - 30 |
| 1956 (a) | 356,933,000 | 811,000 | 252,000 | .03(d) | .75 + 1% stk. | 203,768,503 | 36½ - 16 |
| 1957 (b) | 372,628,558 | 6,939,000 | 4,081,000 | .91 | 4% stk. | 195,166,979 | 18⅜ - 11 |
| 1958 | 351,093,000 | 5,800,000 | 2,874,000 | .61 | 2% stk. | 182,427,000 | 26⅜ - 12⅜ |
| 1959 | 397,792,000 | 15,534,000 | 7,176,000 | 1.67 | .25 | 204,759,000 | 36¾ - 21 |
| 1960 | 400,587,000 | 2,273,000 | 2,287,000 | .47 | none | 231,927,000 | 38¼ - 15⅞ |
| 1961 | ---------- | ---------- | ---------- | --- | none | ---------- | 25⅛ - 17¾ |

(a) Changes by company. (b) Includes Canadian subsidiaries. (d) Deficit.

**PHILIPS ELECTRONIC AND PHARMACEUTICAL INDUSTRIES CORP. (ASE)**

Capitalization
Debt: $1,059,914
Preferred: Class A. $5 par, 120,000 shares
Common: $5 par, 1,994,474

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 6,812,118 | ---------- | $ 134,672(d) | $ .54(d) | none | ---------- | ---------- |
| 1951 | 6,324,065 | ---------- | 207,299 (d) | .89(d) | none | ---------- | ---------- |
| 1952 | 6,298,427 | ---------- | 459,454 (d) | 1.96(d) | none | ---------- | ---------- |
| 1953 | 4,403,027 | ---------- | 371,422 (d) | 1.59(d) | none | ---------- | 7⅝ - 4¾ |
| 1954 | 3,743,074 | ---------- | 530,151 (d) | 2.27(d) | none | ---------- | 8½ - 5 |
| 1955 | 3,444,976 | ---------- | 312,678 (d) | 1.34(d) | none | ---------- | 8½ - 5¼ |
| 1956 | 2,671,377 | $ 948,273(d) | 954,941 (d) | 3.71(d) | none | $ 5,587,700 | 12¾ - 6¼ |
| 1957 | 8,072,512 | 426,314 | 376,819 | .42 | none | 12,886,630 | 20⅝ - 10½ |
| 1958 | 15,048,450 | 1,207,403 | 1,175,893 | 1.31 | none | 16,101,246 | 26⅞ - 11 |
| 1959 | 26,989,461 | 2,884,562 | 1,839,588 | .92 | none | 36,326,661 | 50¼ - 23½ |
| 1960 | 33,269,155 | 2,112,903 | 1,042,493 | .52 | none | 38,351,386 | 47⅜ - 31½ |
| 1961 | ---------- | ---------- | ---------- | --- | none | ---------- | 39½ - 31¼ |

(d) Deficit.

**POLARAD ELECTRONICS CORPORATION (ASE)**

*Year ending June 30*

Capitalization
Debt: $328,866
Preferred: 5½% cumulative, $100 par, 850 shares
Common: $.50 par, 1,325,692 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 (11 mo.) | $ 144,340 | $ 57,254 | $ 39,651 | $ .08 | none | N.A. | (a) |
| 1951 | 549,014 | 58,108 | 39,332 | .07 | none | $ 611,715 | (a) |
| 1952 | 1,251,333 | 99,886 | 51,632 | .03 | none | 915,405 | (a) |
| 1953 | 2,959,571 | 118,337 | 52,593 | .07 | none | 1,244,049 | (a) |
| 1954 | 3,830,175 | 191,744 | 82,488 | .10 | none | 1,325,703 | (a) |
| 1955 | 4,929,157 | 293,107 | 136,128 | .17 | none | 2,467,741 | (a) |
| 1956 | 6,233,369 | 321,951 | 157,487 | .19 | none | 2,545,650 | (a) |
| 1957 | 7,261,080 | 506,572 | 238,486 | .29 | none | 4,714,047 | (a) |
| 1958 | 9,563,938 | 754,785 | 367,085 | .39 | none | 5,529,263 | (a) |
| 1959 | 11,900,206 | 1,033,111 | 475,186 | .45 | none | 8,506,191 | 17¾ - 9½ |
| 1960 | 15,072,833 | 1,526,040 | 731,640 | .55 | none | 10,819,260 | 36⅝ - 15¼ |
| 1961 (6 mo.) | 6,204,676 | -------- | 26,773 | .02 | none | --------- | 28⅜ - 18¾ |

(a) Privately owned. N.A. Not available.

**RADIATION INCORPORATED (Unlisted)**

*Year ending August 31*

Capitalization
Debt: $913,992
Common: Class A, 25 cents par, 958,365 shares

1950—Incorporated August 8
1951—N.A.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1952 | $ 214,557 | -------- | $ 20,678 | $ .04 | none | -------- | ---------- |
| 1953 | 295,950 | -------- | 17,117 | .03 | none | -------- | ---------- |
| 1954 | 493,338 | -------- | 23,069 | .04 | none | -------- | ---------- |
| 1955 | 1,804,589 | -------- | 186,799 | .34 | none | -------- | ---------- |
| 1956 | 3,473,763 | -------- | 218,620 | .39 | $ .22½ | $ 1,978,754 | ---------- |
| 1957 | 7,919,034 | $ 698,224 | 343,017 | .46 | .15+3% stk. | 5,222,722 | 18⅛ - 6½ |
| 1958 | 10,079,882 | 994,405 | 488,738 | .62 | 3% stk. | 5,946,039 | 19 - 11 |
| 1959 | 14,005,734 | 1,204,480 | 588,993 | .66 | 3% stk. | 7,674,007 | 26½ - 15¾ |
| 1960 | 23,155,845 | 373,887 | 184,787 | .20 | 3% stk. | 10,708,880 | 27½ - 17 |
| 1961 (a) | 15,502,300 | 820,490 | 403,490 | .42 | none | 11,903,500 | 30¾ - 24 |

(a) 28 weeks March 10. N.A. Not available.

**RADIO CORPORATION OF AMERICA (NYSE)**

Capitalization
Debt: $100,000,000—3% notes due 1970-74; $50,000,000—3¾% notes due 1973-77; $1,996,000 mortgage notes.
$100,000,000—5% promissory notes, due 1986
Preferred: $3.50 cumulative, no par, 900,824 shares
Common: No par, 16,553,000 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 586,393,000 | $ 96,992,865 | $46,249,865 | $3.10 | $1.50 | $311,846,886 | 24¼ - 12¼ |
| 1951 | 598,955,077 | 62,032,732 | 31,192,732 | 2.02 | 1.00 | 370,202.025 | 25¼ - 16⅜ |
| 1952 | 693,940,522 | 67,362,399 | 32,325,399 | 2.10 | 1.00 | 432,252,051 | 29⅜ - 23¾ |
| 1953 | 853,054,003 | 72,436,778 | 35,021,778 | 2.27 | 1.00 | 493,624,720 | 29⅜ - 21 |
| 1954 | 940,950,220 | 83,501,459 | 40,525,459 | 2.66 | 1.20 | 548,325,244 | 39¼ - 22½ |
| 1955 | 1,055,265,655 | 100,107,465 | 47,525,465 | 3.16 | 1.35 | 676,506,187 | 55⅜ - 36¾ |
| 1956 | 1,127,773,541 | 80,074,245 | 40,031,247 | 2.65 | 1.50 | 690,557,138 | 50⅜ - 33⅞ |
| 1957 | 1,176.277,371 | 77,048,794 | 38,548,794 | 2.55 | 1.50 | 720,772,768 | 40 - 27 |
| 1958 | 1,176,094,398 | 60,441,749 | 30,941,749 | 2.01 | 1.50 | 734,285,722 | 48¼ - 30¼ |
| 1959 | 1,395,620,000 | 78,542,000 | 40,142,000 | 2.64 | 1.50 | 811,208,000 | 73¼ - 43⅛ |
| 1960 | 1,494,896,000 | 66,917,000 | 35,117,000 | 1.97 | 1.00 + 2% stk. | 815,503,000 | 78⅝ - 46½ |
| 1961 (3 mo.) | 361,700,000 | 22,600,000 | 12,000,000 | .68 | .75 + 2% stk. | ---------- | 65⅝ - 49½ |

**RAYTHEON COMPANY (NYSE)**

Capitalization
Debt: $10,350,317
Preferred: 5½% series cumulative, $50 par, 114,769 shares.
Common: $5 par, 3,855,045 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950(a) | $ 59,533,260 | $ 1,610,413 | $ 935,413 | $ .49 | ---- | $ 32,331,492 | 13½ - 6⅛ |
| 1951(a) | 89,845,000(c) | 6,029,063 | 2,179,063 | 1.12 | ---- | 52,120,396 | 12⅜ - 8¼ |
| 1952(a) | 111,431,000(c) | 5,947,898 | 2,047,898 | .84 | ---- | 75,196,765 | 12¾ - 9⅛ |
| 1953(a) | 179,313,000(c) | 13,009,672 | 3,859,672 | 1.68 | ---- | 91,238,649 | 14⅝ - 8 |
| 1954(b) | 185,101,000 | 10,444,000 | 3,688,000 | 1.07 | ---- | 93,640,690 | 14½ - 7¾ |
| 1955(b) | 190,700,000 | 9,953,000 | 4,992,000 | 1.48 | ---- | 82,836,163 | 25¾ - 18 |
| 1956(b) | 183,522,000 | 4,950,000 | 1,548.000 | .39 | ---- | 108,451,571 | 19½ - 13 |
| 1957(b) | 270,135,000 | 10,814,000 | 7,255,000 | 2.13 | ---- | 127,219,842 | 23¾ - 16⅜ |
| 1958 (b) | 375,156,000 | 19,083,000 | 9,403,000 | 3.08 | 5% stk. | 145,894,405(b) | 69 - 21½ |
| 1959 (b) | 494,278,281 | 24,801,188 | 13,481,188 | 3.89 | 5% stk | 206,237,185 | 73⅞ - 43½ |
| 1960 | 539,974,777 | 19,276,752 | 11,536,752 | 3.01 | 5% stk. | 225,793,977 | 53⅜ - 30¼ |
| 1961 (3 mo.) | 138,158,045 | ---------- | 1,365,000 | .33 | 3% stk. | ---------- | 42⅞ - 35¼ |

(a) Raytheon Co. only year ending May 31. (b) Pro-forma, including Machlett Laboratories, merged May 25, 1959. (c) Adjusted by company.

**REEVES BROADCASTING & DEVELOPMENT CORP. (ASE)**

Capitalization
Debt: $1,024,075
Common: $1 par, 1,408,893 shares

| | | | | (a) | | | |
|---|---|---|---|---|---|---|---|
| 1955 | $ 1,478,234 | N.A. | $ 99,684 | $ .07 | none | (b) | (b) |
| 1956 | 1,472,168 | N.A. | 96,834 | .07 | none | (b) | (b) |
| 1957 | 1,656,648 | N.A. | 177,057 | .13 | none | (b) | (b) |
| 1958 | 1,678,100 | N.A. | 111,254 | .08 | none | (b) | (b) |
| 1959 | 1,929,321 | N.A. | 208,702 | .15 | none | $ 2,614,650 | (b) |
| 1960 | 2,393,865 | N.A. | 338,284 | .23 | none | 5,846,426 | 5 - 3½ |
| 1961 | --------- | --------- | --------- | --- | none | ---------- | 10⅛ - 3¾ |

(a) Based on 1,408,893 shares. (b) Privately owned. N.A. Not available.

**REEVES SOUNDCRAFT CORPORATION (ASE)**

Capitalization
Debt: $401,916
Common: .05 par, 3,079,815 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,513,470 | ------ | $ 118,458 | $ .05 | none | -------- | ---------- |
| 1951 | 2,054,401 | $ 89,070(d) | 77,570 | .03(d) | none | $ 1,840,378 | ---------- |
| 1952 | 3,364,921 | 130,187 | 90,187 | .03 | none | 1,777,029 | 3¼ - 1½ |
| 1953 | 3,566,055 | 396,301 | 284,301 | .11 | none | 1,757,929 | 2 - ½ |
| 1954 | 3,747,810 | 185,385 | 89,385 | .03 | none | 2,076,758 | 1⅞ - ⅞ |
| 1955 | 3,348,148 | 216,741 | 143,741 | .06 | none | 2,047,136 | 2 - 1 |
| 1956 | 3,304,356 | 6,677 | 877 | nil | none | 2,496,717 | 1¾ - ⅞ |
| 1957 | 4,878,802 | 404,224 | 232,224 | .08 | 5% stk. | 2,295,435 | 3⅛ - ⅞ |
| 1958 | 4,786,228 | 205,829 | 105,829 | .04 | none | 3,161,332 | 7½ - 2⅜ |
| 1959 | 5,369,408 | 271,625(d) | 136,625(d) | .05(d) | none | 3,889,012 | 13½ - 6½ |
| 1960 | 5,869,485 | 1,035,853 | 980,853 | .32 | none | 5,272,542 | 11⅝ - 5½ |
| 1961 | --------- | --------- | --------- | --- | none | --------- | 8⅞ - 6 |

(d) Deficit.

**REPUBLIC CORPORATION (NYSE)**

*Year ending October 31*

Capitalization
Debt: $5,008,100, cumulative income debenture 4s, due 1965
Preferred: $1 cumulative preferred, $10 par, 400,000 shares
Common: 50 cents par, 2,453,423 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 30,310,748 | $ 1,264,574 | $ 760,574 | $ .20 | none | $ 21,302,273 | 5⅜ - 3 |
| 1951 | 33,409,613 | 1,306,404 | 646,404 | .15 | none | 21,340,553 | 6¼ - 3⅜ |
| 1952 | 33,085,511 | 1,582,604 | 759,604 | .20 | none | 23,629,080 | 5⅛ - 3¼ |
| 1953 | 37,265,035 | 1,479,217 | 679,217 | .15 | none | 24,629,890 | 4¼ - 2⅞ |
| 1954 | 37,962,359 | 1,749,202 | 804,202 | .22 | none | 24,908,125 | 7 - 3 |
| 1955 | 39,621,099 | 2,784,034 | 919,034 | .27 | 5% stk. | 29,361,174 | 11⅝ - 5⅞ |
| 1956 | 42,236,306 | 1,023,401 | 758,401 | .18 | 5% stk. | 25,468,189 | 8⅞ - 5 |
| 1957 | 37,899,826 | 1,862,420(d) | 1,362,420(d) | .88(d) | none | 23,767,532 | 8¼ - 4¾ |
| 1958 | 33,468,483 | 3,210,338 | 1,482,338 | .54 | none | 24,094,577 | 9⅞ - 5 |
| 1959 | 29,834,070 | 1,484,883 | 884,883 | .24 | $ .15 | 22,074,356 | 11⅞ - 7½ |
| 1960 (a) | 51,204,962 | 4,284,743 | 2,084,743 | .69 | .45 | 33,949,118 | 11¾ - 7½ |
| 1961 (b) | 7,094,067 | 1,119,677 | 559,677 | .23 | .30 | --------- | 18¾ - 10¾ |

(a) Pro-forma, including Utility Appliance Corp., to be merged in May. (b) 13 weeks to Jan. 28. (d) Deficit.

**RESEARCH INCORPORATED (Unlisted)**

*Year ending September 30*

Capitalization
Debt: $226,610 mortgages
Common: 10 cents par, 1,429,045 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1953 (a) | $ 59,793 | $ 237 | $ 138 | --- | none | (b) | (b) |
| 1954 | 475,467 | 7,961 | 5,265 | $ .01 | none | (b) | (b) |
| 1955 | 487,632 | 28,829 | 18,587 | .02 | none | (b) | (b) |
| 1956 | 545,717 | 23,042 | 14,542 | .01 | none | (b) | (b) |
| 1957 | 1,194,575 | 139,670 | 65,370 | .06 | $ .01 | (b) | (b) |
| 1958 | 987,597 | 142,897 | 68,897 | .06 | .01 | (b) | (b) |
| 1959 | 1,905,499 | 304,629 | 141,629 | .11 | .02 | $ 923,074 | (b) |
| 1960 | 3,585,900 | 459,286 | 208,286 | .14 | .02 | 2,316,255 | 8¼ - 4⅛ |
| 1961 | --------- | -------- | -------- | --- | none | --------- | 8½ - 6½ |

(a) March 4 through Sept. 30. (b) Privately owned.

**ROLLINS BROADCASTING, INC. (ASE)**

*Year ending April 30*

Capitalization
Debt: $1,797,723
Common: $1 par, 110,000 shares
Class B: $1 par, 890,245 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1956 | $ 1,097,040 | N.A. | $ 130,026 | $ .15 | none | (b) | (b) |
| 1957 | 1,661,611 | N.A. | 83,459 | .10 | none | (b) | (b) |
| 1958 | 2,338,878 | N.A. | 226,115 | .27 | none | (b) | (b) |
| 1959 | 2,673,223 | N.A. | 268,610 | .34 | none | (b) | (b) |
| 1960 | 3,761,011 | N.A. | 780,649 | .96 | none | $ 4,367,895 | 8 - 5¾ |
| 1961 (9 mo.) | 3,141,479 | N.A. | 309,400 | .35 | .08 | --------- | 18¼ - 11 |

N.A. Not available. (b) Privately owned.

**SAMS (HOWARD W.) & COMPANY, INC. (Unlisted)**

*Year ending June 30*

Capitalization
Debt: $1,063,167
Peferred: 5% cumulative, $50 par, 2,877 shares
Common: $1 par 425,450 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950(a)(c) | $ 1,052,102 | $ 43,701 | $ 30,097 | $ .23 | $ .05+10% stk. | $ 257,343 | N.A. |
| 1951(a)(c) | 1,378,036 | 112,831 | 36,831 | .29 | .10 | 367,695 | N.A. |
| 1952(a)(c) | 1,951,803 | 113,952 | 36,546 | .28 | .05 | 521,342 | N.A. |
| 1953(b)(c) | 1,293,225 | 83,745 | 27,523 | .22 | none | 636,835 | N.A. |
| 1954 (c) | 2,798,979 | 218,179 | 87,219 | .66 | .10 | 820,125 | N.A. |
| 1955 | 3,410,731 | 430,071 | 217,727 | .56 | .11 | 1,048,892 | N.A. |
| 1956 | 3,884,785 | 598,262 | 296,012 | .77 | .25 | 1,447,680 | N.A. |
| 1957 | 4,301,304 | 575,597 | 288,038 | .75 | .23 | 1,509,831 | N.A. |
| 1958 | 4,973,058 | 618,637 | 304,666 | .79 | .26 | 4,059,032 | N.A. |
| 1959 | 5,957,400 | 775,672 | 371,301 | .97 | .27 | 5,253,296 | 31 - 25 |
| 1960 | 6,842,317 | 1,107,039 | 509,487 | 1.18 | .60 | 6,560,661 | 48½ - 31 |
| 1961 (9 mo.) | 7,487,519 | 682,403 | 467,404 | 1.09 | .30 | 6,659,469 | 56 - 37¾ |

(a) Calendar year. (b) Six months, Jan. 1-June 30, 1953. (c) Does not include Waldemar Press Inc., nor Howard Co. Inc. N.A. Not available.

**SANDERS ASSOCIATES, INCORPORATED** (Unlisted)

*Year ending July 31*

Capitalization
Debt: $126,659, Mortgage notes.
Common: Class A and Class B $1 par, 1,000,063 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1951 Incorporated July 4 | | | | | | | |
| 1952 | $ 495,309 | $ 7,319(d) | $ 7,319 (d) | $ .07(d) | none | -------- | (a) |
| 1953 | 1,508,231 | 43,535 | 27,035 | .13 | none | -------- | (a) |
| 1954 | 1,913,571 | 140,506 | 44,506 | .15 | none | -------- | (a) |
| 1955 | 2,759,776 | 187,915 | 89,715 | .22 | $ .02½ | -------- | (a) |
| 1956 | 4,220,552 | 263,595 | 135,595 | .30 | .04 | $ 1,838,018 | (a) |
| 1957 | 5,603,343 | ------ | 252,060 | .50 | .04 | 3,198,937 | 7½ - 6 |
| 1958 | 8,969,770 | 459,487 | 233,487 | .33 | .04 + 1½% stk. | 3,602,737 | 17¼ - 7⅜ |
| 1959 | 10,562,817 | 651,754 | 326,754 | .43 | .04 + 1% stk. | 5,361,199 | 27½ - 12⅛ |
| 1960 | 17,230,363 | 983,186 | 458,186 | .55 | .04 | 7,236,136 | 34¾ - 21 |
| 1961 (6 mo.) | 10,605,407 | ------- | 333,682 | .37 | .04 | -------- | 58½ - 33½ |

(a) Privately owned. (d) Deficit.

**SANGAMO ELECTRIC COMPANY** (NYSE)

Capitalization
Debt: $3,570,000 note.
Common: $5 par, 1,622,636 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 24,496,846 | $ 3,970,403 | $ 2,105,403 | $1.79 | $ .87½ | $ 17,953,512 | 9¼ - 6⅝ |
| 1951 | 32,426,908 | 4,827,886 | 1,827,886 | 1.31 | .75 | 26,380,144 | 11¾ - 10 |
| 1952 | 39,753,567 | 4,454,162 | 2,014,162 | 1.44 | .75 | 28,235,498 | 12 - 9 |
| 1953 | 37,037,072 | 3,972,623 | 1,967,623 | 1.41 | .75 | 27,386,920 | 13½ - 10½ |
| 1954 | 35,560,615 | 3,425,944 | 1,600,944 | 1.00 | .75 | 28,446,821 | 14⅞ - 11⅞ |
| 1955 | 37,910,588 | 5,611,978 | 2,731,978 | 1.71 | .75 | 31,985,465 | 16 - 12¾ |
| 1956 | 44,277,105 | 5,616,731 | 2,751,731 | 1.72 | .79 | 38,467,849 | 18¾ - 14¾ |
| 1957 | 47,076,671 | 5,774,432 | 2,789,432 | 1.75 | .90 | 37,910,881 | 19⅞ - 14⅝ |
| 1958 | 43,107,000 | 3,293,225 | 1,668,000 | 1.04 | .72 | 40,202,365 | 18⅜ - 12½ |
| 1959 | 52,857,459 | 5,892,415 | 3,027,415 | 1.88 | .79 | 45,574,712 | 25¾ - 17½ |
| 1960 | 49,809,721 | 1,153,823 | 688,823 | .42 | .67½ | 42,441,521 | 22⅛ - 13⅛ |
| 1961 (3 mo.) | 11,948,000 | 746,000 | 390,000 | .24 | .37½ | ---------- | 16⅝ - 14⅝ |

**SCREEN GEMS, INC.** (Unlisted)

*Year ending June 25*

Capitalization
Debt: $8,716,004
Common: $1 par, 2,250,000 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1956 | $ 16,164,768 | $ 1,861,852 | $ 907,850 | $ .40 | none | (b) | (b) |
| 1957 | 20,504,312 | 1,710,084 | 889,469 | .40 | none | (b) | (b) |
| 1958 | 25,585,690 | 1,147,380 | 654,714 | .29 | none | (b) | (b) |
| 1959 | 38,378,139 | 1,937,757 | 1,097,907 | .49 | none | (b) | (b) |
| 1960 | 35,315,764 | 3,142,417 | 1,620,017 | .72 | none | $ 30,554,827 | (b) |
| 1961 (a) | ---------- | 2,067,000 | 970,000 | .43 | none | ---------- | 20½ - 9 |

(a) 27 weeks to Dec. 31. (b) Privately owned.

**SEEBURG CORPORATION** (ASE)

*Year ending October 31*

Capitalization
Debt: $4,103,500, 5¼% conv. sub. debentures, due Aug. 1979; $661,168 notes.
Common: $1 par, 1,305,276 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950(a) | $ 24,551,000 | $ 1,551,607 | $ 884,528 | $1.49 | $ .80 | $ 9,525,108 | 18 - 10½ |
| 1951(a) | 21,746,000 | 962,651 | 470,028 | .80 | .60 | 9,608,632 | 13¾ - 8¼ |
| 1952(a) | 13,698,900 | 249,936(d) | 249,936 (d) | .43(d) | .30 | 8,966,120 | 9½ - 6 |
| 1953(a) | 15,347,900 | 67,373(d) | 67,373 (d) | .12(d) | none | 8,805,348 | 7½ - 3¾ |
| 1954(a) | 12,695,764 | 445,953(d) | 445,953 (d) | .77(d) | none | 7,712,473 | 4⅝ - 3½ |
| 1955(a) | 11,603,523 | 924,537(d) | 924,537 (d) | 1.59(d) | none | 6,601,456 | 4⅞ - 2⅞ |
| 1956(a) (c) | 7,682,717 | 185,343 | 185,343 | .19 | none | 9,502,782 | 8⅞ - 3 |
| 1957 | 26,626,625 | 516,763 | 516,763 | .46 | none | 15,169,615 | 7⅞ - 3¾ |
| 1958(b) | 22,936,886 | 562,683 | 562,683 | .50 | none | 10,745,967 | 14¾ - 3⅞ |
| 1959 | 22,632,567 | 1,929,770 | 1,929,770 | 1.64 | none | 14,664,785 | 25¾ - 13 |
| 1960 | 27,175,865 | 915,262 | 915,262 | .70 | none | 20,050,396 | 28½ - 16¼ |
| 1961 (3 mo.) | 6,420,528 | --------- | 77,235 | .06 | none | ---------- | 48½ - 20 |

(a) Fort Pitt Brewing Co. to Oct. 23, 1956 then name changed to Fort Pitt Industries, Inc.
(b) Present name adopted April 30, 1958.
(c) Includes Jacob Siegel Co. and Windsor Co. from April 24, date of acquisition.
(d) Deficit.

**SERVO CORPORATION OF AMERICA** (ASE)

Capitalization
Debt: $1,000,000, notes; $993,000, convertible subordinated debenture 6s, due 1974.
Common: $1 par, 717,174 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 860,275 | ------- | $ 47,084 | $ .10 | --- | -------- | (a) |
| 1951 | 780,460 | ------- | 25,784 | .05 | --- | -------- | (a) |
| 1952 | 1,098,747 | ------- | 58,786 | .12 | --- | -------- | (a) |
| 1953 | 1,290,514 | ------- | 50,393 | .10 | --- | -------- | (a) |
| 1954 | 3,501,528 | $ 298,913 | 150,533 | .30 | --- | -------- | (a) |
| 1955 | 4,134,478 | 553,106 | 269,783 | .55 | $ .05 | $ 2,870,091 | 5¾ - 5 |
| 1956 | 3,550,445 | 454,437 | 210,995 | .41 | .20 | 3,539,305 | 7¾ - 5 |
| 1957 | 3,729,136 | 608,880(d) | 618,069(d) | 1.11(d) | .15 | 3,082,676 | 8 - 3¾ |
| 1958 | 4,003,133 | 541,741 | 244,741 | .41 | none | 3,490,943 | 21 - 3¾ |
| 1959 | 5,607,410 | 328,496 | 166,496 | .25 | none | 4,803,962 | 43½ - 14⅝ |
| 1960 | 6,917,384 | 629,665(d) | 390,165(d) | .54(d) | none | 4,750,287 | 24½ - 9¼ |
| 1961 (3 mo.) | 1,600,000 | ------- | -------- | --- | none | -------- | 19 - 11¼ |

(a) Privately owned. (d) Deficit.

**SERVOMECHANISMS INC. (ASE)**

Capitalization
Debentures: $1,689,500, 5% convertible, due 1966
Debt: $1,689,500
Common: 20 cents par, 813,601 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 2,364,818 | $ 418,764 | $ 199,397 | $ .40 | $ .75 | $ 4,552,164 | N.A. |
| 1951 | 8,374,043 | 1,295,207 | 412,207 | .82 | 1.50 | 6,120,378 | N.A. |
| 1952 | 10,151,587 | 798,313 | 278,025 | .36 | .30 | 5,654,568 | 5¼ - 3⅜ |
| 1953 | 13,332,746 | 846,441 | 305,089 | .40 | .40 | 6,530,721 | 7¾ - 5 |
| 1954 | 12,509,024 | 1,338,926 | 503,296 | .66 | .40 | 6,521,102 | 14⅝ - 5¾ |
| 1955 | 12,412,756 | 921,716 | 441,367 | .58 | .40 | 7,478,124 | 13⅜ - 8¼ |
| 1956 | 18,138,280 | 1,324,268 | 615,606 | .81 | .40 | 11,215,454 | 13½ - 8¼ |
| 1957 | 23,591,781 | 593,278 | 308,776 | .41 | .40 | 13,519,473 | 12⅝ - 6⅛ |
| 1958 | 17,314,483 | 90,649(d) | 43,094(d) | .05(d) | 5% stk. | 10,008,027 | 11¾ - 6⅜ |
| 1959 | 15,137,629 | 387,394(d) | 194,968(d) | .24(d) | none | 9,217,332 | 18¼ - 9 |
| 1960 | 13,691,400 | 1,334,761(d) | 969,761(d) | 1.20(d) | none | ---------- | 16 - 7½ |
| 1961 (3 mo.) | 3,159,954 | 55,343 | 55,343 | .07 | none | 7,461,693 | 12⅝ - 7¾ |

(d) Deficit. N.A. Not available.

**SIEGLER CORP. (NYSE)**

*Year ending June 30*

Capitalization
Debt: $4,306,594, debentures and notes
Common: $1 par, 2,277,633 shares
Preferred: No par, cumulative convertible, 105,000 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950(a) | $ 2,540,018 | $ 343,932 | $ 204,286 | $ .39 | (b) | (b) | (b) |
| 1951(a) | 3,532,584 | 754,312 | 379,568 | .73 | (b) | (b) | (b) |
| 1952 | 3,898,466 | 282,530 | 140,530 | .27 | (b) | (b) | (b) |
| 1953 | 22,997,505(e) | 820,663(e) | 411,598(e) | .89(e) | ----- | ---------- | ---------- |
| 1954 | 24,510,584(e) | 1,467,091(e) | 737,531(e) | 1.60(e) | ----- | ---------- | ---------- |
| 1955 | 29,287,827(e) | 2,429,932(e) | 1,111,569(e) | 1.80(e) | $ .15(f) | $ 5,881,884(f) | 14 - 10½(f) |
| 1956 | 47,119,300(e) | 3,318,099(e) | 1,704,880(e) | 1.61(e) | .80(f) | 15,436,832(f) | 21¼ - 12¾(f) |
| 1957 | 68,164,267(e) | 3,142,827(e) | 1,560,026(e) | 1.34(e) | .80(f) | 37,123,247(e) | 21⅛ - 12⅜ |
| 1958 | 72,955,449 | 2,442,950 | 1,215,930 | .80 | .60 | 39,899,636 | 32½ - 12¾ |
| 1959 | 77,074,442 | 3,929,222 | 2,203,022 | 1.36 | .40+3% stk. | 40,955,652 | 45⅛ - 23⅛ |
| 1960 (g) | 107,055,901 | 9,044,777 | 4,516,058 | 1.98 | .40 | 58,386,037 | 43 - 23⅝ |
| 1961 (9 mo.) | 73,646,826 | -------- | 2,330,228 | 1.05 | .20+3% stk. | ---------- | 34 - 27 |

(a) Year ending Dec. 31.
(b) Privately owned until July 12, 1955.
(e) Pro-forma combining Siegler, Unitronics and Hufford Corp., these companies having merged Sept. 13, 1957.
(f) Siegler only.
(g) Pro-forma, including Jack & Heintz, Inc., merged Feb. 2, 1961.

**SONOTONE CORPORATION (ASE)**

Capitalization
Debt: $682,000
Preferred: $1.25 cumulative convertible, Series A, $20 par, 10,516 shares
$1.55 cumulative convertible, $20 par, 6,119 shares
Common: $1 par, 1,158,745 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 10,664,241 | $ 879,833 | $ 534,833 | $ .58 | $ .32 | $ 5,254,318 | 5¾ - 2⅞ |
| 1951 | 12,143,834 | 593,313 | 427,613 | .43 | .32 | 7,347,883 | 8⅛ - 4⅛ |
| 1952 | 14,736,777 | 1,005,456 | 464,056 | .42 | .32 | 9,121,481 | 4⅞ - 4 |
| 1953 | 17,847,184 | 943,439 | 483,439 | .44 | .32 | 10,605,648 | 5⅞ - 4 |
| 1954 | 18,003,488 | 684,112 | 371,112 | .32 | .23 | 9,760,266 | 5¾ - 4⅛ |
| 1955 | 18,765,558 | 1,708,952 | 763,432 | .74 | .20 | 9,878,117 | 6⅜ - 4½ |
| 1956 | 18,428,563 | 1,777,515 | 847,515 | .82 | .28 | 10,256,197 | 6½ - 4¾ |
| 1957 | 22,289,198 | 1,780,535 | 1,005,535 | .93 | .28 | 11,842,803 | 8⅛ - 4⅝ |
| 1958 | 21,513,064 | 1,720,473 | 800,473 | .71 | .28 | 10,708,344 | 12¼ - 5⅛ |
| 1959 | 24,758,708 | 2,432,302 | 1,132,302 | .96 | .28 | 12,467,484 | 17¾ - 9⅜ |
| 1960 | 20,776,364 | 890,610 | 490,610 | .40 | .28 | 12,601,971 | 15⅝ - 8⅝ |
| 1961 (3 mo.) | 4,523,472 | -------- | 89,741(d) | .08(d) | .14 | -------- | 14⅛ - 9 |

(d) Deficit.

**SPEER CARBON COMPANY (Unlisted)**

Capitalization—Debt: $2,700,000. Preferred: $7 cumulative pfd. $100 par, 4,565 shares. Common: $1.25 par, 881,700 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 13,818,518 | $ 3,685,784 | $ 1,780,759 | $3.31 | $ .60 | $ 12,938,802 | 13⅝ - 6⅝ |
| 1951 | 13,951,563 | 2,691,023 | 1,078,023 | 1.19 | .60 | 22,963,723 | 16½ - 10⅛ |
| 1952 | 13,642,634 | 1,409,311 | 718,311 | .78 | .50 | 22,060,894 | 12⅛ - 9⅝ |
| 1953 | 15,609,779 | 1,385,217 | 811,217 | .66 | .50 | 22,136,798 | 10¾ - 6½ |
| 1954 | 13,064,675 | 1,223,474 | 508,474 | .54 | .30 | 22,254,568 | 7⅝ - 5⅞ |
| 1955 | 17,734,512 | 3,019,694 | 1,461,894 | 1.63 | .50 | 24,331,167 | 9⅞ - 7¾ |
| 1956 | 20,045,530 | 4,171,346 | 1,925,346 | 2.15 | .75 | 25,972,553 | 16½ - 9⅝ |
| 1957 | 21,101,500 | 3,609,185 | 1,682,185 | 1.88 | .75 | 27,352,257 | 16⅞ - 10⅝ |
| 1958 | 18,338,899 | 2,568,034 | 1,178,304 | 1.30 | .50 | 27,249,066 | 15⅞ - 10¼ |
| 1959 | 23,525,268 | 4,293,817 | 1,970,817 | 2.20 | .60 | 28,461,572 | 27 - 14¼ |
| 1960 | 24,710,885 | 1,768,353 | 1,715,853 | 1.91 | .70 | 28,375,832 | 27¼ - 17½ |
| 1961 (3 mo.) | 6,009,421 | 572,380 | 264,380 | .29 | .17½ | 28,199,362 | 25 - 17½ |

**SPERRY RAND CORPORATION (NYSE)**

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)

*Year ending March 31*

Capitalization
Debentures: $13,085,000 sinking fund 3⅛s, due 1969
$53,000,000 sinking fund 3⅝s, due 1972
$110,000,000, sinking fund 5½s, due 1982
Debt: $35,000,000 notes, $3,693,750, mtge, etc.
Preferred: $4.50 cumulative; $25 par, 102,287 shares
Common: 50 cents par, 28,295,991 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $349,942,000 | $49,600,000 | $23,628,000 | $ .92 | -- | ---------- | ---------- |
| 1951 (a) | 468,359,000 | 88,000,000 | 26,023,000 | 1.02 | -- | ---------- | ---------- |
| 1952 (a) | 631,720,000 | 75,500,000 | 28,081,000 | 1.10 | -- | ---------- | ---------- |
| 1953 (a) | 689,565,000 | 73,900,000 | 28,012,000 | 1.09 | -- | ---------- | ---------- |
| 1954 (a) | 696,206,000 | 85,500,000 | 44,851,000 | 1.75 | -- | $483,922,636 | ---------- |
| 1955 (c) | 353,943,880 | 45,519,563 | 23,585,563 | .92 | $ .38 | ---------- | 29⅝ - 21 |
| 1956 | 710,696,087 | 83,598,878 | 48,348,878 | 1.80 | .80 | 557,492,758 | 29⅛ - 21¾ |
| 1957 | 871,047,239 | 85,382,352 | 49,612,352 | 1.83 | .80 | 708,536,343 | 26⅛ - 17⅝ |
| 1958 | 864,330,491 | 44,381,239 | 27,481,239 | .96 | .80 | 743,153,067 | 25⅜ - 17¼ |
| 1959 | 989,601,559 | 47,544,092 | 27,644,092 | .96 | .80 | 778,475,241 | 28¼ - 21⅛ |
| 1960 | 1,173,050,913 | 63,435,823 | 37,235,823 | 1.30 | .80 | 849,214,945 | 26¼ - 18⅜ |
| 1961 (9 mo.) | 850,839,427 | 32,841,929 | 19,641,929 | .88 | 2% stk. | ---------- | 34⅜ - 20½ |

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

**SPRAGUE ELECTRIC COMPANY (Unlisted)**

Capitalization—Debt: $798,000, 3⅝% promissory notes, due Nov. 1, 1964. Common: $2.50 par, 1,433,449 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 28,614,860 | $ 6,725,904 | $ 3,345,404 | $2.69 | $ .60 | $15,350,554 | 15¼- 6⅝ |
| 1951 | 38,317,277 | 8,326,596 | 2,664,674 | 2.19 | .89 | 21,096,487 | 18¼- 13⅝ |
| 1952 | 43,388,101 | 9,107,563 | 2,855,449 | 2.53 | .93 | 21,866,421 | 37⅜- 17⅞ |
| 1953 | 46,778,633 | 9,604,981 | 2,888,281 | 2.33 | 1.07 | 24,424,669 | 38⅜- 29 |
| 1954 | 42,355,361 | 6,668,908 | 3,333,408 | 2.68 | 1.10 | 26,835,820 | 60½- 36 |
| 1955 | 44,353,042 | 6,040,828 | 3,003,128 | 2.42 | 1.20 | 28,945,483 | 61 - 47 |
| 1956 | 44,659,844 | 4,208,997 | 2,176,297 | 1.75 | 1.20 | 29,329,798 | 55 - 30¼ |
| 1957 | 46,187,841 | 4,199,201 | 2,220,101 | 1.78 | 1.20 | 29,447,694 | 38 - 21½ |
| 1958 | 43,193,717 | 3,168,119 | 1,761,179 | 1.41 | 1.20 | 29,415,918 | 42¾- 23 |
| 1959 | 56,351,571 | 6,848,528 | 3,502,328 | 2.61 | 1.20+2% stk. | 36,679,631 | 64½- 39 |
| 1960 | 64,863,741 | 8,915,217 | 4,882,042 | 3.40(a) | 1.20 | 47,535,846 | 69½- 43 |
| 1961 | --------- | -------- | -------- | --- | .30 | --------- | 75 - 53½ |

(a) Includes 55 cents per share of non-recurring profit from sale of patents.

**STANDARD KOLLSMAN INDUSTRIES, INC. (NYSE)**

Capitalization—Debt: $4,888,818, notes, etc. Common: $1 par, 2,080,556 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 35,632,396 | $10,464,265 | $ 5,266,442 | $3.58 | $ .25 | $10,133,662 | 11¾- 9 |
| 1951 | 40,302,526 | 5,037,944 | 2,487,944 | 1.69 | 1.00 | 20,239,292 | 14¾- 10 |
| 1952 | 65,990,177 | 7,136,290 | 2,861,290 | 1.95 | 1.00 | 28,401,496 | 18⅞- 12⅜ |
| 1953 | 89,270,964 | 7,762,481 | 2,972,481 | 2.25 | 1.00 | 30,644,696 | 17¼- 12½ |
| 1954 | 72,862,113 | 5,136,407 | 2,871,290 | 1.95 | 1.00 | 29,351,477 | 17⅞- 12⅝ |
| 1955 | 60,472,454 | 522,313(d) | 320,313(d) | .22(d) | .85 | 27,253,490 | 20¼- 10¼ |
| 1956 | 59,168,450 | 2,881,871(d)(a) | 1,363,815(d)(a) | .66(d)(a) | none | 29,739,718 | 12¾- 6¼ |
| 1957 | 61,330,530 | 823,062 | 802,862 | .15(a) | none | 37,394,605 | 9⅜- 5¾ |
| 1958 | 69,489,636 | 1,343,887 | 558,887 | .27(a) | none | 35,075,931 | 17⅝- 6 |
| 1959 | 73,765,428 | 3,211,379 | 1,523,379 | .73(a) | 3% stk. | 31,556,016 | 23¾- 13¾ |
| 1960 | 95,568,805 | 7,760,992 | 3,459,992 | 1.66 | 3% stk. | 44,767,931 | 30½- 12⅝ |
| 1961 (3 mo.) | 24,670,723 | 1,576,573 | 770,149 | .37 | none | --------- | 47⅞- 25⅛ |

(d) Deficit. (a) Adjusted by company. New-name adopted June 16, 1960.

**STATHAM INSTRUMENTS, INC. (ASE)**

*Year ending May 31*

Capitalization—Common: $1 par, 968,721 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1953 | $ 1,803,471 | -------- | $ 81,190 | $ .10 | --- | -------- | (a) |
| 1954 | 2,134,180 | -------- | 152,836 | .18 | --- | -------- | (a) |
| 1955 | 2,418,960 | -------- | 127,481 | .15 | --- | -------- | (a) |
| 1956 | 59,168,450 | 2,881,871(d) (a) | 1,363,815 | .32 | --- | -------- | (a) |
| 1957 | 4,470,264 | -------- | 462,225 | .59 | --- | $ 2,128,211 | 12½- 9¼ |
| 1958 | 5,088,659 | $ 838,209 | 527,874 | .56 | none | 3,774,207 | 28¾- 12¼ |
| 1959 | 6,145,833 | 486,181 | 296,911 | .32 | none | 4,541,392 | 43 - 23 |
| 1960 | 8,787,968 | 1,541,962 | 963,962 | 1.03 | 3% stk. | 5,559,556 | 40¼- 25⅜ |
| 1961 (9 mo.) | 4,944,610 | 92,190 | 286,650 | .30 | none | -------- | 35⅞- 26 |

(a) Privately owned until Sept. 1957.

**STORER BROADCASTING COMPANY (NYSE)**

Capitalization

Common: $1 par, 977,960 shares. Class B $1 par, 1,496,790 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 6,657,114 | $ 1,895,085 | $ 926,475 | $ .39 | $ .06 | --------- | (b) |
| 1951 | 9,560,086 | 3,406,327 | 1,464,776 | .63 | .10 | --------- | (b) |
| 1952 | 11,475,618 | 3,963,304 | 1,594,956 | .69 | .10 | $11,923,761 | (b) |
| 1953 | 14,901,078 | 6,161,231 | 2,186,415 | .94 | .24 | 17,446,319 | 7⅜- 7 |
| 1954 | 17,736,531 | 7,105,103 | 3,680,779 | 1.62 | .81 | 27,872,630 | 19⅜- 7⅞ |
| 1955 | 24,051,726 | 8,792,878 | 4,330,429 | 1.73 | 1.37½ | 28,152,046 | 29⅛- 20¾ |
| 1956 | 28,313,383 | 11,452,891 | 5,517,207 | 2.23 | 1.75 | 28,534,596 | 29½- 22⅛ |
| 1957 | 26,214,828 | 11,287,076 | 6,396,164 | 2.58 | 1.80 | 31,504,942 | 29¼- 18¾ |
| 1958 | 25,176,710 | 5,926,076 | 1,676,754 | .68 | 1.80 | 30,783,015 | 26⅜- 20 |
| 1959 | 28,114,937 | 9,949,520 | 5,336,682 | 2.16 | 1.80 | 31,107,318 | 33½- 24½ |
| 1960 (a) | 32,290,032 | 10,362,139 | 5,123,118 | 2.07 | 1.80 | 42,648,861 | 30⅞- 26¼ |
| 1961 (3 mo.) | --------- | --------- | 1,055,417 | .43 | .45 | --------- | 34¼- 27¾ |

(a) Pro-forma including WINS and excluding WWVA. (b) Privately owned.

**SYSTRON-DONNER CORPORATION (Unlisted)**

*Year ending July 31*

Capitalization

Debt: $866,531 notes

Common: No par, 574,371 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 (a) | $ 120,811 | N.A. | $ 12,862(d) | $ .02(d) | none | (c) | (c) |
| 1955 (a) | 231,397 | N.A. | 22,992(d) | .04(d) | none | (c) | (c) |
| 1956 (a) | 569,932 | N.A. | 38,202(d) | .07(d) | none | (c) | (c) |
| 1957 (b) | 735,814 | N.A. | 73,740 | .12 | none | (c) | (c) |
| 1958 | 2,088,109 | N.A. | 93,000 | .17 | none | (c) | (c) |
| 1959 | 3,690,408 | N.A. | 340,073 | .59 | none | $ 3,203,138 | (c) |
| 1960 | 5,396,290 | N.A. | 477,000 | .83 | none | 3,353,269 | 27¾- 13¼ |
| 1961 (6 mo.) | 3,494,049 | N.A. | 319,580 | .55 | none | -------- | 51½- 25¾ |

(a) Years to Dec. 31. (b) 7 months to July 31. (c) Privately owned. (d) Deficit. N.A. Not available.

**TAFT BROADCASTING COMPANY (Unlisted)**

*Year ending March 31*

Capitalization

Debt: $4,600,000, notes due 1965

Common: $1 par, 1,488,126 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,064,509 | N.A. | $ 67,253(d) | $ .05(d) | none | (b) | (b) |
| 1951 | 1,311,145 | N.A. | 4,448(d) | --- | none | (b) | (b) |
| 1952 | 1,808,523 | N.A. | 145,476 | .10 | none | (b) | (b) |
| 1953 | 2,140,004 | N.A. | 204,615 | .14 | none | (b) | (b) |
| 1954 | 3,079,677 | N.A. | 283,629 | .20 | none | (b) | (b) |
| 1955 | 3,761,421 | N.A. | 351,375 | .24 | none | (b) | (b) |
| 1956 | 4,695,760 | N.A. | 603,771 | .42 | none | (b) | (b) |
| 1957 | 5,166,226 | $ 1,533,482 | 745,582 | .51 | none | (b) | (b) |
| 1958 | 7,873,000 | 2,163,244 | 1,038,644 | .72 | none | (b) | (b) |
| 1959 | 8,972,501 | 2,411,509 | 1,134,109 | .78 | $ .20 | $ 15,403,022 | 15 - 11⅞ |
| 1960 | 10,426,310 | 1,971,808 | 1,413,708 | .95 | .40+2½% stk. | 15,662,050 | 15½- 11 |
| 1961 (9 mo.) | 8,432,809 | -------- | 1,080,628 | .73 | .10+2½% stk. | --------- | 24⅜- 12 |

(b) Privately owned. (d) Deficit. N.A. Not available.

Note: 1961 estimate—net earnings of $1.5 million, equal to approximately $1.00 per share.

**SYLVANIA ELECTRIC PRODUCTS INC.** (See General Telephone & Electronics Corp.)

**TAYLOR INSTRUMENT COMPANIES** (Unlisted)
*Year ending July 31*
Capitalization
Common: $5 par, 817,336 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $ 11,264,251 | $ 190,936 | $ 115,936 | $ .16 | $ .27½ | $ 9,086,923 | 6½ - 4⅞ |
| 1951 | 16,503,591 | 3,503,070 | 1,203,070 | 1.67 | .40 | 13,079,114 | 8⅝ - 6 |
| 1952 | 21,623,406 | 3,800,020 | 1,050,020 | 1.46 | .40 | 14,986,674 | 9⅞ - 7¾ |
| 1953 | 18,037,008 | 1,328,241 | 653,241 | .92 | .40 | 14,357,531 | 9⅝ - 6¾ |
| 1954 | 23,959,275 | 2,820,901 | 1,265,901 | 1.76 | .40+2½% stk. | 16,884,938 | 20 - 7¾ |
| 1955 | 23,298,872 | 2,862,690 | 1,190,690 | 1.58 | .50 | 16,214,313 | 20 - 12 |
| 1956 | 21,710,396 | 1,943,801 | 1,028,801 | 1.37 | .50 | 16,577,741 | 15¼ - 6⅞ |
| 1957 | 28,956,166 | 2,750,360 | 1,624,918 | 1.99 | .15+2½% stk. | 19,521,066 | 18½ - 13¾ |
| 1958 | 24,997,954 | 914,328 | 501,328 | .63 | .60 | 17,840,822 | 17¼ - 13 |
| 1959 | 27,895,641 | 1,747,886 | 824,088 | 1.04 | .60 | 19,656,371 | 25 - 15½ |
| 1960 | 32,032,098 | 3,975,901 | 1,923,935 | 2.35 | .45+1½% stk. | 23,177,318 | 44½ - 20¾ |
| 1961 (6 mo.) | --- | --- | 996,385 | 1.22 | .18 | --- | 52½ - 37 |

**THE TECHNICAL MATERIEL CORPORATION** (ASE)
*Year ending September 30*
Capitalization
Debt: $150,495 mortgage notes. Common: 25 cents par, 1,206,400 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 | $ 1,407,915 | $ 39,068 | $ 27,992 | $ .03 | none | (b) | (b) |
| 1955 | 1,419,141 | 79,650 | 47,943 | .05 | none | (b) | (b) |
| 1956 | 2,043,776 | 150,641 | 84,014 | .09 | none | (b) | (b) |
| 1957 | 2,754,201 | 218,103 | 119,127 | .13 | none | (b) | (b) |
| 1958 | 3,212,468 | 377,632 | 197,293 | .21 | none | (b) | (b) |
| 1959 | 5,028,453 | 652,425 | 324,168 | .30 | none | $ 2,918,873 | 11 - 5¾ |
| 1960 | 6,648,926 | 997,333 | 449,512 | .45 | none | 4,311,770 | 19⅛ - 10½ |
| 1961 (6 mo.) (e) | 5,023,000 | --- | --- | .30 | none | --- | 34 - 15⅝ |

(b) Privately owned. (e) Estimate.

**TECHNOLOGY INSTRUMENTS CORP.** (Unlisted)
*Year ending June 30*
Capitalization
Debt: $1,000,000, 6% conv. subordinate notes, due 1975; $376,789, other. Common: $2.50 par, 626,398 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1953 (a) | $ 3,467,693 | --- | $ 132,495 | $ .22 | --- | --- | (c) |
| 1954 (a) | 4,419,392 | --- | 403,353 | .67 | --- | --- | (c) |
| 1955 (a) | 4,938,945 | --- | 357,622 | .60 | --- | --- | (c) |
| 1956 (a) | 6,965,915 | --- | 531,932 | .89 | --- | --- | (c) |
| 1957 (a) | 6,867,541 | --- | 542,908 | .91 | --- | --- | (c) |
| 1958 (b) (6 mo.) | 2,812,288 | --- | 80,188 | .14 | $ .12½ | $ 2,944,612 | 14 - 9½ |
| 1959 | 6,415,498 | $ 434,225 | 251,925 | .41 | 3¼% stk. | 3,715,957 | 18 - 11 |
| 1960 | 8,078,933 | 338,180 | 188,680 | .31 | 1½% stk. | 5,142,120 | 11 - 7 |
| 1961 (6 mo.) | 3,698,000 | --- | 157,619 (d) | .25 (d) | none | --- | 8¼ - 5½ |

(a) Pro-forma. (b) Fiscal year changed to end June 30. (c) Privately owned. (d) Deficit.

**TELECHROME MANUFACTURING CORPORATION** (Unlisted)
*Year ending June 30*
Capitalization
Debt: $917,972 mortgage.
Common: Class A 10 cents par, 361,822 shares
Class B 10 cents par, 41,690 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1953 | $ 221,370 | --- | $ 16,106 | $ .12 | --- | --- | (a) |
| 1954 | 1,116,338 | --- | 126,607 | .95 | --- | --- | (a) |
| 1955 | 356,461 | --- | 34,381 | .26 | --- | --- | (a) |
| 1956 | 504,514 | --- | 47,661 | .36 | $ .18¾ | $ 548,846 | 6½ - 3 |
| 1957 | 1,096,415 | --- | 113,540 | .86 | .28¾ | 868,333 | 9 - 5¾ |
| 1958 | 1,352,316 | $ 360,242 | 175,660 | 1.06 | .30 | 1,010,293 | 13 - 5⅛ |
| 1959 | 1,641,194 | 76,807 | 54,768 | .25 | 4% stk. | 1,658,355 | 29 - 9¼ |
| 1960 | 5,195,181 | 332,475 (d) | 98,935 (d) | .27 (d) | 2% stk. | 4,398,278 | 14½ - 9¼ |
| 1961 (6 mo.) | 2,350,944 | 99,922 (d) | --- | .28 (d) | none | --- | 16½ - 11½ |

(a) Privately owned. (d) Deficit.

**TELECOMPUTING CORPORATION** (Unlisted)
*Year ending October 31*
Capitalization
Debt: $653,179. Common: $1 par, 3,428,887 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 441,620 | $ 66,915 | $ 37,243 | $ .31 | none | --- | (c) |
| 1951 (a) | 780,779 | 44,451 | 31,451 | .12 | none | $ 817,605 | 2¾ - 1⅞ |
| 1952 (a) | 1,664,840 | 126,844 | 56,844 | .20 | none | 828,522 | 11½ - 2½ |
| 1953 | 27,790,471 | 2,127,596 | 1,110,756 | .48 | none | 1,006,510 | 17¼ - 7 |
| 1954 | 28,990,592 | 1,417,459 | 428,562 | .17 | none | 1,368,689 | 14 - 9½ |
| 1955 (e) | 31,264,832 | --- | 311,917 | .11 | none | 4,089,716 (b) | 11½ - 6⅛ |
| 1956 (e) | 39,655,947 | --- | 761,052 | .25 | none | 5,114,300 (f) | 8¾ - 6½ |
| 1957 (e) | 29,865,975 | --- | 628,702 | .21 | none | 13,776,888 | 5¼ - 2½ |
| 1958 (e) | 42,474,743 | --- | 465,354 | .15 | none | 15,186,445 | 8 - 3¼ |
| 1959 (e) | 47,481,237 | --- | 1,746,516 | .54 | none | 24,705,286 | 14½ - 7⅝ |
| 1960 | 48,843,383 | 266,728 | 273,272 (d) | .08 (d) | none | 20,086,290 | 14⅞ - 6¼ |
| 1961 (3 mo.) | 9,673,829 | 81,069 | 71,069 | .02 | none | 21,109,932 | 9⅛ - 6¾ |

(a) Prior to merger with Whittaker Gyro Inc. (b) After merger with Whittaker Gyro, Jan. 27, 1956. (c) Privately owned. (d) Deficit. (e) Pro-forma, including Narmco Industries Inc. (f) From balance sheet, Dec. 31, 1956.

**TELEPROMPTER CORPORATION** (ASE)
Capitalization
Debt: $316,467. Common: $1 par, 685,811 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 N.A. | | | | | | | |
| 1951 | $ 96,221 | $ 16,093 (d) | $ 17,243 (d) | $ .07 (d) | none | N.A. | N.A. |
| 1952 | 233,968 | 42,999 | 35,681 | .14 | none | N.A. | N.A. |
| 1953 | 308,361 | 17,281 | 8,129 | .03 | none | N.A. | N.A. |
| 1954 | 622,883 | 11,826 (d) | 32,174 (d) | .13 (d) | none | N.A. | N.A. |
| 1955 | 1,215,559 | 140,232 | 96,743 | .32 | none | $ 1,006,863 | N.A. |
| 1956 | 1,784,607 | 270,141 | 206,841 | .58 | none | 1,533,747 | 11 - 8 |
| 1957 | 2,264,345 | 265,694 (d) | 212,694 (d) | .59 (d) | none | 1,913,638 | 10½ - 5 |
| 1958 | 3,414,499 | 37,324 | 41,956 | .12 | none | 1,801,469 | 12⅞ - 4 |
| 1959 | 3,761,721 | 121,744 (d) | 121,744 (d) | .29 (d) | none | 3,526,366 | 22½ - 9 |
| 1960 | 4,841,083 | 51,969 | 51,969 | .09 | none | 5,364,206 | 14½ - 8⅛ |
| 1961 | --- | --- | --- | --- | none | --- | 26½ - 9¾ |

N.A. Not available. (d) Deficit.

**TELEX, INC. (Unlisted)**
*Year ending March 31*
Capitalization
Common: $1 par, 793,025 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1956 (a) | $ 6,427,001 | $ 211,375 | $ 189,660 | $ .31 | none | (f) | (f) |
| 1957 (a) | 8,011,060 | 890,374 | 87,761 | .14 | none | (f) | (f) |
| 1958 (a) | 9,936,553 | 321,043 | 143,576 | .24 | none | (f) | (f) |
| 1959 (a) | 14,530,967 | 987,826 | 458,043 | .75 | none | $ 2,293,927 | (f) |
| 1960 (b) | 14,880,377 | 600,580 | 263,380 | .40 | none | 6,553,620(c) | 40½- 12½ |
| 1961 | 20,000,000(e) | ------- | ------- | --- | none | 10,000,000(e) | 47 - 31½ |

(a) Pro-forma, including Waters Conley Co. only. (b) Pro-forma, including Waters Conley and Aemco. (c) Balance sheet June 30, including Waters Conley. (e) Estimated. (f) Privately owned.

**TEXAS INSTRUMENTS, INC. (NYSE)**
Capitalization—Debt: $10,987,500.
Preferred: 4% Series 1959, $25 par, 129,954 shares.
Common: $1 par, 3,929,226 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 7,583,000 | $ 609,000 | $ 348,000 | $ .12 | none | --------- | --------- |
| 1951 (a) | 15,400,000 | 1,307,000 | 564,000 | .19 | none | --------- | --------- |
| 1952 (a) | 20,431,452 | 2,289,738 | 909,975 | .30 | none | $13,396,944 | --------- |
| 1953 (a) | 27,007,957 | 3,219,162 | 1,270,125 | .42 | none | 14,900,024 | 5¾- 5⅛ |
| 1954 (b) | 51,415,881 | -------- | 2,818,904 | .40 | none | 15,123,336 | 14 - 5¼ |
| 1955 (b) | 61,636,805 | -------- | 3,898,528 | .49 | none | 19,591,604 | 16⅞- 10⅛ |
| 1956 (b) | 79,506,902 | -------- | 4,618,652 | .72 | none | 27,288,083 | 18⅜- 11⅝ |
| 1957 (b) | 103,542,055 | -------- | 5,339,684 | 1.11 | none | 37,716,284 | 31½- 15⅞ |
| 1958 (b) | 136,348,773 | 12,935,585 | 6,000,928 | 1.84 | none | 79,099,581 | 86 - 26¾ |
| 1959 | 193,212,809 | 28,855,384 | 14,142,788 | 3.59 | none | 105,993,506 | 193½- 61¼ |
| 1960 | 232,713,153 | 29,435,169 | 15,488,209 | 3.91 | none | 118,665,407 | 256¼-154 |
| 1961 (3 mo.) | 58,977,000 | 7,737,000 | 3,773,000 | .95 | none | --------- | 204 -165¾ |

(a) Texas Instruments, Inc., only. (b) Pro-forma, combined sales and earnings, including Metals & Controls Corp., merged April 17, 1959.

**TEXTRON ELECTRONICS, INC. (ASE)**
Capitalization
Common: 50 cents par, 2,961,093 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1954 (a) | $ 8,849,000 | $ 705,000 | $ 344,000 | $ .17 | none | --------- | (c) |
| 1955 (a) | 6,128,000 | 202,000(d) | 97,000(d) | .05(d) | none | --------- | (c) |
| 1956 (a) | 8,917,000 | 602,000 | 294,000 | .15 | none | --------- | (c) |
| 1957 (a) | 13,267,000 | 1,088,000 | 528,000 | .26 | none | --------- | (c) |
| 1958 (a) | 12,100,000 | 1,022,000 | 496,000 | .25 | none | --------- | (c) |
| 1959 (b) | 22,609,084 | 1,632,410 | 891,910 | .31 | none | $ 15,052,676 | 17 - 5 |
| 1960 | 25,271,213 | 815,142(d) | 1,022,453(d) | .35(d) | none | 16,167,675 | 18¾- 8⅝ |
| 1961 | --------- | ------- | -------- | --- | none | --------- | 14⅞- 9⅞ |

(a) Pro-forma, Textron Electronics and MB Mfg. Co. divisions of Textron, Inc., incorporated May 1959. (b) Pro-forma including GC Electronics Inc., for 12 months ended Jan. 2, 1960. (c) Privately owned. (d) Deficit.

**THOMPSON RAMO WOOLDRIDGE, INC. (NYSE)**
Capitalization
Debt: $10,965,000, debenture 3¼s, due 1971; $19,729,500 4⅞% subordinated debentures, due 1982; $198,000, other debt.
Preferred: 4% cumulative, $100 par, 78,708 shares
Common: $5 par, 3,522,160 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $123,312,550 | $16,630,266 | $ 8,252,459 | $3.41 | $ .66 | $ 73,276,414 | 21¼- 16 |
| 1951 (a) | 194,899,449 | 20,698,050 | 7,687,246 | 2.82 | .91 | 120,331,473 | 23⅞- 16¼ |
| 1952 (a) | 274,080,027 | 28,852,579 | 9,252,579 | 3.41 | .91 | 167,225,800 | 29¾- 21⅛ |
| 1953 | 326,466,000 | 27,661,791 | 9,651,791 | 3.24 | .93 | 151,834,249 | 30⅞- 20⅝ |
| 1954 | 270,830,000 | 24,646,198 | 11,535,198 | 3.82 | 1.10 | 136,512,119 | 53 - 42½ |
| 1955 | 295,906,915 | 22,601,764 | 10,771,764 | 3.49 | 1.40 | 146,159,287 | 60½- 43⅝ |
| 1956 | 335,519,761 | 27,237,373 | 13,352,373 | 4.32 | 1.40 | 204,928,315 | 80 - 48⅜ |
| 1957 | 412,608,506 | 25,441,723 | 12,137,723 | 3.90 | 1.40 | 210,838,165 | 89¾- 46 |
| 1958 | 340,621,767 | 18,815,232 | 8,979,232 | 2.86 | 1.40 | 203,524,451 | 73 - 41⅜ |
| 1959 | 417,748,953 | 19,813,918 | 9,743,918 | 3.02 | 1.40 | 237,800,001 | 70¼- 52 |
| 1960 | 420,421,158 | 20,946,555 | 10,176,555 | 3.13 | 1.40 | 239,534,133 | 70½- 46⅞ |
| 1961 (3 mo.) | 96,735,704 | 3,089,987 | 1,490,037 | .45 | .70 | 242,908,152 | 82⅜- 67¾ |

(a) Thompson Products, Inc., only.

**TIME INCORPORATED (Unlisted)**
Capitalization
Debt: $13,500,000, Subordinated 1st 4½s, due 1970
Notes Payable: $31,441,000
Common: $1 par, 1,957,029 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $134,719,833 | $15,812,416 | $ 8,500,693 | $4.36 | $2.75 | $ 82,393,453 | 36¾- 25 |
| 1951 | 149,571,479 | 13,990,219 | 7,287,400 | 3.73 | 2.37½ | 86,086,824 | 35½- 27½ |
| 1952 | 156,785,799 | 15,796,597 | 7,750,475 | 3.97 | 2.37½ | 93,824,010 | 35¼- 29⅞ |
| 1953 | 170,448,966 | 16,259,281 | 8,144,414 | 4.18 | 2.50 | 101,141,707 | 36 - 30⅝ |
| 1954 | 178,155,775 | 14,531,621 | 8,056,905 | 4.13 | 2.50 | 108,221,241 | 49 - 35½ |
| 1955 | 200,181,865 | 17,506,072 | 9,195,588 | 4.72 | 2.75 | 112,531,774 | 58½- 46¼ |
| 1956 | 229,373,627 | 26,627,224 | 13,850,137 | 7.10 | 3.50 | 177,158,949 | 80½- 54 |
| 1957 | 254,095,798 | 23,145,301 | 12,023,547 | 6.15 | 3.75 | 208,060,343 | 70½- 52 |
| 1958 | 245,107,397 | 16,737,172 | 8,737,313 | 4.47 | 3.25 | 212,071,802 | 68¾- 52 |
| 1959 | 271,373,088 | 15,838,115 | 9,003,890 | 4.60 | 3.25 | 216,480,399 | 75 - 63 |
| 1960 | 287,121,000 | 16,903,000 | 9,303,000 | 4.75 | 3.25 | 230,585,000 | 86 - 55½ |
| 1961 | ---------- | --------- | --------- | --- | .75 | ---------- | 104½- 77 |

**TRANSITRON ELECTRONIC CORPORATION (NYSE)**
*Year ending June 30*
Capitalization
Debt: $310,500, mortgage notes
Common: $1 par, 7,502,500 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1952 Incorporated July 8 | | | | | | | |
| 1953 N.A. | | | | | | | |
| 1954 N.A. | | | | | | | |
| 1955 | $ 3,889,138 | $ 1,521,139 | $ 735,817 | $ .10 | none | N.A. | (c) |
| 1956 | 7,480,205 | 2,546,195 | 1,233,179 | .16 | none | N.A. | (c) |
| 1957 | 16,116,232 | 5,106,618 | 2,304,284 | .31 | none | N.A. | (c) |
| 1958 | 17,055,952 | 4,024,395 | 1,883,071 | .25 | none | N.A. | (c) |
| 1959 | 30,913,376 | 13,901,138 | 6,456,138 | .86 | none | $ 22,780,864(a) | 47⅜- 36 |
| 1960 | 47,753,064 | 17,095,641 | 8,110,641 | 1.08 | none | 31,152,832 | 60 - 31½ |
| 1961 (b) | 23,526,301 | ---------- | 3,667,645 | .49 | none | --------- | 42⅜- 31⅝ |

(a) Balance sheet Sept. 26. (b) 26 weeks to Dec. 24. (c) Privately owned. N.A. Not available.

**TRAV-LER RADIO CORPORATION (ASE)**
*Year ending April 30*

Capitalization—Debt: $741,500 debenture 6s, due May 15, 1967. Common: $1 par, 865,765 shares.

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 13,892,485 | $ 2,309,275 | $ 1,156,851 | $1.52 | $ .30+20% stk. | $ 6,484,714 | 5⅛ - 3¾ |
| 1951 (a) | 8,015,622 | 1,256,162(d) | 577,950(d) | .76(d) | .10 | 3,971,516 | 4½ - 2¾ |
| 1952 (a) | 11,860,387 | 388,565 | 291,565 | .38 | none | 4,224,853 | 3⅛ - 2½ |
| 1953 (a) | 14,470,145 | 735,847 | 318,641 | .42 | .10 | 4,602,709 | 3⅛ - 2⅛ |
| 1954 (a) | 16,347,813 | 459,857 | 241,349 | .32 | .22½ | 5,339,934 | 3 - 2 |
| 1955 (a) | 17,497,351 | 264,275 | 222,982 | .29 | .07½ | 6,380,841 | 4¼ - 1⅞ |
| 1956 (4 mo.) (b) | 4,900,868 | 929,878(d) | 204,876(d) | .27(d) | none | 7,103,739 | 2½ - 1 |
| 1957 | 13,045,460 | 358,986(d) | 370,737(d) | .49(d) | none | 5,838,663 | 1⅜ - 1 |
| 1958 | 15,126,697 | 14,667 | 10,617 | .01 | none | 6,003,072 | 5 - 1 |
| 1959 | 14,806,013 | 312,669 | 304,419 | .40 | 5% stk. | 7,279,465 | 12½ - 4⅜ |
| 1960 | 21,447,472 | 1,417,227 | 706,227 | .82 | 5% stk. | 8,384,360 | 11⅛ 5⅛ |
| 1961 (6 mo.) | 10,996,000 | --- | 230,000 | .27 | none | --- | 7½ - 4⅝ |

(a) Year ending Dec. 31. (b) In 1956 changed from a calendar year to fiscal year ending April 30. (d) Deficit.

**TUNG-SOL ELECTRIC INCORPORATED (NYSE)**

Capitalization—Debt: $7,670,000, notes. Preferred: 5% convertible, series 1957, $50 par, 82,689 shares. Common: $1 par, 925,783 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 29,425,022 | $ 6,280,786 | $ 3,058,151 | $6.61 | $2.00 | $14,881,402 | 20½ - 8⅝ |
| 1951 | 31,484,760 | 5,713,572 | 2,049,458 | 4.23 | 1.25 | 17,115,034 | 24¼ - 16¼ |
| 1952 | 35,489,558 | 5,432,713 | 2,007,713 | 3.75 | 1.25 | 20,702,033 | 21⅞ - 16¼ |
| 1953 | 40,017,549 | 4,030,882 | 1,780,882 | 3.07 | 1.25 | 20,314,487 | 24⅞ - 16½ |
| 1954 | 39,052,458 | 4,302,062 | 2,077,062 | 3.15 | 1.25 | 26,228,555 | 30¼ - 16¼ |
| 1955 | 51,114,549 | 6,854,393 | 3,239,393 | 4.65 | 1.60 | 30,561,228 | 33½ - 25 |
| 1956 | 53,838,822 | 5,819,397 | 2,909,397 | 3.83 | 1.25+5% stk. | 33,493,366 | 36⅜ - 27 |
| 1957 | 64,106,913 | 6,754,916 | 3,129,916 | 3.31 | 1.40+3% stk. | 43,262,704 | 37½ - 21¾ |
| 1958 | 59,809,168 | 5,523,842 | 2,643,842 | 2.67 | 1.40 | 47,095,938 | 36½ - 23¼ |
| 1959 | 72,345,248 | 5,470,552 | 2,712,552 | 2.70 | 1.40 | 48,268,552 | 54¼ - 34⅛ |
| 1960 | 66,471,971 | 3,061,259 | 1,476,259 | 1.37 | 1.40 | 45,505,336 | 40½ - 28 |
| 1961 (a) | 15,282,327 | 570,011 | 274,011 | .24 | .35 | --- | 31⅝ - 25⅝ |

(a) 13 weeks to April 1.

**VARIAN ASSOCIATES (NYSE)**
*Year ending September 30*

Capitalization—Debt: $439,000, 4½% convertible subordinated debentures, due 1974. Common: $1 par, 3,461,744 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 961,177 | $ 245,313 | $ 131,538 | $ .16 | none | $ 682,814 | --- |
| 1951 | 4,659,496 | 1,103,966 | 240,862 | .24 | 10% stk. | 2,937,816 | --- |
| 1952 | 8,383,923 | 1,764,607 | 404,170 | .30 | none | 6,877,803 | --- |
| 1953 | 9,807,894 | 1,397,774 | 363,865 | .22 | none | 6,984,160 | --- |
| 1954 | 10,319,006 | 1,354,732 | 569,365 | .34 | none | 7,234,535 | --- |
| 1955 | 11,855,540 | 1,615,639 | 701,490 | .29 | none | 9,002,034 | --- |
| 1956 | 16,677,841 | 1,609,962 | 710,885 | .26 | none | 13,634,849 | 9 - 6 |
| 1957 | 25,154,510 | 2,417,630 | 1,084,360 | .35 | none | 20,077,390 | 10 - 7¼ |
| 1958 | 28,985,714 | 3,263,318 | 1,503,727 | .48 | none | 20,198,482 | 21⅞ - 7⅜ |
| 1959 (a) | 38,483,543 | --- | 2,580,340 | .82 | none | 30,184,340 | 53 - 20¼ |
| 1960 (a) | 46,482,031 | 5,921,886 | 2,861,886 | .85 | none | 42,943,606 | 67½ - 38⅛ |
| 1961 (b) (6 mo.) | 27,322,793 | 3,445,501 | 1,716,501 | .50 | none | 44,826,380 | 75¼ - 46⅝ |

Note: All years reflect operations of Bomac Labs, Inc., acquired March 24, 1959. (a) Includes Semicon Associates, Inc., acquired June 6, 1960. (b) 13 weeks to Dec. 31.

**WEBCOR, INCORPORATED (Midwest)**
*Year ending June 30*

Capitalization
Debt: $450,000, 5% notes
Common: $1 par, 940,737 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 19,086,151 | $ 2,324,494 | $ 1,212,050 | $2.69 | $1.50+20% stk. | $ 8,713,877 | 20¼ - 10¾ |
| 1951 | 17,971,469 | 677,596 | 457,635 | 1.01 | 1.00 | 7,878,317 | 16⅝ - 11¼ |
| 1952 | 19,580,636 | 707,800(d) | 408,951(d) | .90(d) | .50 | 10,406,339 | 13½ - 7½ |
| 1953 | 27,757,899 | 1,947,162 | 927,162 | 1.87 | 10% stk. | 11,827,337 | 9⅛ - 7 |
| 1954 | 31,741,046 | 1,139,198 | 564,198 | 1.09 | .15+ 5% stk. | 12,940,996 | 11½ - 7⅞ |
| 1955 | 31,984,539 | 1,339,574 | 589,524 | .95 | .40 | 16,566,990 | 15⅜ - 8½ |
| 1956 | 34,305,837 | 1,894,753(d) | 994,753(d) | 1.53(d) | .50+ 5% stk. | 15,935,212 | 15 - 8½ |
| 1957 | 40,374,042 | 4,011,297 | 1,961,297 | 3.01 | .25 | 18,517,242 | 12⅝ - 8¼ |
| 1958 (6 mo.) (a) | 12,630,731 | 62,917 | 7,917 | .01 | .60 | 15,504,226 | 14¼ - 9½ |
| 1959 | 33,498,227 | 15,741 | 11,741 | .02 | .45 | 15,038,042 | 19¼ - 10½ |
| 1960 | 29,813,282 | 426,069 | 217,069 | .33 | none | 16,821,171 | 13⅞ - 8⅞ |
| 1961 (6 mo.) | 16,697,000 | --- | 91,000 | .10 | 5% stk. | --- | 12¾ - 9¼ |

(a) Changed to June 30 fiscal year from calendar year. (d) Deficit.

**WELLS-GARDNER ELECTRONICS CORP. (Unlisted)**

Capitalization—Common: $1 par, 422,400 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 17,825,098 | $ 1,674,235 | $ 954,235 | $2.33 | $ .75 | $ 5,643,428 | 12⅛ - 5⅛ |
| 1951 | 12,758,749 | 588,099 | 451,447 | 1.10 | .60 | 4,462,000 | 8¾ - 6¼ |
| 1952 | 16,301,043 | 989,976 | 459,976 | 1.12 | .60 | 6,385,335 | 8¼ - 6⅛ |
| 1953 | 22,572,069 | 1,969,939 | 772,939 | 1.88 | .75 | 7,224,465 | 8¼ - 6⅝ |
| 1954 | 21,200,318 | 2,031,340 | 911,340 | 2.22 | .75 | 8,076,027 | 10 - 5¾ |
| 1955 | 26,646,745 | 2,725,857 | 1,221,857 | 2.97 | .85 | 9,784,984 | 13¾ - 9⅞ |
| 1956 | 24,152,104 | 2,179,610 | 1,054,610 | 2.55 | 1.00 | 8,668,582 | 14⅛ - 10¼ |
| 1957 | 15,687,999 | 201,573 | 76,573 | .18 | .40 | 7,372,406 | 14⅛ - 5⅞ |
| 1958 | 19,947,123 | 1,208,515 | 608,515 | 1.47 | .30 | 8,399,825 | 12¼ - 5⅞ |
| 1959 | 24,259,901 | 1,557,728 | 747,728 | 1.77 | 1.20 | 9,174,295 | 21 - 11¾ |
| 1960 | 25,342,358 | 1,877,141 | 877,141 | 2.08 | 1.20 | 9,848,002 | 22½ - 14⅝ |
| 1961 (3 mo.) | 4,084,707 | 59,572 | 34,572 | .08 | .30 | --- | 32 - 20½ |

**WESTERN UNION TELEGRAPH COMPANY (NYSE)**

Capitalization
Debt: $6,181,205; $33,000,000, Series I, 4⅛% debentures, due 1980
Common: $2.50 par, 6,399,235 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $186,509,206 | $ 13,420,705 | $ 7,319,776 | $1.49 | $ .50 | $265,871,000 | --- |
| 1951 | 201,903,053 | 14,018,265 | 5,404,793 | 1.10 | .50 | 262,517,000 | --- |
| 1952 | 194,889,037 | 4,781,990 | 1,103,211 | .22 | .75 | 256,225,000 | --- |
| 1953 | 220,408,768 | 19,179,788 | 8,334,736 | 1.69 | .75 | 266,584,000 | --- |
| 1954 | 222,288,218 | 20,799,054 | 9,384,986 | 1.85 | .75 | 269,547,996 | --- |
| 1955 | 242,097,359 | 28,415,886 | 13,040,690 | 2.10 | .93¾ | 304,574,505 | --- |
| 1956 | 252,502,758 | 25,854,754 | 13,771,156 | 2.21 | 1.00 | 309,684,447 | --- |
| 1957 | 259,967,783 | 23,548,013 | 12,629,300 | 2.03 | 1.10 | 313,424,097 | --- |
| 1958 | 255,138,709 | 22,743,651 | 11,926,596 | 1.89 | 1.20 | 320,425,470 | 34¾ - 15 |
| 1959 | 278,188,799 | 33,844,032 | 16,499,988 | 2.59 | 1.20 | 333,476,689 | 53¾ - 29¾ |
| 1960 | 276,072,958 | 16,701,410 | 11,501,410 | 1.80 | 1.40 | 335,419,561 | 57 - 38¼ |
| 1961 (3 mo.) | 68,964,742 | 2,583,282 | 2,326,282 | .30 | .70 | --- | 55 - 39¾ |

**WESTINGHOUSE ELECTRIC CORPORATION (NYSE)**

Capitalization
Debentures: $20,995,000, 2⅝s, due Sept. 1, 1971
$300,000,000, 3½s, due Dec. 15, 1981
Preferred: $3.80 Class B, $100 par, 419,800 shares
Common: $6.25 par, 34,813,842 shares

| Year | Sales | Pre-tax Earnings | Net Profit | Net Per Share | Dividends | Total Assets | Price Range |
|---|---|---|---|---|---|---|---|
| 1950 | $1,019,923,051 | $159,664,532 | $77,922,944 | $2.68 | $1.00 | $ 800,461,178 | 18 - 14⅝ |
| 1951 | 1,240,801,296 | 174,578,362 | 64,578,202 | 2.02 | 1.00 | 1,004,378,037 | 21¼ - 17⅜ |
| 1952 | 1,454,272,698 | 173,014,835 | 68,581,603 | 2.12 | 1.00 | 1,195,292,040 | 24¼ - 17⅝ |
| 1953 | 1,582,047,141 | 152,893,486 | 74,322,925 | 2.27 | 1.00 | 1,265,353,717 | 26¼ - 19¾ |
| 1954 | 1,631,045,480 | 168,241,939 | 84,594,367 | 2.53 | 1.25 | 1,329,120,140 | 39½ - 25 |
| 1955 | 1,440,976,985 | 84,102,747 | 42,802,747 | 1.23 | 1.00 | 1,287,685,975 | 41⅝ - 26⅝ |
| 1956 | 1,525,375,771 | 5,292,061 | 3,492,061 | .05 | 1.00 | 1,264,469,283 | 33 - 25½ |
| 1957 | 2,009,043,776 | 140,461,736 | 72,652,980 | 2.09 | 1.00 | 1,400,682,932 | 34⅜ - 26¼ |
| 1958 | 1,895,699,358 | 128,972,541 | 74,772,541 | 2.12 | 1.00 | 1,411,507,606 | 37¾ - 27¾ |
| 1959 | 1,910,730,252 | 159,547,359 | 85,947,359 | 2.43 | 1.05 | 1,498,128,496 | 55⅜ - 35¼ |
| 1960 | 1,955,731,183 | 144,957,562 | 79,057,562 | 2.22 | 1.20 | 1,521,138,112 | 65 - 45 |
| 1961 (3 mo.) | 436,103,000 | 14,967,000 | 9,067,000 | .25 | .60 | ---------- | 50 - 40⅛ |

**WILCOX ELECTRIC COMPANY, INC. (Unlisted)**

*Year ending June 30*

Capitalization
Debt: $1,050,525
Preferred: 5% cumulative, $50 par, 2831 shares.
Common: $3 par, 500,000 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 | $ 1,326,419 | $ 69,199 | $ 41,775 | $ .08 | none | $ 1,183,144 | 2½ - 1½ |
| 1951 | 1,834,244 | 225,691 | 100,691 | .24 | none | 2,309,171 | 3 - 1 |
| 1952 | 4,534,279 | 853,891 | 273,891 | .73 | none | 3,573,730 | 3½ - 2¾ |
| 1953 | 5,630,363 | 329,857 | 129,857 | .33 | none | 4,659,050 | 3 - 3 |
| 1954 | 5,516,505 | 247,764 | 137,273 | .36 | none | 3,909,817 | 3¼ - 2½ |
| 1955 | 3,880,957 | 369,364 | 154,364 | .40 | none | 2,923,476 | 5½ - 3 |
| 1956 | 5,179,830 | 402,784 | 205,777 | .47 | none | 2,979,314 | 2⅞ - 2¾ |
| 1957 | 5,229,142 | 497,818 | 250,570 | .68 | none | 3,949,344 | 3 - 2¾ |
| 1958 | 5,761,173 | ------- | 266,694 | .72 | none | 4,485,967 | 4 - 2¾ |
| 1959 | 4,622,426 | 403,823 | 202,523 | .54 | none | 5,616,515 | 16¾ - 4⅛ |
| 1960 | 10,232,490 | 853,405 | 435,032 | .85 | none | 6,574,242 | 12 - 7½ |
| 1961 (6 mo.) | 2,879,724 | 49,057(d) | 17,845 (d) | .04(d) | $ .25 | 6,355,880 | 12¼ - 9½ |

(d) Deficit.

**WOMETCO ENTERPRISES, INC. (Unlisted)**

Capitalization
Debt: $4,881,403 unsecured notes and mortgage; $2,500,000 notes, due 1975
Common: $1 par, Class A and B, 1,007,757 shares

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 5,367,817 | $ 614,756 | $ 452,666 | $ .50 | none | N.A. | (b) |
| 1951 (a) | 6,163,880 | 726,997 | 413,218 | .46 | none | N.A. | (b) |
| 1952 (a) | 6,595,926 | 885,112 | 495,167 | .55 | none | N.A. | (b) |
| 1953 (a) | 7,517,287 | 1,028,911 | 508,820 | .56 | none | N.A. | (b) |
| 1954 (a) | 8,778,373 | 1,932,817 | 1,014,819 | 1.12 | none | N.A. | (b) |
| 1955 (a) | 9,284,291 | 2,125,756 | 1,170,425 | 1.30 | none | N.A. | (b) |
| 1956 (a) | 9,058,022 | 1,765,971 | 899,841 | 1.00 | none | N.A. | (b) |
| 1957 (a) | 9,273,084 | 1,651,467 | 833,344 | .92 | none | N.A. | (b) |
| 1958 (a) | 9,366,098 | 1,150,745 | 588,737 | .65 | $ .25 | $ 9,643,000 | (b) |
| 1959 | 10,396,241 | 1,446,299 | 707,550 | .79 | .52½ | 10,453,424 | 13 - 9⅞ |
| 1960 | 12,673,650 | 1,805,429 | 1,013,429 | 1.01 | .70 | 14,732,264 | 14 - 11⅝ |
| 1961 (3 mo.) | 3,434,453 | 583,293 | 301,293 | .30 | .35 | ---------- | 22½ - 12⅞ |

(a) Pro-forma. (b) Privately owned. N.A. Not available.

**ZENITH RADIO CORPORATION (NYSE)**

Capitalization—Common: $1 par, 2,981,449 shares.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1950 (a) | $ 87,704,071 | $11,527,903 | $ 5,627,003 | $1.91 | $ .25 | $51,971,284 | 11¾ - 5¼ |
| 1951 | 110,022,780 | 11,771,940 | 5,370,740 | 1.82 | .50 | 50,275,866 | 11⅞ - 7⅞ |
| 1952 | 137,637,697 | 13,222,133 | 5,845,933 | 1.98 | .50 | 54,416,548 | 13⅜ - 11⅜ |
| 1953 | 166,733,276 | 13,157,701 | 5,631,701 | 1.91 | .50 | 52,042,451 | 14 - 10½ |
| 1954 | 138,608,360 | 12,056,264 | 5,676,264 | 1.92 | .50 | 62,604,970 | 16 - 10⅝ |
| 1955 | 152,905,005 | 17,104,491 | 8,034,491 | 2.72 | .83 | 67,604,887 | 23¾ - 14⅜ |
| 1956 | 141,529,855 | 13,298,717 | 6,178,717 | 2.09 | .83 | 69,193,175 | 23½ - 16⅞ |
| 1957 | 160,018,978 | 17,340,577 | 8,165,577 | 2.76 | .83 | 84,338,732 | 23⅜ - 15¼ |
| 1958 | 195,041,624 | 25,741,165 | 12,116,165 | 4.10 | 1.67 | 98,505,958 | 69½ - 20¼ |
| 1959 | 260,033,866 | 35,430,144 | 16,630,144 | 5.63 | 2.72 | 115,146,148 | 136¾ - 59⅜ |
| 1960 | 254,111,740 | 32,475,819 | 15,225,819 | 5.11 | 2.75 | 117,258,988 | 129⅜ - 89⅛ |
| 1961 (3 mo.) | 63,965,865 | ---------- | 3,446,030 | 1.16 | 1.30 | ---------- | 145⅝ - 97¼ |

(a) Year ending March 31

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WEEKLY **Television Digest**

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## SUMMARY-INDEX OF WEEK'S NEWS


### *Congress*

**MINOW & LANDIS GIVE UP** on FCC plan proposed by Kennedy, saying they'll settle for legislation instead. Rep. Harris (D-Ark.) submits watered-down reorganization bill (p. 1).

**MINOW PROMOTED TO "PIKE"** in broadcasting pond by Senate Commerce Committee Chmn. Magnuson (D-Wash.). He lauds FCC chief's NAB convention performance (p. 11).

### *Programming*

**COLLINS & MINOW REACTION TO CRITICS** shows no backtracking. Both say they don't expect to please everyone (p. 2).

**FCB'S SIMPSON TERMS MINOW REMARKS "IMMATURE,"** but the ad-agency broadcasting dir. admits that scorching spotlight on TV may do some good (p. 4).

### *Film & Tape*

**U.S. IMAGE OVERSEAS** isn't damaged by what viewers see in export telefilms, says John G. McCarthy, pres. of TV Program Export Assn. (p. 2).

### *Stations*

**SCHACHTE SAYS STATIONS** should pitch into effort toward better programming by being training grounds for new talent (p. 5).

### *Consumer Electronics*

**RECORD TV SALES** for May in prospect as most manufacturers note pickup. Dumps & liquidations still plague industry. All makers coming into color fold (p. 15).

**STEREO RADIO DRIVE** to prevent dealer-consumer confusion slated by EIA at convention. Retail sales statistics eliminated. TV-radio-phono ad code shelved (pp. 16 & 20).

**FM STEREO ADAPTERS** launched at Parts Show by 12 manufacturers. Argument rages over whether they should be marketed before stereocasts start (pp. 17, 19 & 20).

**RCA & SYLVANIA** show 1962 TV lines in Miami Beach (p. 18).

### *Networks*

**FEATURE YARDSTICK,** plus some valuable tips to station film-buyers, are supplied by Hal Hough, who heads film activities for the CBS o&o's (p. 6).

**STANTON URGES LOCAL LIFTING** of Sec. 315; NBC reminds of its own efforts toward this end (p. 3). Dept. (p. 13).

### *Other Departments*

**ADVERTISING** (p. 9). **EDUCATIONAL TV** (p. 10). **AUXILIARY SERVICES** (p. 11). **CONGRESS** (p. 11). **FCC** (p. 12). **TECHNOLOGY** (p 12). **PERSONALS** (p. 14). **FINANCE** (p. 21). **FOREIGN** (p. 23).


**MINOW & LANDIS GIVE UP ON FCC PLAN:** Except for funeral formalities in Congress, it was all over last week for President Kennedy's widely unpopular FCC reorganization plan (Vol. 17:21 p1). Even its champions—FCC Chmn. Minow & White House advisor James M. Landis—virtually wrote it off as lost.

Any hope that plan might survive in House was abandoned by its few supporters when Govt. Operations Reorganization Subcommittee led by Chmn. Dawson (D-Ill.) followed up its May 18-19 hearings by voting May 23 to turn it down. Simultaneously, Senate Commerce Communications Subcommittee conducted what amounted to a wake, with Minow & Landis as mourners.

Resolution disapproving plan was sped along by full Govt. Operations Committee May 25 for vote on House floor—possibly this week. And Commerce Committee Chmn. Harris (D-Ark.) promptly introduced watered-down legislative substitute (HR-7333) for President's much-disputed FCC proposals. Rejection of them will be backed by Speaker Rayburn (D-Tex.), whose word on agency questions usually is law in House. That will end President's FCC venture, since vote in House alone will be enough to kill plan. (At same time last week, Dawson's House unit gave green light to similar—but relatively non-controversial—reorganization of FTC, SEC and CAB, so President's defeat on agency front wasn't complete.)

Harris meanwhile planned early hearings—but set no dates—for his bill "facilitating the prompt & orderly conduct of the business" of FCC. His measure—like President's plan—would (1) Authorize Commission majority to delegate work to Commission panels & staffers. (2) Empower Minow to "assign Commission personnel" to delegated functions. (3) Remove mandatory requirements for review of cases on petitions of parties. (4) Abolish review staff. But unlike President, Harris would permit minority of Commission to rescind delegated authority. And specifically excluded from Harris bill is language in White House plan permitting Minow to hand out assignments to other FCC members. Added kicker in Harris bill: Elimination of Communications Act's Sec. 409 (c) (2) sharply restricting advisory functions of key staffers in adjudicatory cases. Most FCC members have disliked this provision.

Last-ditch (but half-hearted) fight for all of President's reorganization chart was nevertheless started in Senate by Minow & Landis. In face of House developments, they went before Communications Subcommittee to defend it. But before long they were agreeing with Chmn. Pastore (D-R.I.) that White House proposals to revamp FCC (written by Landis & previewed by Minow) could do with some revamping themselves.

Describing Commission as "6 untouchables & one unmentionable," Minow told Pastore he'd have "no objection" if key sections of plan increasing his authority were rewritten—along lines proposed by Harris. Objections by a 4-3 FCC majority and other critics had centered on these provisions, which Republicans charged would give Minow dictatorial power. Landis didn't take up Pastore's hint that White House withdraw FCC plan for revision. He maintained objectives & language were sound. But like Minow, Landis said he'd concur in modifications and in substitution of legislation for White House ukase.

All 7 FCC members were lined up before Pastore for Senate hearing. As in House proceedings week earlier, all agreed that Commission needed procedural streamlining. But only 2—Comrs. Craven & Cross—agreed with Minow that President's plan was way to do it. Also as in House hearings, critical testimony (buttressed by 19-page brief) by ex-Chmn. Ford weighed heavily against White House proposals.

Pastore conceded that House probably would kill reorganization before Senate had chance to get around to it on floor. His Subcommittee's report will go to Senate's Govt. Operations Committee, which won't hold reorganization hearings until June 6. But there's some good legislative salvage to be had from plan, Pastore said, calling on Commission itself to get busy drafting reform suggestions for Congress.

Ford & other FCC objectors to plan were cautioned by Pastore not to conclude they had defeated President. "I don't want you fellows walking out saying 'we've killed the reorganization plan,' " Pastore told them. "Please, let us do something. I mean, let's get things done. Somewhere along the line you gentlemen ought to come up with one answer—not 7 different answers." He promised early hearings, paralleling those in House, on any legislation proposed by Commission.

At FCC, general reaction to Harris bill is that majority of Commissioners will support it, that industry will oppose it, that Congress will pass it.

**HOW COLLINS & MINOW ARE REACTING TO THEIR CRITICS:** "Hard-nosed" is a currently popular expression used to describe tough-minded men—and it seems to apply to both soft-spoken NAB Pres. Collins and FCC Chmn. Minow.

We took a reading on both last week, found temperature, pulse & respiration apparently normal, following criticisms of their NAB speeches.

Said Collins: "The industry has been jolted, and naturally there will be criticisms. I'm not dismayed, discouraged or disturbed by potshots. I never expected to please everyone. But I believe that the great majority of broadcasters supports me.

"I believe that the broadcasters are involved with the public interest. I can't seem to convince a few people of this. I didn't come here to present a facade, an image, a cloak, to give the impression of industry improvement—without the improvement. I don't believe I was brought here to become a prostitute for commercial interests. I don't expect to continue making speeches of criticism. I intend to point to improvements which are being made."

Minow, since his NAB speech, has several times said that some people have "misinterpreted" the speech to conclude that he believes in "censorship" or "program control." Some observers have taken this to mean he's backtracking. For example, after his May 14 interview on CBS's "Washington Conversation," May 15 N.Y. Herald Tribune headlined a story: "Minow Changes Tune on TV 'Wasteland.' " We asked him whether he had indeed changed his views. "Hell, no," was the response. During recent closed hearings of Harris Subcommittee, on FCC Reorganization Plan, Rep. Springer (R-Ill.) waved magazine at Minow, said it reported his objective as "program control." Said Minow: "I do not regard my function is to please the trade press."

**THE 'EXPORT IMAGE' PROBLEM:** Does U.S. prestige suffer because of telefilm shows sold in some 50 overseas markets by U.S. networks & syndicators? Definitely not, said John G. McCarthy, pres. of the TV Program Export Assn., in N.Y. last week. He termed such shows "one of the greatest assets of this country in the ideological warfare that we have been waging for these many years."

McCarthy noted "considerable criticism" of export telefilms from various American sources, which he said was "mainly based on misinformation and worn-out cliches." Furthermore, said he, such criticism is

made "with little or no consideration given to the repercussions & consequences that such utterances might have abroad."

Viewer reaction overseas to U.S. shows, in McCarthy's opinion, is that "the image of America, conveyed by the vast majority of these programs, is a highly attractive & desirable one." He had experienced good reaction to export shows, he said, in "modest homes in Australia, Manila, Japan, Argentina, Brazil, Mexico, England, Germany, Italy and many other countries." The picture of U.S. personal freedom, prosperity and well-being, he added, was "magnetic & inspiring."

There's an important financial consideration in export telefilms, McCarthy warned critics. "The export earnings of this industry are an important factor in improving the critical U.S. balance-of-payments position . . . We should all be aware how serious this situation is." The trend toward overseas telefilm quotas, designed to protect national pride & home-grown film industries, would only be furthered, McCarthy said, by "scathing indictments of the quality of our programs coming from U.S. sources."

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Coincidentally, Brazil last week clapped severe restrictions on the showing of both foreign & domestic films on TV. Effective immediately, Brazilian TV stations have been ordered to: (1) Limit film showings to 30 min. daily between 7 & 10 p.m. and 20% of the remaining transmitting time. (2) Limit non-live commercial time between programs to 3 minutes, live commercial time to 5 minutes. Effective Jan. 1, 1962, each station must show one Brazilian film of comparable length for every 2 foreign films shown. Reruns of Brazilian films may only be offset against reruns for foreign films. Penalties are suspension or cancellation of station licenses.

**STANTON URGES LOCAL LIFTING OF 315:** To make possible TV-radio debates by key candidates for Congressional, state and local offices, local broadcasters should be permitted the same kind of equal-time freedom that was granted to the networks for the Presidential election by the suspension of Sec. 315. So said CBS Inc. Pres. Dr. Frank Stanton last week in a speech to a Chicago gathering of members of the honorary journalism fraternity, Sigma Delta Chi. The talk was later broadcast on CBS radio.

Stanton urged Congress to "seize the opportunity now" to find out how the Kennedy-Nixon debate experiment during the Presidential campaign would work when extended to state & local elections.

CBS flagships WCBS-TV & WCBS have offered free time to candidates for such offices in N.Y. & N.J.—but have made it clear that the offer is good only if Sec. 315 is lifted to assure against demands for airtime by fringe candidates. (Ex-Labor Secy. James P. Mitchell, Republican candidate for N.J. governor, last week spurned an invitation from WCBS-TV & WCBS N.Y. to debate issues with his Democratic opponent Richard J. Hughes, who had accepted the stations' free-time offer.)

NBC, reissuing its own equal-time releases, was quick to point out last week that CBS was not alone in carrying the banner for local-level suspension of Sec. 315. Last October, NBC Chmn. Robert W. Sarnoff urged in San Francisco that Congress make the lifting of equal-time restrictions permanent, and extend it to the state & local level. Later that same month, flagship WNBC-TV televised a debate between 2 N.Y. 17th district Congressional rivals. In January of this year, NBC Pres. Robert E. Kintner appeared before the Senate Communications Subcommittee, stated that TV had earned the right to hold unshackled debates "in any political contest at any level in our govt."

## Programming

**Murrow Learns the Ropes:** Veteran CBS commentator Edward R. Murrow, who got off to a ragged start in his new job as USIA dir. (Vol. 17:12 p2 *et seq.*), says he's now finding his way around bureaucratic Washington. He wound up a National Press Club luncheon speech with this report: "I have learned since coming to Washington at least 2 things—the first is that it is easier to ask questions than to answer them; and the second, that questions are never indiscreet, but answers sometimes are." Murrow also said: (1) He has no thought of resigning his govt. job. (2) He doesn't think he's being bypassed by the White House or State Dept. on policy-making matters. (3) His USIA work provides him with more "frantic fascination" than he's experienced since World War II days when he covered the London blitz. Murrow's agency would get more money—$121 million instead of $110 million asked in January (Vol. 17:4 p10)—under beefed-up national-security programs proposed to Congress by President Kennedy May 25. The President said in his speech that additional funds are needed for VOA TV & radio programming in Latin America & Southeast Asia and for more Spanish & Portuguese broadcasts in South America. Communist-bloc countries continue to outspend the U.S. on propaganda, the President pointed out.

**Puzzle—Find the Whipping Boy:** "In the same edition of the *N.Y. Herald Tribune* the blame for the medium's programming woes was attributed by John Crosby to sponsor control and by Marie Torre to network control." —*Sponsor.*

**FCB's Simpson Terms Minow Remarks 'Immature':** FCC Chmn. Minow's scathing indictment of TV (Vol. 17:20 p1) continues to draw strong reaction, the latest coming from Foote, Cone & Belding dir. of broadcasting Jack Simpson. In Hollywood for conferences on next season's shows, the executive took time out to comment that Minow's remarks anent TV contained a "certain immaturity of knowledge of the industry." Added Simpson: "Subsequent comments & almost-retractions perhaps indicate he realizes this, too." However, Simpson did go on to say that it was time for producers to step up the quality of their product.

Expressing the opinion that Minow deliberately intended to make his first pronouncement "startling," Simpson said the speech to NAB did some good in causing the industry to engage in soul-searching.

TV is too often not looked at in its entirety and not in the context of its comparatively brief history, he said. In the span of only 11 years, Simpson explained, the industry had gone through many phases, had had to solve its technical & financial problems, and had had little time to concentrate on programming ("if you had Uncle Miltie and wrestling, you had it made").

FCB clients sponsor *Hallmark Hall of Fame, Bachelor Father, Adventures in Paradise, SurfSide 6, The Roaring 20s, Robert Taylor's Detectives, Red Skelton, The Untouchables, The Defenders, Twilight Zone, The Danny Thomas Show, The Andy Griffith Show* and Tidewater and Purex specials. Some, such as Hallmark, are full sponsors of series, while others are in on a participation basis.

Simpson said TV had shown considerable progress in public-service programs (which he preferred to identify as "socially significant" shows). This is a form which is TV's exclusively, he said. The ad man predicted that eventually 60% of nighttime programming would be mass entertainment; 30% public service, and 10% cultural. "You must maintain mass appeal, but at the same time must have enough to satisfy the splinter groups," he remarked, adding: "If you carried Minow's speech to the ultimate you would abolish free enterprise in broadcasting, and I don't think that's what's going to happen."

The time has come for producers to put more effort & time into coming pilots, said Simpson. "If there is an earnest desire for quality, you will see the networks & advertisers go along," he added. The executive said that if the producers became creative in their thinking, "there would be a significant breakthrough in the future." He conceded that networks & agencies as well as producers must share the blame for the lack of quality programs, and said "the time has come for the producer to stop trying to make just what he is asked to make. If they come to us with ideas they will find the people to listen."

Next year's schedule is not as good as it might be, Simpson admitted, but pointed out it was created about 18 months ago. However, he predicted that there would be less violence.

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**Public Wants Broadcast Editorials:** According to a Pulse survey of 500 New Yorkers, 64% of the public favors the broadcasting of editorials by TV & radio stations. Only 18% are against the idea and the remaining 18% have no opinion. The survey, conducted for *Television Age*, also found that 71.2% considered TV to be the medium through which they "learned the most regarding the candidates & the issues" of last year's national election. Other media scores: Newspapers, 41.2%; radio, 11.4%; magazines, 5.4% (total percentage was 129.2% because of multiple responses).

**The Children's Hour:** FCC Chmn. Newton Minow's request for more informational programming seems to have accelerated plans to develop newscasts for the moppet-&-up set. But networks & independent stations alike, now busily preparing such programs, assert that the forthcoming crop of children's news shows is not a direct result of Minow's May 9 NAB speech (Vol. 17:20 p1), that the shows have been in the works for months.

ABC-TV plans a fall news show at the junior level which the network says has been in preparation for 2 months (Vol. 17:20 p2). Directed to the 13-17-year group, it will probably be a panel discussion. The show, not yet titled, is tentatively slotted for a late afternoon strip. ABC plans to use the news show as a training ground, with students aiding production & camera crews.

NBC-TV plans a 30-min. children's newscast, also untitled, for a fall debut on Sat. 12-12:30 p.m. Producer George Heinemann reports that trial pilots were made as far back as last December. The show's format combines hard news, student reporting, and commentary by NBC foreign correspondents. Although the program is aimed at a 10-15-year audience, news will be presented with no "talking down" to the young viewers. The newscast will differ from its grown-up counterparts by supplying to the audience detailed background material leading up to whatever incident the show is highlighting.

CBS-TV has no immediate plans for youth-angled newscasts or public-affairs shows. Said a CBS News spokesman: "We have nothing blueprinted for fall, but the idea's been under consideration for years."

N.Y. independent station WNEW-TV, one of the few local stations to have programmed in this area prior to Minow's proclamation, began children's newscasting early last April with special segments in a local film show called *Wonderama*. Conducted by Sonny Fox, the 3-hour Sunday morning program "appoints" juvenile reporters to cover N.Y.-area events and report on the air. *Wonderama's* premier telecast in 1960 featured a mock primary election with recorded messages from then-Sen. John F. Kennedy and Sen. Hubert Humphrey. In a later telecast a mock summit meeting was held.

WCAU-TV Philadelphia has included a 5-minute children's news segment in its morning *Gene London Show* since last fall.

And in the Midwest, the 5-station Taft Bestg. Co. has scheduled a 5-minute children's news show titled *Young People's World* (Vol. 17:20 p2). The program, slanted toward 5-10-year olds, will be an in-depth newscast which will expand beyond its 5-minute limit when the topic under discussion so requires. First telecast of *Young People's World* is scheduled for June 6. Taft Bestg. exec. vp Lawrence Rogers summed up his firm's attitude to us: "Feeding the kids a steady diet of cartoon fare is not taste building. The presentation of children's news shows enables us to stimulate the child's interest in the world around him. We want to become educators instead of just baby-sitters."

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**Stay Off TV, Judges Told:** It's improper for judges to appear in commercially-sponsored TV shows which simulate court trials or other judicial proceedings, the American Bar Assn.'s committee on professional ethics has decided. But it's okay for them to participate in panel-discussion programs so long as these are produced in consultation with bar groups, the committee said. Lawyers were given permission by the ABA committee to appear as actors on any show—sponsored or unsponsored—if they are billed in the TV credits as actors, not attorneys.

**Business-News Show Planned:** As network public-affairs shows steadily become more specialized in their approach—*i.e.*, to women, teen-agers, students, etc.—another example has turned up—*American Business Briefing*. This is a 60-min. Sunday show produced by a trio of ex-admen and scheduled to debut on ABC-TV Oct. 22 in a 12:30-1:30 p.m. weekly slot. A preview version of the show was fed by closed-circuit last week for showing to business leaders in N.Y., Chicago and Cleveland. Acting somewhat in the role of "patron" for the show has been Fuller & Smith & Ross, whose clients have first call on the show's availabilities (cost: $15,000 per 60-sec. participation, if an advertiser purchases 6 min. or more). The program is designed to reach, according to F&S&R, "3 million decision-makers in business, govt. etc.," and will employ a quartet of specialized TV reports (aided by films, tapes, interviews, etc.) and a "chief editor." Principals in the show package are Hendrik Booraem Jr., ex-bcst. vp for Ogilvy, Benson & Mather; Sidney W. Dean Jr., former McCann-Erickson vp and a trustee of Metropolitan ETV Assn.; Adrian Samish, former ABC vp & program dir. and former vp for bcstg. at Dancer-Fitzgerald-Sample.

**Sponsor Snubs TV Satire:** General Motors of Canada left CBC unfazed last week when it refused to sponsor "Conquest of Cobbletown," an original TV drama satirizing Canadian nationalism, and scheduled for the CBC-produced series *General Motors Presents* (Sun. 9-10 p.m.). Said the sponsor: "We consider it would be ill-mannered for us to associate our name with a TV program that pokes fun at Canadian nationalism . . . It would place GM in the position of seeming to plead a case for U.S. ownership of Canadian companies." GM requested that the play be omitted from its series because of "audience identification with the company." Replied CBC with cool independence: "The play is not inappropriate for that time period and is a proper show for *General Motors Presents*. It will be presented as scheduled, but without benefit of sponsorship." Praised TV playwright Leslie McFarlane: "If this happened in the U.S., where networks are commercial, I wouldn't be backed up." Last week's was the 2nd GM-CBC falling-out, the first being "Shadow of a Pale Horse," which dealt with the lynching of an innocent man.

**Old Reruns Never Die:** CBS-TV may lose money (as CBS News Pres. Richard Salant recently admitted) on some of its worthy public-affairs shows, but the network can also be as slick as a Baghdad rug merchant when it comes to making a buck from an old rerun package. Due to bow out in July on CBS in the Fri. 9:30-10 p.m. spot is *Way Out*. As a late-summer fill-in (until MGM-TV's *Father of the Bride* series occupies the time period in the fall), CBS has scheduled a series called *Adventure Theater*. Actually, these will be episodes selected from a *Schlitz Playhouse* package of 150 half-hours which the network acquired some time ago and has used ever since as a sort of "instant TV" replacement. CBS purchase price for each negative in the package: less than $10,000 apiece.

**'Emmy' Due for Face-lifting:** Committees were formed in N.Y. last week to examine & remedy any "notable Emmy Award failings." Betty Furness will head an entry-qualifications committee to study the eligibility of locally produced & syndicated programs for the national Emmy awards. Because of their staggered distribution, and their availability to relatively few markets, many such programs have not previously been eligible. Max Liebman will be chairman of a committee to recommend a code of ethics governing voting structure, advertising and use of the Emmy.

## Stations

**What Stations Can Do to Get 'Better' Shows:** TV's 3 Rs—"repeats, reruns, and residuals"—are producing "more money for a few people & more boredom for millions than any other scheme ever perpetrated on America." This latest blast at broadcasters came May 25 from Henry M. Schachte, Lever Bros. exec. vp, in a talk to the Bcstg. Executives Club in Boston. But Schachte—who recently revealed that a Lever-Nielsen study showed an annual evening-viewing decline since 1957 (Vol. 17:17 p7)—paired his criticism with a constructive idea. He attributed TV's programming plight to "a paucity of creative talent," and urged local-station management to carry the ball. "Today we are trying to build major league TV talent without any minor league," he said.

"Swell the roster of rookies," challenged Schachte, and "in a few years the world series will be something to behold." The networks can't do it alone, he declared, adding, "costs are too high, the audiences are too large whenever the network throws the program switch, to risk them on unproven talents. Performers in the network league must have seasoning in the minors."

Schachte, on local shows, charged that "with a few notable exceptions, locally originated programming in too many markets consists almost entirely of 2 staples—local news & weather—one man—or one woman—in front of one camera. This is hardly the kind of daring, hardly the kind of challenge or opportunity that will allow local stations to make much contribution to the advancement of television programming." He suggested that TV drama competitions in high schools or college drama clubs might "spark the flame that ignites the next Fred Coe, or Paddy Chayefsky." Station contributions of equipment or money to a college that offers broadcast courses or "the guarantee of a job to at least one graduate every year—or a summer fill-in assignment, or 100 other ideas, perhaps seemingly remote, will prove the solution to the complex, national problem that we face with some urgency today," Schachte said.

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**FCC Awaits Stereo Applications:** Though the FCC has received many queries from stations & their attorneys, no complete stereo FM application has been filed yet, we learn from the Commission's stereo specialist, engineer Harold Kassens. The main problem, he said, is that none can specify type-accepted equipment—because no manufacturer has yet been given a go-ahead by the Commission. Only 2 type-acceptance applications have been filed—by GE and Zenith, the latter only for its WEFM Chicago. Presumably, FCC will give the applications quick consideration and approval if satisfactory.

**WKBW-TV & WKBW Buffalo Sold:** They went, for $14 million, to Capital Cities Bcstg. Corp. which had just bought radio WPAT Paterson, N.J. for $5 million (Vol. 17:21 p16). Taft Bcstg. Co. had offered $12.5 million for the Buffalo facilities earlier this year (Vol. 17:1 p9), but Taft officials said that negotiations fell through after word of the offer was leaked to the press. Capital owns WTEN (Ch. 10) & WROW Albany, WPRO-TV (Ch. 12) & WPRO Providence, WTVD (Ch. 11) Durham-Raleigh and WCDC (Ch. 19) Adams, Mass.

**Group Name Change:** The Washington Post Broadcast Div. of the Washington Post Co., operator of WTOP-TV & WTOP Washington and WJXT Jacksonville, has changed its name to "Post-Newsweek Stations, a Division of the Washington Post Co."

**ARB Merges with C-E-I-R:** ARB, the 12-year-old TV audience research firm, and C-E-I-R, 7-year-old electronic data-processing & business-services company, merged May 26, with C-E-I-R acquiring all ARB stock. At present, ARB monitors U.S. stations by means of selected random samples, field interviewers and Arbitron, an instantaneous electronic system operating in 7 markets. "The merger was a logical step economically for both companies," said C-E-I-R Pres. Dr. Herbert W. Robinson. "We will jointly possess unrivaled talents to provide new standards of reliability, excellence and timeliness in TV audience measurement."

Adding his amen, ARB Pres. James W. Seiler said the merger will "make available to ARB clients tremendously increased facilities for more sophisticated analyses of existing basic data on audience behavior."

The firms announced that ARB stockholders would receive between 52,500 & 77,000 shares of C-E-I-R, recently selling at $50-70 per share. The exact number of shares will be determined "according to a formula," details of which weren't disclosed.

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Triangle Buys into ITA: A one-third interest in ITA Electronics Corp. has been purchased by the Triangle stations, it was announced last week by Roger W. Clipp, vp of the TV-radio div. of Triangle Publications, Inc., and Bernard Wise, ITA's president. The electronics firm, located in Lansdowne, Pa., is a major designer & builder of communication & broadcast equipment. It recently entered the field of AM transmission & automation. Founded only 4 years ago, it was the organization which supplied the high-frequency equipment to record President Eisenhower's Christmas message from the Atlas missile in 1959. Although the Triangle stations have pioneered in color transmission, FM, facsimile, videotape and automation, this is their first step into the actual manufacturing of broadcast equipment.

Cuba to Puerto Rico: Gasper Pumarejo, exiled Cuban station owner (CMBJ-TV [Ch. 12] Havana) and program producer, has successfully transferred his TV activity from Cuba to Puerto Rico (Vol. 16:9 p6) and is conducting his own participating shows on a hook-up keyed from San Juan's WAPA-TV—repeating the commercial successes that made him known as "the Spanish Arthur Godfrey." WAPA-TV & WOLE-TV Mayaguez are controlled by the John G. Johnson TV-radio interests of Winston-Salem, N.C., with William M. Carpenter as vp-gen. mgr. Goar & Abel Mestre, exiled owners of the Cuban CMQ-TV & CMQ networks, hold 20% interest in WAPA-TV, which they helped found in 1954.

Camera Tube Prices Cut: GE has reduced prices and extended warranties on 2 low-light image orthicons, suitable for color or b&w cameras. The standard GL-7629 has been cut from $2,525 to $1,800 and the warranty extended from 500 to 750 hours. A developmental low-light tube (ZL-7802), is priced at $1,975 (750-hour warranty).

Longest Relay Hop: RCA claims a record of the longest point-to-point TV microwave hop in a relay from Salt Lake City to Idaho Falls for KID-TV Idaho Falls. The single hop is 136 miles from a 9,000-ft. peak near Salt Lake City to Albion Peak, Idaho. The new KID-TV relay, now in operation, spans 225 miles in 2 hops.

WTVI Ft. Pierce Sold: Gene Dyer has sold, for $175,795, his WTVI (Ch. 19) Ft. Pierce, Fla. to Atlantic Bcstg. Co. (KFEQ-TV St. Joseph, Mo.). The station went off the air Feb. 16, is expected to resume within 45-50 days.

## Film & Tape

**HOW TO BUY FEATURES:** The first major sales call of a TV film distributor armed with a strong new feature package is almost always the home office of the CBS-TV Stations Div. in N.Y. There's a sound financial reason. Located in blue-chip major markets (N.Y., Los Angeles, Philadelphia, Chicago, St. Louis), the 5 CBS o&o's occupy a position in the TV-film business not unlike that of the Radio City Music Hall in the theatrical film business. So far, the CBS-owned outlets have invested over $50 million in feature packages, represent a "prestige sale," and generally set the station-level feature pace for the whole TV industry in terms of what they buy, or don't buy.

The man who presides over the station group's feature-buying activities is Hal Hough, program-services dir. for CBS-TV stations and formerly program dir. of WCBS-TV N.Y. Hough recently gave us a condensation of his buying philosophy & its operation. Here are highlights:

He & his staff maintain an up-to-date analysis of every feature package on the market, and of individual movies within the packages. Additionally—and this may be a surprise to more than one Hollywood producer or distributor—the CBS o&o's have also TV-evaluated all of the pre-1948 and post-1948 films not yet on the market, and periodically revise the list. For example:

"In the early 1950s, [said Hough] Warner Bros. distributed a feature, 'Sincerely Yours,' starring Liberace. At the time, we graded it as a hot feature, but we have been downgrading it steadily since. On the other hand, Laurence Harvey was just another English actor until he struck it big in 'Room at the Top.' Although that film will probably never play TV, because of its subject matter, it has helped to upgrade, in our opinion, a number of British films in which Harvey appears."

### Factors Considered in the Rating of Features

Feature ratings, audience mail, sponsor reaction and other factors are carefully sifted by Hough and his film staff (each CBS o&o has its own film buyer, but Hough is the key figure). Hough has therefore formed strong opinions about what will go, and what won't, in TV features.

"The Hollywood male stars of the late 1930s, 1940s and 1950s are still the strong drawing cards," said Hough. "Incidentally, the strongest names of the lot—Gable, Bogart, Cooper—are alive today only in their pictures. On the other hand, a number of female stars have slipped considerably as TV attractions. These include Sonja Henie, Luise Rainer, Irene Dunne, and Norma Shearer. Garbo and Jean Harlow are fairly good draws, but it's often just a case of audience curiosity."

TV success, or a major movie comeback, helps to boost the TV allure of many a feature personality. "Fred MacMurray is enjoying a new vogue," Hough told us, "because of his successful TV comedy series and because of 2 hit films for Walt Disney. Recent picture successes have also boosted our ratings for features starring Debbie Reynolds and Jack Lemmon." Warned Hough, however: "TV movie success moves much more slowly than theatrical movie success, since we're dealing with a truly mass audience. Films that are hot in the 'art houses' often just die on TV. Even an actor like Alec Guinness, who has moved up from art-house British comedies to major Hollywood features, is still not as good a draw on TV as Clark Gable and Lana Turner in an MGM oldie like 'Honky Tonk.'"

Hough doesn't like to see stations "cheat" by plugging star personalities who have actually minor roles in features. As an example, he cited Marilyn Monroe's brief (but highly visual) walk-on in one of the late comedies of the Marx Brothers, "Love Happy." Said Hough: "We have no objection to telling the audience during a commercial break to watch for so-&-so in the next reel, but we don't feel that a station, or a distributor, should merchandise major stars who are playing only bit parts."

Feature tastes in TV run in cycles, and the CBS outlets are well aware of this. "Right after World War II, nobody wanted to look at 'war pictures.' Now, we're reaching the point in the cycle where war veterans are getting nostalgic about wartime service. The biggest & best war films, like '30 Seconds over Tokyo,' are now strong at almost any time. This isn't true of all action-adventure films. We've found that cloak-&-sword pictures like 'Captain Blood' are not always dependable. Neither are wartime musicals. Musicals which don't have a gimmick that's dated and which feature still-current stars—such as 'The Harvey Girls' with Judy Garland—do well on Friday & Saturday nights—partly because there are no big network musical variety shows on these nights."

### TV Potential of Post-1948s

Post-1948 films are no recent novelty to feature audiences of the CBS-owned stations. "About 20% of all features we've televised in the past 3 years on all our stations have been post-1948s," Hough estimated. "We've had post-1948s on the air ever since 1948. Actually, there's no built-in magic in the date. It's mostly a sales term in the trade. There are great pre-1948s and lousy post-1948s."

By Hough's calculation, there are about 2,500 post-1948 movies with TV potential, and of these "at least 72" are not likely to get on free TV at any time because of code & censorship problems. ("Possibly they'll play on pay TV, but I doubt it.") For the past year, a member of Hough's staff has been carefully screening post-1948s purchased by the CBS outlets. Of 125 thus examined, 8 have been rejected entirely. Chief reasons for the toss-out, according to Hough: "Cheap sex . . . sadistic violence . . . taboo subject matter."

The sales trend in post-1948 packages, Hough told us, is "definitely" toward small packages & high prices. "At least one post-1948 package is being offered today to stations at a price actually higher than the station's 'break-even' point in terms of advertising revenue from participations in the films. The distributor is talking it up as 'prestige.' Fortunately, we are well-stocked on features, and can afford to wait it out."

Several feature packages which have been offered to —& bought by—the CBS outlets have contained a few good films & a large padding of mediocre properties. Hough is well aware of this sales tactic, but points to a balancing factor: "The CBS o&o's play about 20 features per week per station in all kinds of time periods. We save our best films for our best slots, and run the 'program pictures' in our less-valuable time. You actually need minor pictures in this business."

The post-1948 trend to wide-screen processes also presents no problems to Hough. "We insist that such pictures be re-processed before we'll buy them from a distributor. It will cost a distributor about $1,000 per negative to have them done properly in a 5-position printer with a panning head. But distributors are beginning to realize that you can't cheat here; it has to be done right."

Hough also has a buying policy concerning color features. He insists on black-&-white prints ("you get a very limited contrast range when you run color movies through black-&-white equipment"), but manages to retain color rights on almost all color features as against the day "when color TV is really widespread."

Stations which have well-stocked feature libraries, said Hough, can bolster their audience appeal occasionally by programming their features in special week-long film festivals. A few such, as suggested by Hough: "Broadway Week" (adaptations of plays or musicals), "Oscar Week" (movies which won an Oscar or had Oscar winners in the cast, or both), "Best Sellers Week" (adaptations of famous novels—Vol. 17:17 p13), "Critics' Choice Week" (local editors choose their favorite films) and "Tribute To . . . Week" (to salute a film personality like Clark Gable, Bob Hope, Bette Davis). "In such cases," says Hough, "you need special copy for your host or announcer, lots of local promotion, and a nice sense of sequence to the films."

What is Hough's own favorite feature film? We asked him. Replied Hough: "'The Philadelphia Story' starring Katharine Hepburn." It is available for TV.

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**That Syndication Slump:** Hollywood's TV-film executives give varied interpretations of the current syndication slump for off-network reruns (Vol. 17:19 p3).

Some take a gloomy view, and tell us "there is no longer any money to be made in the accumulation of some films. There is no market—foreign or domestic—unless you have a successful series." One producer, who has a series still on a network after 4 years, told us: "If a producer owns 39 films, he has a flop, as far as the prospective buyer is concerned. In fact, it's not too easy to sell a show which has been on for only 2 years. This is true in the foreign market too. As a result, there has been a drastic change in the rerun business, which is now good only for the distributors & packagers. The market is glutted with stuff which can't sell."

The other side of the coin was best displayed by Tom McDermott, Four Star Television exec. vp, who said that since it is no longer economically feasible to make TV film for syndication, this can't help but increase the demand for off-network series.

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**And Then There Were 2:** Dick Powell and Ozzie Nelson (and family) are the only TV-film personalities heading for their 10th year in an industry in which personalities have been the most perishable of commodities.

Powell starred for 4 years as one of the headliners of *Four Star Playhouse*; for 5 years as host & sometimes star of his Dick Powell's *Zane Grey Theater*; and next season begins his *Dick Powell Show* on NBC-TV.

Nelson's *The Adventures of Ozzie & Harriet*, starring his real-life family, has been on ABC-TV for 9 years, and begins its 10th year next fall.

A number of personalities have had several series, but have not been on continuously for the past 9 years, as have Powell and Nelson. Multiple-series stars include Bob Cummings, whose 3rd begins next fall; David Niven, 3; Ray Milland, Eve Arden, Richard Boone, Jackie Cooper, Ida Lupino, Darren McGavin, John Russell, Lloyd Nolan, Roger Moore, Robert Young, Broderick Crawford and Ann Sothern, 2 each.

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Screen Gems' new animated Hanna-Barbera show *Top Cat* set for ABC-TV next fall will star Arnold Stang as the leader of the N.Y. cat pack. Originally Michael O'Shea had been tapped for the title-role voice, but because of an "imminent live-action series" he was forced to bow out.

## HOLLYWOOD ROUNDUP

Warner Bros. begins production on 26 TV shows between now and June 12—6 for *77 Sunset Strip*, 5 each for *Lawman* and *Hawaiian Eye*, 4 for *The Cheyenne Show* and 3 each for *The Roaring 20s* and *SurfSide 6* . . . MGM-TV goes into production June 12 on *Dr. Kildare*, June 19 on *National Velvet* . . . *Robert Taylor's Detectives* goes into production as a 60-min. series June 10 at Four Star Television, under the aegis of the Levy-Gardner-Laven production combination.

Revue Studios has lined up as guest stars for its new *Frontier Circus* series Sammy Davis Jr., Thelma Ritter, Vera Miles, Mickey Rooney, Barbara Rush, Brian Keith, Aldo Ray, Eddie Albert, Rip Torn and Gilbert Roland. Richard Irving produces the series which stars John Derek, Chill Wills and Richard Jaeckel.

MGM-TV is planning as pilots for the 1962-63 season the *Russell Nype Show* and *The Angry Ones*, both half-hour series . . . Filmaster Productions will pilot *Man at the Cape*, about the missile base at Cape Canaveral. Nat Perrin will produce it.

Brennan-Westgate Productions begins filming next season's *The Real MeCoys* at Desilu Culver studios in July . . . MGM-TV has signed Claire Kennedy and Anne Howard Bailey as writers for *National Velvet*.

CBS-TV is considering expanding *Have Gun, Will Travel* to 60-min. in 1962. Its decision may depend on the fate of another CBS series, *Gunsmoke*, being stretched to the hour length next season.

MGM-TV's *Father of the Bride* goes into production in mid-June, with 2 writing teams, Katherine & Dale Eunson and Ted & Mathilda Ferro signed to write the series.

Warner Bros. will finish 13 *Lawman* films by June 30, plans a 2-week hiatus before resumption.

Valentine Davies elected president of the Academy of Motion Picture Arts & Sciences, a post he has held since moving up from vp following the death of B. B. Kahane.

Henry Jaffee Enterprises has made a deal with the Skelton studios to tape in color a 60-min. special, "Highways in Melody," on NBC-TV next fall.

MGM-TV begins production June 5 on *Cain's Hundred*, being produced by Paul Monash.

**WGAW to Debate Minow Talk:** A panel discussion centered on FCC Chmn. Minow's criticism of TV (Vol. 17:20 p1) is scheduled by Writers Guild of America for its TV awards meeting June 8. FCC counsel Ashbrook Bryant will be the Commission spokesman on the panel, and others will represent writers, sponsors and ad agencies. The event will take place at the Beverly Hilton Hotel.

**People:** Berle Adams, in charge of MCA's international TV div., has left on a South American business junket . . . Producer **Irving Pincus** *(The Real MeCoys)* left last week for Europe on a month's business-vacation trip . . .**William Dozier**, vp in charge of West Coast activities for Screen Gems, leaves June 19 on a 5-week European vacation . . . **Jack Chertok**, producer, has left Revue Studios and is preparing several projects as an independent . . . **Gene Banks** has been named dir. of live & tape programming for Selmur Productions, AB-PT subsidiary.

## NEW YORK ROUNDUP

**Wolper-Sterling Productions** grossed $750,000 in 1960, its first year of operation, Sterling TV Pres. Saul J. Turell revealed last week. The 6 specials on the 1960-61 production roster: "Hollywood—the Golden Years" (set for NBC-TV this fall); "Biography of a Rookie;" "Project: Man in Space," currently being syndicated by Tidewater Oil (Vol. 17:17 p12); "The Rafer Johnson Story;" "The Legend of Rudolph Valentino," spot-sponsored by Peter Pan foundations and telecast in N.Y. on WPIX last week; and Wolper's much-debated "Race for Space" which recently achieved high ratings again in its 3rd N.Y. run on WPIX (Vol. 17:17 p12). Turell and Wolper met last week to "work out details of next season's production schedule" which, according to Turell, includes "12 new TV spectaculars." First item on the agenda will be a follow-up Hollywood documentary which traces the growth of the movie industry after the introduction of sound. The other 11 will be divided among sports, the motion picture field, and "what might be called the public-affairs field—like man's adventures in space," Turell said.

**CBS-TV Stations Div.** is completing an international program exchange with England, Canada, Australia and Italy. Terms of the 5-way, quasi-syndication deal: The 5 CBS o&o's, starting in mid-June and running through the summer, will carry *The International Hour*, utilizing 13 hours of programming contributed by 4 foreign TV networks (BBC, CBC, ABC, RAI). The programs are currently being selected. In exchange, CBS will offer the *American Musical Theater*, produced by WCBS-TV N.Y. as a taped half-hour series.

**CNP Slashes Sales Staff:** Confirming our report that the syndication offshoots of all 3 networks are cutting back heavily in a slack season (Vol. 17:19 p4), NBC's Cal. National is now making plans to cut its 20-man sales force in half. The trimmed-down staff will concentrate on what is virtually a holding operation in the sale of reruns & off-network properties. CNP has invested some $250,000 in 5 unsold pilots, but it's doubtful that any will be launched as first-run syndication properties.

NBC TeleSales is the latest network tape offshoot to land a major production order for a show that will actually be seen on another network. The NBC unit begins shooting "The Power & the Glory" for Talent Associates-Paramount this week. Scheduled for telecasting on CBS-TV this fall, the 90-min. special will be simultaneously filmed & taped. Because of the show's "size & scope," both of NBC's Brooklyn studios will be used.

**Add syndication sales:** 7 Arts has sold the first group of post-1950 Warner Bros. features in 85 markets to date. Sales for Volume 2 now total 12.

Screen Gems begins production July 10 on next season's *Route 66*, starring Martin Milner & George Maharis.

**People:** Fred Raphael has been appointed Filmways vp-gen. mgr. . . . **Marilyn Gold** has been named PR dir. for T.F.P. (Transfilm-Caravel, Flamingo and Pyramid Productions), the entertainment div. of the Buckeye Corp.

***Obituary***

**Robert W. Friedheim**, Ziv-United Artists administrative vp, died May 21 of a heart ailment while in Fort Lauderdale, Fla. He is survived by his wife, a son, a daughter, and 3 grandchildren.

**Religious Objection Kills an Episode:** NBC-TV Pres. Robert E. Kintner has ordered withdrawn what was to have been the first of a 5-parter on *The Lawless Years*, a drama entitled "Louy K." Instead, the project will begin with the 2nd episode and a brief narration explaining what happened in the dropped segment. Producer Jack Chertok was irate about the action, which was taken on religious grounds. He told us that he & Robert Wood, NBC-TV West Coast broadcast-standards mgr., had 5 rabbis check the script beforehand, and that changes suggested by the rabbis had been made. In addition, Chertok said, "I had a rabbi on the set every day we shot the picture and he made no objection." But after the print had been approved by the network, some N.Y. rabbis read a publicity release about it and asked to see it. They objected to the episode and Kintner immediately withdrew it. The story concerns a rabbinical student, who, with his sister, is attacked on N.Y.'s East Side. The girl loses her sanity from the shock of the assault and the brother renounces the faith and desecrates holy documents. Chertok said he could not understand Kintner's order, since rabbis and NBC-TV in Hollywood had not found the episode offensive.

**What a Series Can Do For An Actor:** A striking example of what a TV series can do for an actor's career is Robert Horton, co-star of Revue Studios' *Wagon Train*. Just before he became one of the stars of this successful series in 1957, Horton was getting $400 apiece for freelancing in 30-min. films—when he could get the work. Today his price as a guest on a 30-min. film is $5,000. His fee for working in *Wagon Train* is $2,250 a week. Recently he rejected a $15,000-a-week movie offer because he didn't think the picture would help his career. Despite his TV success, Horton plans to leave the series when his contract expires after next season. He is reported interested in starring in a Broadway musical, and has received such offers. At Revue, the report that Horton would leave the series was met calmly by producer Howard Christie. He told us the studio had introduced a new young actor, Scott Miller, as a regular on the wagon train.

**Inter-American Show Business Union Formed:** Representatives of all U.S. entertainment field unions and more than 40 delegates from 17 other countries formed the Inter-American Entertainment Workers Federation at a meeting in San Jose, Costa Rica, last week. The organization's constitution seeks to expedite reciprocity of talent working in various countries through exchange plans; to end discrimination of race, religious and other grounds; to assist efforts of the unions to remain free; and to study the effects of automation on show-business workers.

**Add Syndication Sales:** Ziv-UA has sold its first-run *King of Diamonds* in 145 markets to date. *Ripcord*, Ziv-UA's latest syndication release, has been sold in 32 markets, including KABC-TV Los Angeles and WTVJ Miami.

**TELEVISION FACTBOOK NO. 32 OUT IN JUNE**

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST in June.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more. After publication, single copies $12.50 each; or $10 each for orders of 5 or more.

## Advertising

**FTC Okays 'Reasonable' Props:** TV commercials for Palmolive Rapid Shave which use sandpaper demonstrations are "harmless exaggeration or puffing"—not deceptions—according to FTC examiner William L. Pack. In an initial decision calling on FTC to drop a Jan. 1960 complaint against Colgate-Palmolive (Vol. 16:3 p8), Pack said that neither the company nor Ted Bates should be censured for not using real sandpaper in TV shaving sequences prepared by the agency. "In view of the technical problems peculiar to TV," Pack said, "reasonable latitude in the use of mock-ups or props should be permitted—provided, of course, such use is not misleading in a material respect as to the actual properties or qualities of the product advertised."

The FTC had complained that substitution of plexiglass for sandpaper in the commercials misled Rapid Shave customers. But Pack contended: "Obviously the sandpaper sequences were employed simply for the purpose of emphasizing & dramatizing the recognized moistening or wetting properties of the cream. It is difficult to believe that anyone could have been misled as to the properties or qualities of the product."

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**BAR Plans Speed-up:** The CIA of the spot-TV ad world—Broadcast Advertisers Reports Inc.—has expanded its operation to include electronic data-processing equipment. BAR monitors on-the-air commercial performance and competitive data for some 3 million national, regional and local commercials in the top 75 TV markets, using tape recordings that are later replayed at a central listening facility. Electronic data-processing will not replace this intelligence-gathering method but "will accelerate the publication of reports substantially," said BAR Pres. Robert Morris. It makes possible "a number of specialized tabulations of current data for all the specific interests of our subscribers," he added. "Each announcement, as broadcast, can be detailed to show time of occurrence, station, market, length, type and product information." The new equipment has been installed in BAR's Darby, Pa. production center.

**Webb Addresses AFA:** The opening Monday luncheon of the 4-day Advertising Federation of America convention in Washington's Sheraton-Park Hotel this week will be addressed by NASA Administrator James E. Webb. Other luncheon speakers: May 30, FTC Chmn. Paul Rand Dixon; May 31, Cunningham & Walsh Chmn. John P. Cunningham. Dixon's talk will be followed by a panel discussion of "creativity in advertising with relation to govt. regulation." Participants will include ex-FTC Chmn. Earl W. Kintner, Ed Zern of Geyer, Morey, Madden & Ballard, Burton E. Hotvedt of Brady Co., and Leslie Bruce of Purex Corp.

**Cold "Cure" Cited:** Radio commercials for Vicks Double-buffered Cold Tablets that claim they will cure or shorten the duration of the common cold are false, FTC charged in a complaint against Richardson-Merrell Inc., the manufacturer. Newspaper & magazine advertising for the preparation also was cited by FTC.

**Ad People:** William Brennan, ex-CBS, named vp & TV programming mgr., Compton Los Angeles office . . . John Cole, Sullivan, Stauffer, Colwell & Bayles TV producer, and Donald Moone, account supervisor, named vps . . . Richard M. Fishel Jr. and H. T. Eckhardt elected vps, Erwin Wasey, Ruthrauff & Ryan . . . Havis Medwick named asst. dir., TV-radio dept., Erwin Wasey, Ruthrauff & Ryan. He is business mgr. of the department.

**Shell Returns to TV Fold:** Shell Oil Co., which startled the TV industry last fall with the most-publicized pull-out of the season (Vol. 16:47 p9), seemed last week to be doing a quiet about-face on its present all-print media policy. Through Ogilvy, Benson & Mather (which had helped persuade Shell to put its $15-million budget in non-broadcast media), Shell signed with CBS-TV for a participation schedule in telecasts of the pro football N.Y. Giants this fall. And there was evidence that there was more TV to come. An OBM spokesman denied in N.Y. that the agency was currently scouting available network properties for Shell sponsorship in 1962, but network sources said Shell was considering a European-taped series of golf matches & a concert series with Leonard Bernstein.

Both Shell and OBM have been under heavy TV sales & promotional fire from a number of quarters since last fall, including TvB, network sales executives, station reps —and even Shell dealers.

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**Tobacco & Furniture TV Dollars Up:** While the tobacco industry reduced ad expenditures in other consumer media last year, TV's share "rose substantially," TvB reported last week. Total 1960 ad budget for the industry—$176 million—declined 1.7% from 1959's $179 million, while national spot & network TV billings rose from $106.7 million in 1959 to $112.6 million. Brown & Williamson led in TV with total gross time billings of $20.3 million, followed closely by R. J. Reynods ($20 million) and by P. Lorillard ($16.2 million).

On another TvB front, a survey of 620 National Retail Furniture Assn. members showed that this industry's use of TV has virtually tripled since 1955. Other findings: (1) The average furniture store using TV puts 21% of its ad budget into the medium. (2) Sunday is the preferred day for TV advertising. (3) 77% use spot-announcement campaigns and of those, 48% buy prime evening time, 39% early evening and 31% afternoon hours. (4) Newscasts are the most popular program buy—40%, followed by 30-minute films—30%, and feature-length movies—28%.

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Spot-TV Estimator Distributed: A new edition—the 29th—of "Spot TV Advertising Cost Summary" is being distributed to agencies by rep firm The Katz Agency Inc. Designed to aid timebuyers in making quick estimates of basic spot TV purchases in as many as 228 U.S. markets, the summaries have been issued by Katz since 1949 and have been revised semi-annually since 1953. Grouped in terms of market size (top 10 markets, top 20, top 30, etc.) basic spot rates are given (highest base rate in market) for nighttime half-hours & 20-sec. announcements; daytime minutes and 20-sec. announcements on a 1-time, 6-plan and 12-plan basis; and late-night announcements. Rate data is based on the March 15, 1961 issue of SRDS Spot-TV Rates & Data. Copies of the summaries are available from The Katz Agency Inc., 666 Fifth Ave., N.Y. 19, N.Y.

New Rep Firm: Advertising Time Sales Inc. has been chosen as the name for the firm which takes over Branham Co.'s broadcast div. (Vol. 17:20 p15). It plans to begin operation by July 1.

U.S. Station Rate Increases

| Station | Base Hour | Minute | Date |
|---|---|---|---|
| WFIL-TV Philadelphia | $4000 to $4200 | $875 to $1200[1] | April 1 |
| WWJ-TV Detroit | 2700 to 3000 | 760 (no change) | April 1 |
| WBAL-TV Baltimore | 1500 to 1600 | 400 to 450 | [2] |
| KTRK-TV Houston | 1300 (no change) | 350 to 400[3] | April 15 |
| WCBI-TV Columbus, Miss. | 180 to 220 | 35 to 50 | May 1 |

[1]20 Sec. [2]Not Reported. [3]Applies to Min. or 30 Sec.

Want a $6-Million Account? There's one of this size up for grabs—but more than one agency is simply not interested. The account is that of American Airlines, which budgets a modest amount (less than $1 million) for spot TV & radio in major cities touched by its flight routes, spends the rest in newspapers, magazines and other media. Currently, AA is in the process of leaving Young & Rubicam, and has been talking to a half-dozen other agencies. But last week Ted Bates and Ogilvy, Benson & Mather indicated they were withdrawing from the race. One reason for the shyness may lie in a comment we once had from the vp of a medium-sized N.Y. ad agency which had just lost the Air France account. "Airlines," said the adman, "are the gypsies of Madison Ave. Their advertising accounts are always on the move. You may be doing a great job for them, but whenever there's a slump in revenues the first thing they look for is a new agency."

Advertising Age: "Advertisers who now blame all the ills of broadcasting on the networks & stations are conveniently forgetting their unwillingness—by & large—to buy anything but rating numbers, without regard to quality. Broadcasting is a mass medium and must cater to mass tastes, and it has done a far better job than Mr. Minow gave it credit for, but it would be a brave soul indeed who would argue that it cannot improve its level a mite without alienating all its listeners. The tongue-lashing the FCC chairman delivered could help greatly in reversing the downward cycle which has been increasingly noticeable."

## Educational Television

Survey Grant for NET: Types of audiences won by 6 selected educational TV stations will be studied by the National Educational TV & Radio Center under a $59,000 contract with the U.S. Office of Education. Scheduled for completion by next Jan. 1, the survey will cover 2 widely separated stations, as well as one operated by a school district, one in a state network, one licensed to a university and one uhf station. Telephone & personal interviews will be used in the study, which Education Comr. Sterling M. McMurrin said would help determine whether ETV viewers are better educated, more cultured and more active in their communities than those who watch commercial shows only. The grant was authorized under Title VII of the National Defense Education Act. The House meanwhile approved a $4.7-million appropriation—the same as for fiscal 1961—for Title VII audio-visual research projects in fiscal '62.

Faith Moves An ETV Mountain: The Philippine Islands' first ETV venture is patterned after NBC-TV's *Continental Classroom*. Credit for the series goes to Josephina D. Constantino, technical asst. on training & scholarship with the National Science Development Board in Manila, who bought time on the country's 4-station commercial network for a course in atomic age physics, signed a teacher, and persuaded 41 Philippine colleges to give academic credit for the course. She then got The Philippine TV Mfg. Co. to lend 100 TV sets to participating schools, and Litton Textiles, Ysmael Steel and U.S. Tobacco to assume all costs of the TV network.

ETV as Antidote: The trouble with commercial TV programming "is not that it contains so much violence & mayhem, but rather that it is so painfully boring," according to David C. Stewart, Washington dir. of the National Educational TV & Radio Center. That's why "American citizens most certainly want an attractive, alternative TV-programming service" from an expanded ETV system. he told the Milwaukee County Radio & TV Council.

## Auxiliary Services

**Telemeter Developments:** Telemeter's latest venture into live, on-location pay-TV entertainment will be "The 2nd City Revue," the current cabaret showcase produced in Chicago by a group which counts such social satirists among its alumni as Mike Nichols & Elaine May and Shelley Berman. The show will be fed to Telemeter's 5,800 Toronto pay-TV families "early in July," but is scheduled to be taped May 29.

As with previous Telemeter taped pay-TV specials—"The Counsul," Carol Channing's "Show Girl," and the one-man Bob Newhart show—the tape will go into Telemeter's growing stockpile of tapes for re-use when other Telemeter systems are opened in the U.S. & Canada (Vol. 17:15 p4).

A current target city for Telemeter in the U.S. is Little Rock, Ark., where Midwest Video, a Telemeter franchise holder, is seeking a go-ahead on a pay-TV installation from the Ark. Public Service Commission. The Commission has been approached by Southwestern Bell Telephone Co., which has stated it's "ready, willing and able" to install a system to distribute pay-TV shows for Midwest, but wants official approval from the state for such use of a public utility. The hearings have been adjourned to June 1.

We also learned from Telemeter that:

(1) Telemeter will probably expand throughout Metropolitan Toronto and the Port Arthur-Fort William area of Ontario. Toronto will probably be carved into 6 Telemeter areas (including Etobicoke), with the present Telemeter studios feeding all 6. Program fare will follow the present patterns of movies & sports, augmented by tape specials.

(2) The cost of the Telemeter meter attachment for TV sets is being steadily reduced. Originally, they cost about $85 (including Canadian duties) when made in the U.S. Now, a new-type attachment has been developed for Canadian manufacture, and will cost only about $45-50. The annual break-even point, formerly well over $100 per home, has been reduced so that a profit can be made on an annual take of about $75.

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**Examiner Favors CATV Microwave:** FCC examiner Walther W. Guenther last week recommended the rejection of a protest by KWRB-TV Riverton, Wyo. against microwave grants to Carter Mountain Transmission Corp., that proposed to feed CATV systems in Riverton, Landis and Thermopolis. Guenther held that the microwave is a *bona fide* common carrier in the public interest and that possible economic impact of CATV systems on KWRB-TV is "of no legal significance." If the impact were to be considered, he said, the record in the hearing "precludes any reliable approach to an accurate estimate of that 'impact.' If there is any impact on KWRB-TV's operation, such impact is not caused by Carter, but its CATV customers."

**Vhf Translator Starts Operation:** K7AA Center, Neb. started April 28 repeating KTIV Sioux City, Ia. It's the second town to get this kind of service—K3AA & K13AA having started last Feb. 16 in Mexican Hat, Utah.

**Medico's D.C. Office:** The Institute for Advancement of Medical Communication, a leader in closed-circuit TV, has opened a Washington branch at 1028 Connecticut Ave., NW, Washington, under Isaac D. Welt, associate dir.

**NTA's Pay-TV Demonstration:** "Revolutionary new system for pay TV" will be demonstrated by NTA's Home Entertainment Co. June 20, at the Jack Tar Hotel, San Francisco, coinciding with NCTA's annual convention.

## Congress

**Minow Promoted to 'Pike':** New FCC Chmn. Minow already has demonstrated that "he is going to be a pike in a carp pond," Senate Commerce Committee Chmn. Magnuson (D-Wash.) said approvingly on CBS Radio's *Capitol Cloakroom.*

Commenting on Minow's "dramatic" NAB convention speech (Vol. 17:20 p1), Magnuson said the Commission's chief "stated a lot of things I had been thinking about—or maybe I had talked about here & there—and put them together." Magnuson followed up the broadcast by inserting the text of Minow's speech in the *Congressional Record.*

On the CBS show, Magnuson said that in the past FCC has "failed to face up to decisions," that Commission members betrayed tendencies to "sweep them under the rug, just let them go." It's "good" to have somebody like Minow "once in a while," he added.

At the same time, Magnuson reported he didn't go all the way with Minow's description of TV as "a vast wasteland." In the past 2 years, broadcasters "have done an excellent job"—better than the industry did in the 10 preceding years—"but they had no place to go but up."

■

**TV Import Check Urged:** House Judiciary Committee Chmn. Celler (D-N.Y.) has introduced a bill (HR-7170) requiring alien producers of "foreign-made & controlled programs" to place themselves under U.S. court jurisdiction before the films are shown on TV here. Celler said his measure is intended to make the foreign producers subject to copyright & contract suits by U.S. citizens. The Nevada state legislature meanwhile called on Congress to enact legislation to "correct the abuses" resulting from importation of foreign-made music recordings for TV films produced here. American musicians need protection from such "cut-rate competition," the legislature said.

**Sen. Bridges Fears FCC "Threat":** "The clutching hands of federal bureaucracy," in the shape of FCC Chmn. Minow, were cited by Sen. Bridges (R-N.H.) as he inserted in the May 25 *Congressional Record* the May 18 column of David Lawrence which was devoted to a concern with "government dictation" by FCC. In the same issue of the *Record,* Sen. Monroney (D-Okla.) reprinted columns & editorials praising the "courageous & thoughtful" Minow speech—from John Crosby, *Life* magazine, *St. Louis Post-Dispatch* and Jack Gould.

**Broad ETV Aid Urged:** The Kennedy administration's $25-million federal-state matching-grant plan to aid educational TV (Vol. 17:21 p8) doesn't go far enough, Rep. Rivers (D-Alaska) told the House. He urged that the plan be broadened by Congress to permit expenditures for purchase of station sites & buildings, operation & maintenance and financing of ETV programming. Proposed restrictions on use of the grants for equipment purchases would "seriously circumscribe" ETV development in such sparsely-populated states as Alaska, Rivers said.

**New NBC-TV Series Denounced:** NBC-TV's new *Whispering Smith* series is a "mental aberration" which is "nothing short of frightening," according to Rep. Monagan (D-Conn.). He told the House that violence portrayed on the show is "subversive of the values which we should be trying to inculcate in our youth." Congress shouldn't permit "any calculated cry of censorship to divert us from our efforts to improve the standards of our radio & TV programs and to eliminate the active danger" represented by such shows, Monagan said.

## The FCC

**Among Minow's Supporters:** Clarence C. Dill, former chmn. of Senate Commerce Committee (D-Wash.) who was a major architect of both the Federal Radio Act of 1927 and the Communications Act of 1934, has written the FCC Chairman: "This comes like a wave of fresh air across a hot & burning desert and I write to congratulate you on taking this position . . . So many abuses of the intent of Congress in passing that Act have grown up that I had about given up hope of seeing any reform. The programs of the great TV chains & of the many local stations have become so loaded down with violence & murder & shooting that most people find it preferable to turn off their TV sets to avoid being deluged with this kind of pictures. I don't know whether it will be possible for you & the other members of the Commission to remedy the situation or not, but I wish you well."

**Movie Rules Protested:** As expected, Hollywood feature-movie producers aren't happy about FCC's proposed new anti-payola rules as applied to them (Vol. 17:18 p3). The first outcries against the rules—from Eric Johnston's Motion Picture Assn. of America—have been relayed to FCC Chmn. Minow by freshman Rep. Corman (D-Cal.), part of whose district lies in Hollywood. Corman wrote Minow that it would be unfair—and maybe illegal—for the Commission to require theatrical-film makers to disclose any payola received in producing movies which are subsequently shown on TV.

**Agency Session Set:** The first plenary sessions of the Administrative Conference of the U.S., set up by President Kennedy to devise improvements in regulatory-agency procedures (Vol. 17:20 p13), will be held in Washington June 27. Court of Appeals Judge E. Barrett Prettyman, designated by the White House to lead the conference, said the 85-member group will include 21 practicing attorneys and representatives of the agencies, Senate & House, law school faculties and state regulatory commissions. All of the June 27 sessions will be public.

**Ex-Comr. Durr's Car Burned:** The automobile of Clifford J. Durr, Montgomery, Ala. attorney long active in civil liberties cases, was burned by a mob during the riots last week. He had loaned the car to British writer Jessica Mitford, wife of Winston Churchill's nephew, who is writing for a magazine. She had parked the car and was attending a meeting of Negroes in the First Baptist Church.

**Cox Slated for Speech:** FCC's Broadcast Bureau chief Kenneth Cox and FTC's TV-radio monitoring chief Charles A. Sweeny will address the annual Md.-D.C. Bcstrs. Assn. convention in Ocean City, Md. June 23-24. FCC Chmn. Minow, FTC Chmn. Paul Rand Dixon and NAB Pres. LeRoy Collins also have been invited to attend the convention.

**FCC Uhf Receiver Bids:** For its N.Y. uhf project, FCC is seeking bids on combination vhf-uhf receivers by June 7. The Commission wants 100 b&w table models, 15 portables, 10 table color units. For details, contact Chief, Administrative Services Div., FCC.

**CPs Granted:** Ch. 27, Tulare, Cal., to KCOK Inc. • Ch. 18, Midland Tex., to Midland Telecasting Co. • Ch. 25, Richland, Wash., to Columbia Empire Bcstg. Corp., Yakima.

**Medford CP Final:** FCC has announced that the initial decision granting Ch. 10 to Radio Medford Inc., Medford, Ore., is now final.

**Boston Ch. 5 Procedure:** With the Boston Ch. 5 case finally fully out of the courts and back in FCC's hands, the Commission has ordered the 3 applicants to file within 60 days briefs supporting their cases. Reply briefs are due 10 days later, after which oral argument before the Commissioners will be held. The FCC had decided that WHDH-TV's CP for Ch. 5 should be set aside, and that WHDH-TV and Massachusetts Bay Telecasters be given demerits for *ex parte* conduct in another comparative consideration with Greater Boston TV Corp. A 4th applicant, Du Mont Labs, dropped out of the case.

**OCDM "Reconstituted":** The Office of Civil & Defense Mobilization, which works with FCC on Conelrad problems & military allocations, will be transferred to the Defense Dept. and "reconstituted as a small-staff agency," President Kennedy told Congress May 25. He said OCDM (probably renamed the Office of Emergency Planning) properly belongs in the jurisdiction of the Defense Dept.—"the top civilian authority already responsible for continental defense." The President will make the shift under 1958 Reorganization Plan No. 1. The Kennedy move sparked speculation as to what will happen about the division of authority between FCC and the Executive Department in the allocation of spectrum—but there was no definite information immediately available.

**Paul Revere Cowgill:** Former FCC Broadcast Bureau chief Harold Cowgill, now in private Washington law practice, continued his circuit-riding warnings to broadcasters last week by repeating to the Pennsylvania Assn. of Bcstrs., at State College, the same admonitions he gave the Illinois Bcstrs. Assn. (Vol. 17:16 p4). He's scheduled to address the Florida Assn. of Bcstrs. in Miami Beach during it June 15-17 convention. Cowgill has been urging that broadcasters adhere meticulously to the law and FCC rules.

**Network Hearing Schedule:** FCC's network hearing, which resumes in New York June 20 (Vol. 17:21 p9), will probably take testimony from Eastern producers initially, running about 2 weeks. Later sessions are expected to wind up the whole study with appearances by advertisers & network executives. Witnesses for the June 20 hearing are to be announced within a week or so.

**FCC Picnics:** First affair of its kind since World War II, a picnic for FCC employes & their families will be held May 30 at Linton Hall Military School, Bristow, Va. This is also the rendezvous point for the Commission in the event of emergency evacuation from Washington.

**KCOP's ETV Plan:** The way to give ETV a channel in Los Angeles & N.Y., according to KCOP Los Angeles, is not to divert a commercial vhf channel to ETV. Rather, it told FCC last week, the Commission should require each commercial station to give ETV 1½ hours daily.

**Violence Again:** Among letters of complaint recently received by FCC regarding violence on TV was one from a lady in Wauseon, Ohio. She reported that when she informed her 3-year-old son about the death of his uncle, the boy asked: "Who shot him?"

## Technology

**FCC Space Parley:** Concluding that a joint venture by common carriers is the best way to handle space communications, FCC has called all international carriers and pertinent govt. agencies to a June 5 conference "for the purpose of exploring plans & procedures looking toward the early establishment of an operable commercial communications satellite system." Session will be closed to the public.

## Networks

**Off to the Summit:** President Kennedy's Paris meetings with President De Gaulle (May 31-June 2) and Vienna talks with Premier Khrushchev (June 3 & 4) will get day-to-day coverage on network newscasts, costing some $300,000. And an ambitious schedule of specials will also spiral the TV budget. ABC-TV has shipped 2 mobile trucks carrying 25 tons of TV cameras & video-tape recorders to Paris & Vienna. Ten correspondents, 2 producers, an engineering co-ordinator, and interpreter Nicholas W. Orloff will be on the scene for ABC. Heading the network's delegation will be news vp James C. Hagerty, who will personally report on ABC's 5 special programs in addition to supervising the over-all network coverage. CBS-TV, which is also sending a large news staff (9 correspondents, 3 producers) will use its own European-based truck and the facilities of Intercontinental TV, Radio Diffusion, the Austrian Bcstg. Co. and BBC. Beginning May 31, CBS will have six 30-min. specials on the summit. NBC-TV will field a 30-man news team, including 7 correspondents, and will use the NBC-BBC Trans-Atlantic cable film system, Eurovision, and Intercontinental TV facilities. Four 30-min. specials (JFK—Reports No. 3, 4, 5 & 6) will be televised from June 2-5.

**Skepticism About ABC-TV Trend to Live TV:** ABC-TV, long known as the film network, will reverse this reputation and veer to live TV shows next season and in 1962-63—said *Daily Variety* last week. The trade paper quoted ABC-TV program vp Thomas Moore as its authority. According to the publication, Moore said that an ABC study recently showed live TV was up 24% in ratings this season, while film shows were down 2%. There was considerable skepticism of this entire account in the trade, particularly when Moore coupled this with grumbling about the soaring costs of TV film. Asked for specifics, Moore declined to reveal the identity of any new live shows next season other than *The Steve Allen Hour*, nor did he identify 6-7 shows he was quoted as saying he had scheduled for 1962-63. The announced 1961-62 schedule is preponderantly film.

**Unprecedented Move in Canada:** CHCH-TV (Ch. 11) Hamilton last week asked BBG to revoke the clause in its license binding it as an affiliate of CBC. Niagara Television Ltd. gave no reason for the request in its application which is expected to be fought hotly by CBC at the Ottawa hearings. Said CHCH-TV Pres. Ken Soble: "We don't want to belong to any network. We just want to offer viewers some variety and get away from this program duplication in our viewing area."

**ABC Gets Fat on Metrecal:** So successful has the network-level campaign by Edward Dalton div. of Mead Johnson been for Metrecal that the drug firm recently decided to expand its TV budget for the latter half of 1961. Top sales executives of all 3 networks were invited to Dalton's Midwest offices to make a pitch—and all 3 complied. ABC-TV, which has had the Metrecal business so far ($2.5 million in *Winston Churchill—The Valiant Years*, plus some participations), got the nod—and the billings. Starting in July, Dalton will spend about $3 million more on ABC for a total of 300 commercial minutes for the remainder of the year. During the summer, Dalton will use *Asphalt Jungle*, *Walt Disney*, and *The Law & Mr. Jones*. In the fall, the lineup will be *The Corrupters*, *The New Breed*, *Roaring 20s*, and *Cheyenne*. Total Dalton business on ABC during 1961 will therefore be $5.5 million.

### Network Television Billings

March 1961 and January-March 1961

For Feb. report, see TELEVISION DIGEST, Vol. 17:19 p6

**First Quarter Billings Up 6.2%:** Network TV's January-March 1961 gross time billings rose 6.2% to $182.5 million from $171.9 in the like quarter a year ago, reported TvB.

ABC set the pace for percentage gains with a 20.3% jump to $47.4 million. NBC also posted a large percentage gain (10%), with first quarter billings of $68.2 million. But CBS, trailing NBC in monthly billings since the first of the year, registered a 5.1% decline for the first quarter, down from $70.5 million to $66.9 million.

NETWORK TELEVISION

| | March 1961 | March 1960 | % Change | Jan.-March 1961 | Jan.-March 1960 | % Change |
|---|---|---|---|---|---|---|
| ABC | $16,577,140 | $13,487,460 | +22.9 | $47,414,630 | $39,424,580 | +20.3 |
| CBS | 23,085,353 | 24,043,799 | — 4.0 | 66,909,058 | 70,498,328 | — 5.1 |
| NBC | 23,920,311 | 21,072,164 | +13.5 | 68,154,484 | 61,976,770 | +10.0 |
| Total | $63,582,804 | $58,603,423 | + 8.5 | $182,478,172 | $171,899,681 | + 6.2 |

1961 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| Januray | $15,898,310 | $22,894,855 | $23,031,118 | $61,824,283 |
| February | 14,939,180 | 20,928,850 | 21,203,055 | 57,071,085 |
| March | 16,577,140 | 23,085,353 | 23,920,311 | 63,582,804 |

## NETWORK SALES ACTIVITY

ABC-TV

Daytime programming, Mon.-Fri., part. eff. Sept.
*Bon Ami* (Charles W. Hoyt)

CBS-TV

Dobie Gillis, Tue. 8:30-9 p.m., co-sponsorship eff. Oct. 10.
*Colgate-Palmolive* (Ted Bates)

CBS Reports, Thu. 10-11 p.m., co-spon. & part. eff. June 8.
*Thomas J. Lipton* (SSC&B)
*Bristol-Mycrs* (Young & Rubicam)
*Block Drug* (Grey)
*Fedders* (Hicks & Greist)

Face the Nation, Thu. 10-11 p.m., part. eff. June.
*Fedders* (Hicks & Greist)

Daytime programming, Mon.-Fri., part. eff. May, June, Aug. & Sept.
*Pillsbury* (Leo Burnett) & (Campbell-Mithun)
*Colgate-Palmolive* (Ted Bates)
*Food Manufacturers* (Ted Bates)
*A. J. Siris* (Sackheim-Bruck)

NBC-TV

It Could Be You, Wed. 10-10:30 p.m., full-spon. eff. June 7.
*Procter & Gamble* (Benton & Bowles)

Frank McGee's Here and Now, Fri. 10:30-11 p.m., full-sponsorship eff. Sept. 29.
*Gulf Oil* (Young & Rubicam)

Captain of Detectives, Fri. 8:30-9:30 p.m. part. eff. Oct.
*Union Carbide* (William Esty)

Saturday Night Feature, Sat. 9:30 p.m.-end, part. eff. fall.
*Mabelline* (Post & Morr)

Daytime programming, Mon.-Fri., part. eff. June & fall.
*Norwich Pharmaceutical* (Benton & Bowles)
*Miles Laboratories* (Wade)

National Velvet, Mon. 8-8:30 p.m.; Bullwinkle, Sun. 7-7:30 p.m.; part. eff. fall.
*General Mills* (BBDO; D-F-S)

Daytime programming, Mon.-Fri., part. eff. fall.
*General Mills* (D-F-S; Knox, Reeves)

# Television Digest

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Ward L. Quaal, vp-gen. mgr., WGN Inc. Chicago, promoted to exec. vp-gen. mgr. Carl J. Meyers, engineering mgr., WGN-TV & WGN, named a vp.

Sherman Adler named asst. daytime sales mgr., ABC-TV, succeeding Peter Reinheimer, appointed an account exec. on the Eastern sales staff . . . George M. Rogers Jr., ex-NBC-TV mgr. of the Jack Paar and Dave Garroway shows, appointed vp-gen. mgr., Product Services Advertising Agency . . . Jim Early named news editor, WLOS-TV Asheville, N.C., succeeding Leo Willette, who has joined WWL-TV New Orleans.

J. Robert Gulick, asst. gen. mgr., WGAL-TV Lancaster, Pa., named pres., Pa. Assn. of Bcstrs. . . . Jerome R. Reeves, KDKA-TV (Pittsburgh) gen. mgr., elected pres., Pittsburgh Radio & TV Club . . . Richard S. Salant, CBS News pres., named an honorary life member of RTES on his retirement as pres. of the organization.

Johnston F. Northrop resigns as admin. vp & treas., Corinthian Bcstg. Corp., to join Electric Bond & Share Development Corp. as vp . . . Arthur C. Elliot named a vp, Harrington, Righter & Parsons . . . Thomas (Tom) B. J. Atkins, ex-supervisor of national selective sales for CBC, named sales mgr. for Canada's new CTV Network.

Edward F. Kenehan named exec. secy. of National Assn. of FM Bcstrs., continuing as member of Spearman & Roberson, Washington legal counsel for NAFMB . . . Tim A. Cross, Rediffusion pres., elected pres., National Community Antenna TV Assn. of Canada; Jean Beauchemin appointed vp . . . Norman Boggs elected chmn., Southern Cal. Bcstrs. Assn.; Robert Light, pres.; Charles Hamilton, vice chmn.; Robert Sutton, secy.; Ernest Spencer, treas. . . . Allan F. Conwill, ex-Willkie, Farr, Gallaher, Walton & Fitzgibbon, N.Y. law firm, named SEC general counsel, succeeding Walter P. North who becomes asst. gen. counsel.

FCC Chmn. Minow was joined by his wife and 3 young daughters last week; they came from Chicago suburban home, moved into Washington house . . . William L. Putnam, pres.-gen. mgr., WWLP Springfield, Mass., recently aided in the rescue of 2 mountain climbers stranded for several hours on a cliff on Cannon Mountain, N.H. . . . Frank Stanton, CBS Inc. pres., named a trustee of RAND Corp., replacing H. Rowan Gaither Jr., who died recently . . . Walter Cronkite awarded American Democracy Award of Roosevelt U., Chicago.

**Meetings Next Week:** International Communications Workshop (June 5-16). Sponsored by religious groups including World Commission for Christian Bcstg. and American Jewish Committee. U. of Southern Cal., Los Angeles • N.C. Assn. of Bcstrs. convention (8-9). Speakers include Clair McCollough, NAB Joint Boards chmn.; J. Leonard Reinsch, President Kennedy's TV-radio advisor. Durham • Western Assn. of Bcstrs. annual meeting (8-10). Don Jamieson, Canadian Assn. of Bcstrs. pres., will speak. Banff Springs Hotel.

**TV-Radio Scholarship:** The Jefferson Standard Bcstg. Co. (WBTV & WBT Charlotte, N.C.; WBTW Florence, S.C.) has awarded its annual Jefferson Standard Foundation Scholarship for TV-radio study at the U. of N.C. to Harrell H. Stevens Jr., a senior at Williams High School, Burlington, N.C. The scholarship, valued at $2,500, covers the undergraduate course & 2 years of specialized study in the creative aspects of TV & radio.

**Law Firm Merger:** The Washington TV-radio law firms of Scharfeld & Baron and Paul M. Segal have joined forces, headquartering at 816 Connecticut Ave. NW. Partners are Arthur W. Scharfeld, Segal, Theodore Baron and Arthur Stambler. Bernhard Bachhoefer is counsel, Robert Jacobi associate.

**Storer Donates "Fun Day" Trophy:** A $3,000, 4-ft. sterling silver cup is being donated by Storer Bcstg. Co. to RTES as a permanent golf trophy for the society's annual "Fun Day." The Storer Cup, a colonial Georgian-period urn, with black ebony base, was hand made in New England over 80 years ago.

**Mel Wright,** mgr., elected pres., Skyline Network (KID-TV Idaho Falls, KLIX-TV Twin Falls, both Idaho; KXLF-TV Butte, KOOK-TV Billings, KFBB-TV Great Falls, all Mont.; **Joseph S. Sample,** KOOK-TV, elected secy.; **W. C. Blanchette,** KFBB-TV, elected secy.; **A. W. Schweider,** KID-TV, treas.

**Bob Hope Medal Voted:** Legislation authorizing President Kennedy to give comedian Bob Hope a gold medal as "America's most-prized Ambassador of Good Will" (Vol. 17:21 p7) has been passed by the Senate, which set a $2,500 cost limit on the award.

**Wisdom for Our Time:** The 2nd book based on NBC-TV's *Wisdom* series, is edited by James Nelson and contains conversations with 22 of the distinguished men & women interviewed. (W. W. Norton & Co., 266 pp., $4.50.)

Blackburn & Co., media broker, has moved to RCA Bldg., 1725 K St. NW, Washington (Federal 3-9270).

## *Obituary*

**Joan Davis,** 53, TV-radio comedienne and star of the TV syndicated series *I Married Joan,* died of a heart attack May 23 in Palm Springs, Cal. After playing in vaudeville & the movies, she entered radio in 1941 as a guest on Rudy Vallee's show, took over the show when he entered the Coast Guard in 1943, and for a 4-year period, had a $1 million-a-year contract with NBC for playing the proprietress of *The Sealtest Village Store.* Surviving are her mother and daughter Beverly, who appeared as her sister in the TV series.

**E. B. Jeffress,** 75, pres. of the Greensboro (N.C.) News Co. (WFMY-TV Greensboro and newspaper properties), died May 23 in Chapel Hill. He was mayor of Greensboro from 1925 to 1929 and represented Guilford County in the N.C. general assembly. Surviving are 2 sons, 3 daughters and 10 grandchildren.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TV HEADED FOR RECORD MAY SALES:** There's been a definite pickup in TV sales this month, and there's a good chance that distributor sales to dealers—the figures scanned most anxiously by the trade—will set a new unit record for the month of May. Just about every manufacturer is sharing in the sales rise, although some are feeling it far more than others.

That's the word from Chicago, where we talked with TV set makers at the EIA convention last week, and from Miami where RCA & Sylvania were showing their new lines.

But nobody in trade is swooning with delight at the business improvement. And for these reasons: (1) Inventories at all levels are so low (Vol. 17:21 p17) that any movement at retail is bound to be reflected more strongly than usual throughout distribution channels as depleted pipelines are partially refilled. (2) Sales are heavily concentrated among lower-priced sets, reversing trend of recent years to higher-end merchandise. (3) Industry seems to have gone hog-wild on 19-in. sets, and despite tight inventory situation, trade is full of liquidations, dumps and cut-price deals.

Almost everybody expects pickup to continue, with much better business in fall. There's some hope for firming of prices—for an end to what Zenith's Leonard Truesdell calls "manufacturing discount houses"—with this uptrend.

TV inventory control has been good, on industry-wide basis. But imbalances do exist (such as the top-heavy emphasis on 19-in. sets) and the trade is still making efforts to correct this. For example, Sylvania outlined to its distributors last week a new marketing policy foreswearing deals and price-for-price's sake, stressing upgraded quality.

List prices of both RCA & Sylvania lines shown last week were comparable with last year's—slightly on the higher side, if anything. Although Admiral's line, shown the week before (Vol. 17:21 p18), begins at lower levels than last year, most model-for-model comparisons show little price change.

Position & success of color in market next fall & winter is still a question-mark. Only one thing is certain now: Every major manufacturer will be in color by year's end—and that includes Motorola, Philco and Westinghouse—despite protestations to the contrary. There's been a parade of manufacturers to RCA's Indianapolis hq in the last few weeks, and the entry of all the majors is now so likely—in the view of several independent industry sources in a position to know—that you can consider it a reality.

Sylvania probably will be next rider on color bandwagon. Sylvania Home Electronics Pres. Peter J. Grant put a spark into the company's distributor convention at Miami's Eden Roc hotel last week by holding an unscheduled closed-door session on color, presumably to sound out distributor sentiment. Sylvania's announcement will come around June 15.

While Sylvania pondered, RCA was beating its own color drum just a few doors down the street at the Fontainebleau, for its Eastern distributors & their best-selling color dealers. The occasion was part 2 of RCA's 2-step introduction of its 1962 TV line, encoring the premiere showing in Las Vegas the preceding week (Vol. 17:21 p18). A surprise speaker was RCA Pres. John L. Burns, who was in Florida for the May 25 dedication of the corporation's new Palm Beach data-processing facility. He took a delay enroute at the Fontainebleau for a few words & some startling predictions.

"Color TV sales at retail will approach $25 billion over the next 10 years," he forecast. "During this period, the total TV industry's annual dollar volume will achieve a rate of practically 3 times its current $1.2-billion volume. Color TV is the greatest 'New Frontier' facing American business. Its potential is greater than any consumer product on the American scene."

Burns' audience accepted the $25-billion forecast quietly. His prediction requires average annual sales of $2.5 billion, beginning this year. Best estimate for 1961 color sales: 250,000 units. At RCA's estimated average selling price of $750, the 1961 volume should be under $200 million. Burns later suggested that the industry may well sell an average of 5 million color sets annually at average price of $500 each.

For details of new RCA & Sylvania black-&-white lines, see p. 18.

**EIA PLANS FM STEREO CAMPAIGN:** All-industry action to explain FM stereo multiplexing to dealers, FM stations—and eventually the public—was approved by EIA last week. It's a hurry-up job, and the Consumer Products Div., headed by Motorola's Edward R. Taylor, hopes to have a "fact book" ready for distribution by the opening of the Music Show July 16 in Chicago.

Purpose of drive will be to head off consumer confusion before it has chance to start—by giving dealers & stations information on how best to represent FM stereo to public. Book will be distributed by EIA member firms to all FM stations and radio retailers & distributors, who will be given opportunity to order copies at cost if they wish to circulate them directly to listeners or customers. Plan was proposed by Division's Radio Committee, headed by Orphie Bridges, Arvin.

Warning to radio manufacturers was issued by Consumer Products Div. in its annual report, when it cautioned set makers against "rushing on the market with unsatisfactory & untested products which could seriously damage this market before it fairly opens." FM stereo, which promises to open a "substantial market," puts consumer-electronics industry in an "optimistic frame of mind," report said, and Taylor predicted 1961 TV-radio-phono sales "will equal, and may slightly exceed 1960 levels."

Other significant EIA convention actions:

Elimination of retail sales statistics was voted by Consumer Products Division. Covering TV, radios & phonos, this data had been collected on sampling basis at cost of more than $100,000 annually. Many in industry had considered these figures less useful—& less accurate—than distributor-to-dealer sales statistics, which will be continued. Retail sales figures will be discontinued in June.

That consumer-electronics advertising code—in preparation since last September (Vol. 16:38 p16)—was stymied by a disagreement between EIA's Consumer Products Div. and its Law Committee, presumably fearing possible antitrust implications of the code, which is designed to present abuses in advertising of TV, radios & phonos. Taylor pointed out that code is "practically a carbon copy" of the code now in use by American Home Laundry Mfrs. Assn., and took his Division's fight to EIA's Board of Directors, which took no action.

Continued alarm over rising tide of imports was expressed at convention, the Association's Small Business Committee warning that small manufacturers are "in the most vulnerable position." The Import Committee, under Robert C. Sprague, approved an ad campaign to be administered by Henry J. Kaufman agency of Washington, including pamphlets, filmstrips, direct mail, posters & billboards to inform employes, customers, stockholders and general public of impact of imports. EIA Pres. L. Berkeley Davis, re-elected for another year, cautioned in his annual report that imports now threaten new segments of electronics industry, and "the consequent threat to employment, to our economy, and to the industry's capability for meeting defense requirements is more serious today than ever before." The Board took no action on the Import Committee's ad campaign plan, will take it up at September meeting.

Proposal to reorganize EIA to meet inroads of independent "splinter" organizations was tabled for more discussion. The plan discussed at convention provided for a dozen semi-autonomous divisions oriented to specific products—almost separate trade organizations in themselves. Board of Governors would be sharply reduced in size and its jurisdiction would be limited to "matters of broad interest" which couldn't be handled by divisions because they cross product lines. Proposal envisioned increase in PR activities to develop strong industry image—including possibility of building "a showplace for the industry." There was considerable disagreement over proposal for product-oriented divisions to replace the present market-oriented groups.

Electronics industry will set new production record of $10 billion or more for 1961 (vs. $9.75 billion in 1960), Pres. Davis said in his annual report. He warned that future advances in industry will be made with "some dislocations & perhaps some casualties," and stressed the need for the industry to "proceed cautiously but with daring & imagination in the years ahead."

For other EIA convention actions, see p. 20.

**PARTS SHOW LAUNCHES FM STEREO ADAPTERS:** The nation's component hi-fi manufacturers showed they were ready—well, almost ready—for FM stereo multiplexing last week. At the Electronic Parts Distributors Show in Chicago, adapters to convert monaural tuners to stereo were displayed by 12 manufacturers at prices from $29.95 to $89.50. And there were as many different opinions on FM stereo sales, timing, adapter quality and construction as there were manufacturers.

There was agreement, however, that stereo FM eventually will revitalize the hi-fi business. Part distributors attending show expressed varied degrees of interest, and most manufacturers reported good batch of advance orders for stereo adapters & stereo tuners—even though nobody knows for sure how soon which stations will be broadcasting stereo. Generally, big-city parts jobbers expressed greatest interest, and several told us they had already had inquiries from consumers about FM stereo multiplex equipment.

GE began pilot production last week on its first multiplex adapter—a self-powered unit at $39.95 list—and had engineering & sales personnel present to answer questions of manufacturers & distributors about FM stereo. GE said it is supplying adapters to other manufacturers; and it presumably is looking for more original-equipment manufacturer business. The adapter it displayed was designed specifically for GE stereo consoles, and the company's literature described it as a "unit used to deliver a stereo radio signal from a tuner having suitable characteristics." In trade ads at the Parts Show, GE raised the question of "the feasibility of a single, low-cost 'universal' adapter"—but didn't answer it. Some other manufacturers showed "universal" adapters, but most specified that their adapters were designed specifically for their own sets.

Manufacturers were divided into 2 schools of thought about adapters & multiplex tuners—and each lost no opportunity to propagate its own faith: (1) There is the multiplex-in-a-hurry school which can deliver in 3 weeks or less, has equipment design already frozen, has tested it with own prototype transmitter and is out to have receivers in field by time first stereocasts start. (2) The take-it-easy school wants to wait until broadcasts are in progress, for thorough field-testing; some have encountered difficulty obtaining certain specialized parts—such as coils—which are now in heavy demand.

GE seems to be on both sides of fence, at least to casual observer. Although already producing adapters, it's taking ads to warn the trade: "GE believes that this is a time to make haste slowly. The healthy development of FM multiplex—and particularly the marketing of adapters—demands the resolution of several problems." Among them: Coordination of marketing with local FM-station activity; feasibility of "universal" adapter; functional controls; self-powered or set-powered; how low a satisfactory adapter can be priced.

There's disagreement on all of these points—and that is bound to cause consumer confusion. EIA's consumer-education campaign on FM stereo (see p. 16)—if it's effective—may come in nick of time. For different approaches to FM stereo taken by 12 manufacturers, see p. 19. For a report on the expected boom in antennas, tape recorders & multi-set couplers as result of new FM stereo market, see p. 20.

**TV-RADIO PRODUCTION:** EIA statistics for week ended May 19 (20th week of 1961):

| | May 13-19 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 120,541 | 113,937 | 113,976 | 2,060,494 | 2,320,729 |
| Total radio | 302,706 | 291,062 | 324,021 | 5,586,058 | 6,652,283 |
| auto radio | 100,841 | 96,811 | 112,129 | 1,753,502 | 2,604,536 |

**Zenith Quits EIA:** Although Zenith quietly pulled out of the electronics manufacturers' group last February, the big Chicago manufacturer remains in EIA's statistical pool—continuing to supply information on production & factory sales and continuing to receive industry-wide figures. Although EIA has lost Zenith—for reasons not disclosed—there's a chance it will gain Admiral. The latter company, which had been the largest non-member consumer-electronics manufacturer, has been discussing membership with EIA, it's understood, and conceivably could become a member at next September's fall meeting. Admiral recently joined EIA's statistical pool, supplying its own figures and receiving EIA marketing data in return. Previously, Admiral's production & sales figures had been estimated by EIA's Marketing Data Dept., along with those of smaller non-member firms which don't supply EIA with figures.

**Wiesner Pleads for Scientists:** The nation needs 12-15,000 additional scientists yearly instead of the 6,000 it's getting, Dr. Jerome B. Wiesner asserted last week as he accepted EIA's 1961 medal of honor in Chicago last week. President Kennedy's chief scientific advisor also termed electronics "the backbone of the technology which supports our nation" and a "mainstay" of its civilian economy. He's on leave as dir. of MIT's research lab of electronics.

**New Plants & Expansions:** GE has opened a $3-million distribution center for TV & appliance parts in New Concord, Ohio. The center employs a computer to speed order handling and to control inventory • Motorola has opened a 307,000-sq.-ft. addition to its Phoenix semiconductor-manufacturing plant • Sylvania's Parts Div. has formally begun operations at its new 20,000-sq.-ft. production plant for welded components in Warren, Pa.

***More about***

**RCA'S & SYLVANIA'S NEW TVs:** Nothing startlingly new or excitingly different in TV styling or design was unveiled by RCA or Sylvania in their 1962-line showings in Miami Beach last week (see p. 15). This appears to be an in-between retooling year—a year for dressing up models, adapting competitors' most salable 1961-62 features, catching up with public preferences & demand.

At the Eden Roc, Sylvania introduced its distributors to its first home-entertainment center in 5 years—a $699 unit complete with TV, stereo, AM-FM and multiplex jack. Sylvania also caught up with the industry swing bonded tubes, automatic brightness & contrast control.

Highspots of RCA's new b&w line, shown to Eastern distributors at the Fontainebleau: Corning "Velvetone" bonded tube, automatic brightness & contrast control.

Neither company showed FM multiplexing equipment or adaptors; both held to their standard warranty program of 90-day protection on parts, none for labor.

**RCA Introduces 31 New Models**

RCA's 1962 b&w TV line embraces 31 new models: A 17-in. portable, a 19-in. portable, four 23-in. tables; four 23-in. consolettes; seventeen 23-in. consoles; four 23-in. TV-AM/FM-stereo combos. Suggested prices range from $149 for the 17-in. portable (RCA's lowest-ever 17-in.) to $660 for the Haviland, a Danish modern combination.

Each of the new models uses RCA's "New Vista" tuner; 12 of the high-end sets have the "Magic Eye" automatic brightness & contrast control (*á la* Magnavox, Vol. 17:3 p22); and fourteen 23-in. TVs above the $300 bracket employ Corning's Velvetone glare-proof bonded picture tube. RCA also showed a refined "Wireless Wizard" remote control with a "master off." RCA Sales Corp. marketing vp Raymond W. Saxon said the new remote "introduces for the first time volume adjustment, either louder or softer, through the complete range of sound levels."

RCA's 1962 line also carries over three 19-in. portables and two 23-in. Henredon consoles.

Also introduced at the Fontainebleau was RCA's 1962 stereo line, highlighted by 2 "Hutch"-styled consoles priced at $595 and a low-priced stereo console (Mark XVIII) which at $159.95 is $20 under the previous starting price for consoles.

Product planning & development vp Bryce S. (Buzz) Durant said that a multiplex adapter will be available before Labor Day, told us the maximum price should be $30. He also told us that RCA is continuing its reverb kits for the new line, but forecast that "reverb will be forgotten a year from now."

On the question of an RCA 33-rpm-only phono, Durant said the company had no plans, noted that "cost of adding additional speeds is only about 50¢ each at factory."

Announced (but not shown or demonstrated) for fall availability was a new line of tape cartridge recorders—"the lowest priced instruments ever offered by RCA," according to Saxon. No prices were quoted, but Saxon told us "we're shooting for a starting price [for mono units] of under $100." The line will have mono & stereo versions, will feature an adapter to permit reel-to-reel operation. The new recorders will have both 1-7/8 & 3-3/4 inch-per-second speeds.

The RCA distributors, and their selected color dealers, also saw the East Coast showing of RCA's new color TV line (Vol. 17:21 p18). The demonstration included a $1,000 self-contained closed-circuit "broadcaster" for in-store demonstrations of color. The device transmits from 6 color slides, feeds a picture to the screen that can be tuned for color, tint, etc. Durant said RCA is testing dealer & distributor interest in the demonstrator; if they give it the green light, RCA will build units, on a share basis with distributors, for bicycling among color dealers.

**Sylvania Introduces 17 New TVs**

Sylvania showed its distributors 17 new TV models ranging in price from $179.95 (for a 19-in. portable) to $699.95 for its new home-entertainment center. The new line also carries over, on open list, Sylvania's $159.95 17-in. Dualette. With one exception, the new TVs feature bonded shield "Velvetone" picture tubes. The loner: A 19-in. portable (Model 19T12) carried on open list.

Most of the new TVs use Sylvania's "Flexi-core" transformer-powered chassis. Home Electronics Corp. Pres. Peter J. Grant said Sylvania's portables & 19-in. table models will continue to use silicon power rectifiers; the complete 23-in. line is expected to be transformer-powered within 6 months.

The new line embraces one 19-in. portable; three 19-in. tables, one 23-in. table; ten 23-in. consoles; 2 home-entertainment centers. The new multi-function remote tuner is available on 4 deluxe models. Among the features emphasized by Sylvania: A new-type picture tube & improved electron gun which increase contrast & brightness by 20%; a "super-distance" tuner for improved fringe-area reception.

Sylvania also introduced 4 portable stereo phonos ranging in price from $79.95 to $149.95. "Unlike most manufacturers, we can say these phonos are made in our own plant," Grant told us.

Distributors at the Eden Roc sessions also heard that Sylvania plans to close all of its existing branch operations in favor of independent distribution. By the end of this year, the company expects that all of its home-entertainment products will be marketed exclusively through independent distributors.

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New Models: Westinghouse, two 19-in. portables with "Attaché styling," one with open list, the other at $189.95, both carrying 90-day parts & labor guarantee ● Emerson, 5-tube radio, finished front & back, at $14.88, clock radio at $19.88, with step-ups at $17.88 & $22.88.

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RCA Dedicates Florida "Brain" Plant: Pres. John L. Burns last week officially dedicated RCA's $4-million data-processing center at Palm Beach by turning over to Chase Manhattan Bank Chmn. George Champion the first 301 system produced there. The computer system was turned out 2 months ahead of schedule. Commented Burns: "Only 2 years ago RCA delivered the nation's first business solid-state electronic data-processing system. Last year, we moved into 3rd place among the major computer manufacturers, in terms of the dollar sales value of commercial systems shipped in 1960."

Color TV An Eye Saver? A joint 16-month study by N.Y.'s Optometric Center and the Pa. State College of Optometry has produced new support for color TV. Hued TV is easier on the eyes than the b&w type, says Vision Conservation Institute in a preliminary report based on the study. Furthermore, the report continues, color TV may prove helpful in detecting vision deficiencies, because viewing TV or movies in color reveals unsuspected farsightedness or myopia.

***More about***

**FM STEREO AT PARTS SHOW:** Component hi-fi manufacturers at the Parts Show expressed all shades of opinion about FM stereo adapters & tuners (see p. 17). Some featured them prominently, operating from prototype transmitters, and actively solicited orders. A few kept them under the counter, showing them only on request, then urging prospective customers to wait.

Designs varied widely, as did controls. A few adapters featured "dimension" control, which varies the apparent channel separation; others had gain or "level" control. It's unlikely, however, that extra controls will be used in adapters for console stereo-phono units; this seems to be a special for the knob-happy super-critical component-hi-fi bug. All of the adapters shown were designed for stereo-phono rigs which already have 2-channel amplifiers & 2 speaker systems.

Here's a rundown on the FM stereo adapters & tuners shown at the Parts Show, with brief comments:

GE—Two-tube self-powered adapter designed to plug into GE consoles, with 4 cord connections, no controls. This one (list $39.95) is in pilot production at the Audio Products Section plant in Decatur, Ill. Also shown: Developmental adapter, in own cabinet, at $59.95.

Bogen—Self-powered adapter for Bogen tuners, at $69.95, with 2 controls: Power on-off and audio level; shipment in July. Also showed complete AM-FM-multiplex receivers (less speakers) at $399.95 & $299.95; FM-AM-multiplex tuners at $269.95 & $199.95.

Harman-Kardon—Plug-in adapters for Harman-Kardon tuners at $39.95 (June delivery) & $49.95 (late June), self-powered adapter at $59.95 (July). All adapters have dimension control.

Bell Sound Systems (Thompson Ramo Wooldridge)—Plug-in one-tube adapter for Bell line will sell for $39.95, self-powered one "for any Bell units and most others" at $59.95. Will produce "as quickly as we can get parts"—but there's a jam-up in certain critical components. No dimension control.

Sherwood—2-tube plug-in adapter for Sherwood tuners, $49.50, shipments beginning in 3 weeks; 4-tube self-powered adapter "designed to work with a variety of FM tuners," including tuner modification parts, $69.50. FM-multiplex 64-watt receiver (less speakers), $299.50; FM-multiplex tuner, $160.50; FM-AM multiplex tuner, $179.50—all available in July. No dimension control.

Dynaco—This kit-maker will offer a 2-tube plug-in adapter for its own sets at about $29.95, but a spokesman told us: "We will delay as long as possible; we want to wait until stations are on the air and we can improve the design; we won't deliver before October." The company distributed a mimeographed warning against haste, expressing doubt that a "universal" adapter can be developed and venturing the opinion that "a very high percentage" of existing FM tuners can't satisfactorily be adapted.

EICO—This kit-maker showed a developmental sample adapter with "stereo beacon" which indicates whether stereo broadcast is on the air. The company will not announce plans & prices until stations are stereocasting.

DeWald—"Stereo-Plex" self-powered adapter at $59.95 has controls for off-on, mode (stereo & mono) and level, with 2 multi-function tubes. The company is taking orders for delivery in 8 weeks.

Eric Electronics (Santa Monica, Cal.)—Adapter using one GE Compactron multi-function tube is due for marketing June 1 at $39.95 (slightly higher in the East).

Fisher—Reports "tremendous demand" for its $89.95 self-powered adapter with dimension control & Stereo Beacon (already described in Vol. 17:20); deliveries in June.

Shell Electronics (Westbury, N.Y.)—Adapter for own tuners, $39.95; self-powered, $49.95; production to start by end of June.

Majestic International—Demonstrated adapter made by Crosby Teletronics for Grundig sets, with "target date" of June 15. With 2 controls, the unit has 3 tubes plus rectifier. No price was given, but Crosby's own adapter is scheduled to sell for $69.50 (Vol. 17:21 p20).

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**Zenith Shares Stereo Data:** FM stereo multiplex transmitting equipment installed by Zenith's WEFM Chicago was described & diagrammed in a mailing sent last week to all FM stations by Zenith Sales Corp. In a covering letter, PR dir. Ted Leitzell promised to co-operate with the broadcasting industry "to help all of us get stereo FM off to the best possible start." Zenith has applied to FCC for approval of WEFM's stereo multiplex equipment. GE has a similar application pending for a prototype of the FM station stereo gear it plans to produce."

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**Admiral's Orders are Heavy:** Orders from dealers at Admiral Sales Corp's sales meetings in Las Vegas are exceeding last year's rate and Pres. Carl E. Lantz predicted last week that the volume will easily top last year's $20 million in orders placed at similar meetings in Miami & Las Vegas. The first 3 of 4 meetings this year resulted in orders of $16 million. "In talks with scores of dealers from all sections of the country," Lantz said, "it is apparent that business is picking up in encouraging fashion in all product categories." Admiral's target for radio production this year is a million units, he added.

**General Mills Forms Electronics Group:** All electronics & allied operations within the General Mills organization will be combined with 2 wholly owned subsidiaries into a General Mills Electronics Group, directed by corporate vp Richard A. Wilson. The 2 subsidiaries are Chicago-based Magnaflux Corp. and Daven Co., Livingston, N.J. Pres. C. H. Bell said the new operation reflects the company's policy of diversification, will have major facilities in Minneapolis, Los Angeles, Chicago, Livingston, N.J. and Manchester, N.H.

**Philco Gets $35.8-Million Contract:** Air Force award is for the continued development of command & control subsystems for space & satellite programs. The contract establishes Philco as an associate prime contractor on work it originated in 1957 as a Lockheed subcontractor.

**Texas Instruments' Stereo Amplifier:** Built "to prove the feasibility" of fully transistorized stereo systems, the TI circuit design is now being demonstrated to audio manufacturers throughout the industry. TI says it will provide 20 watts of sine wave power per channel from a distortionless amplifier circuit.

**Collins' ETV Microwave:** Engineered for operation in the radio frequencies recently authorized by FCC for educational institutions, the microwave system is intended for closed-circuit transmission of ETV programs. Multiple-channel systems also are available. Descriptive brochure is available from Collins' Texas Div., 1930 Hi-Line Drive, Dallas.

**Symphonic Shows New Line:** The TV-phono company holds the first of a series of regional meetings May 29-31 at the Riviera Motel, Atlanta, for Southeastern distributors.

***More about***

**EIA CONVENTION ACTIONS:** Concern over imports again was a dominant theme among EIA members as they met in Chicago's Pick-Congress Hotel last week for their annual convention (see p. 16). Imports Committee Chmn. Robert C. Sprague predicted that imports of Japanese radios & radio parts in 1961 would exceed those of 1960 despite a slow start. "Increases are also expected in other categories of Japanese electronic shipments," he added, "particularly in TV receivers" (4,600 were imported in the first 2 months of 1961 vs. 10,000 for all of 1960).

The EIA Board approved the legislative objectives of the Trade Relations Council, a private organization, including safeguards on an industry-by-industry basis against "destructive" imports.

Among other EIA convention highlights:

(1) L. Berkeley Davis, GE, was re-elected president. Leslie F. Muter, the Muter Co., was named to his 26th term as treasurer. Other officers & directors were re-elected, except for these replacements: L. M. Sandwick, Pilot Radio, was named a director, succeeding Leonard Truesdell, of Zenith, which no longer is an EIA member; also elected to the board was G. B. Mallory, pres. of P. R. Mallory & Co., succeeding the late Ray F. Sparrow, also of P. R. Mallory. George W. Keown, Tung-Sol, became chmn. of the Tube & Semiconductor Div., succeeding William J. Peltz, Philco; Gerald Tuttle, American Bosch Arma, became dir. of the Industrial Relations Dept., succeeding Theodore Hoffman, Hoffman Electronics; Thomas P. Collier, Motorola, heads International Dept., succeeding Harvey Williams, Philco.

(2) The Board of Directors approved a 12-point tax program, including repeal of excise taxes on TV-radio equipment, opposition to state taxation of out-of-state business, and legislative stands on depreciation, foreign income, prepaid income, withholding of tax on dividends & interest.

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Electronics Conference Set: The Commerce Dept.'s Business & Defense Services Administration will bring in 45 electronic industry executives to Washington for National Defense Executive Reserve conferences May 30-31. BDSA said the "shirt-sleeve" sessions will outline government responsibilities members of the group will be expected to undertake in the event of a national emergency.

Turin Show Opens: More than 70 U.S. companies are represented in the U.S. exhibition at the Turin Centenary Exposition. Its "Italia '61" theme is "Technological Progress in Industry—Man & Communications." One U.S. display features TV & radio in lighted panels demonstrating networks linking air routes, cables, railroads, seaways, highways; another demonstrates satellite communications. The Turin show will continue through Oct. 31.

Transistor Research Reported: A new Commerce Dept. booklet—*Semiconductors: U.S. Production & Trade*—details data gathered by the Business & Defense Services Administration from 60 manufacturers of transistors, crystal diodes and related devices. BDSA estimates that in 1959—latest year for which figures are available—research & development in the fields cost $70 million, with private industry underwriting $54 million of the total. Copies at 15¢ are available from any Commerce Dept. field office or from the U.S. Govt. Printing Office, Washington 25.

***More about***

**New Markets, New Products:** The advent of FM stereocasting (see p. 17) will be responsible for a boom in accessories and hi-fi equipment, in the opinion of manufacturers exhibiting at the Parts Show in Chicago last week.

Take antennas, for example. In recent years there's been increasing demand for outdoor FM antennas—and these were displayed prominently at the show. But antenna makers now believe that multiplexing will vastly increase their market potential. Stereo broadcasting carries only about two-thirds as far as monaural FM broadcasting—bringing the fringe area as close as 20 miles from the station in some cases.

Other accessories—such as multi-set couplers, to permit the hookup of FM sets to TV antennas—were also being plugged hard. Jerrold, Winegard and Blonder-Tongue all were pushing antenna-mounted preamplifiers, not only for TV but for FM. And Jerrold introduced a low-priced "FM Range Extender" preamplifier designed to recoup the loss in FM range due to stereo multiplexing.

Tape recorder manufacturers were looking to FM stereo to push sales. Ampex Audio mgr. Herbert G. Brown predicted "an unmatched boom" in recording equipment during the next 1½-2 years, since it will soon be possible for "the home recordist to tape professional stereo directly from the air."

With the coming boom in mind, Bell Sound introduced an extremely compact cartridge-tape stereo recorder (using the RCA-type tape cartridge), completely equipped with 2 microphones & dual amplifiers & speakers, at $199.95 list. A monaural version is priced at $139.95.

Automobile FM radio seems to be enjoying a minor boom, with several new models shown, a complete FM-AM-SW combination auto-portable set by Grundig-Majestic, and car FM tuners by Eric Engineering ($69.95) and Kinematix ($89.95). Ward Products displayed "the first true FM auto antenna."

The biggest other major new-product trends at the Parts Show were in the fields of citizens band radio equipment and intercom systems, with an unusually large amount of new equipment being shown. In the field of industrial & institutional TV, 2 foreign-made closed-circuit vidicon camera systems were shown—the German-made Grundig (by Majestic International) and the Dutch-made Philips (Norelco).

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Emerson's Uruguay & Peru Licensees: Casa Praos S.A. will produce & market Emerson-labeled TVs, radios and phonos in Uruguay. Cinematographica Glucksmann S.A. has a similar licensing arrangement for the Du Mont "Collector Series" of home instruments. Emerson Pres. Benjamin Abrams reports that the 2 Uruguay companies, both located in Montevideo, are already in production. Licensed for Peru is Alpha Union S.A. of Lima, which will make & sell the Emerson line. Alpha Union is scheduled to begin production in July. The licensing arrangements were made by Emerson Radio Export Corp., which recently established an Argentine licensee (Vol. 17:12 p17).

Raytheon in India: The first Indian semiconductor plant, Semiconductors Private Ltd., will be jointly owned by Raytheon (one-third) and private Indian business interests. The company is building a 10,000-sq.-ft. plant in Poona, 120 miles south of Bombay, and hopes to begin production by late fall. Raytheon holds an option to increase its investment in the company, subject to Indian govt. approval.

**Trade Personals:** Robert L. Jablonski, ex-product mgr., appointed to new post of gen. mgr., consumer products dept., Hoffman Electronics . . . Jerome Noel, ex-vp, Advisors Fund Management Corp., joins Howard W. Sams & Co. as vp of Sams companies . . . Mauro E. Schifino, Rochester, NEDA pres., re-elected for another one-year term along with entire slate of past officers . . . Roy Raymond, ex-Stromberg-Carlson component sales mgr. named dir. of product development, Scott Radio Labs, Annapolis, Md.; Fred Moore, ex-Stromberg-Carlson, named dir. of mfg.; John Middlebrook, ex-Fisher Radio, named Scott key accounts mgr.

Larry Epstein, ex-Bogan-Presto, named mgr., Harman-Kardon's new commercial sound-products div. . . . Robert F. Burns appointed a senior sales rep, Philco's govt. & industrial group . . . Dr. E. Eastwood, research dir., Marconi research & development labs, Great Baddow, England, awarded the Wakefield Gold Medal by the Royal Aeronautical Society for development of air-traffic control and navigational aids.

K. L. (Ken) Bishop, Bell Sound pres.-gen. mgr., elected pres., Magnetic Recording Industry Assn. . . . Hart Perry named pres., ITT Credit Corp., a newly formed finance subsidiary which will service ITT's manufacturing subsidiaries. Perry had been deputy managing dir. of Development Loan Fund, a govt. institution.

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**TV Service Case Settled:** FTC and Washington's Mars Electronics Inc. have agreed on terms of a consent order forbidding the company to misrepresent charges for home servicing of TV sets, guarantees, and technical qualifications of its employes. In a complaint filed last November, FTC charged that Mars used "$1-only" bait to induce customers to contract for repair work.

**English Electric's U.S. Subsidiary:** Delaware-incorporated English Electric Corp. will function as a wholly-owned subsidiary of the giant British company to consolidate U.S. sales of all subsidiaries. Among them: Marconi Instruments, English Electric Valve, English Electric Export & Trading.

**Rauland Producing Transistors:** Zenith's tube-making subsidiary is now making & marketing hermetically sealed miniature & microminiature transistors. Rauland vp-gen. mgr. W. E. Phillips said the new devices, PNP types, can be used both in simple & sophisticated circuits as either audio or IF amplifiers.

**Admiral's Hotel Automation:** Admiral will market electronic hotel room-condition & message-relaying equipment under an exclusive 10-year sales license from Metropolitan Telecommunications. The agreement calls for Admiral to sell a minimum of $3-million worth of the hotel equipment at an annual rate of $300,000.

**Sylvania to Close Plant:** Tube sub-assembly production at the Electronic Tube Div.'s Houtzdale, Pa. facility will be discontinued over the next 4 or 5 months. The plant employs 360.

### *Obituary*

Ray F. Sparrow, 63, exec. vp of P.R. Mallory & Co., died May 22 in Pembroke, Ont., where he had been recuperating after an illness of several months. A leader in the electronic-component business, he joined Mallory in 1929 as vp, was elected exec. vp in 1952. He held important EIA posts and was a board member at the time of his death. He is survived by his wife and his mother.

## Finance

**Daystrom's "Poor" 4th Quarter:** Performance in the final 3 months of fiscal 1961 (ended March 31), plus special year-end adjustments, cut into the $1.1 million (89¢ a share) earned in the first 9 months (Vol. 17:5 p20). In fiscal 1960, Daystrom earned $2.3 million ($2.48) on record sales of $90.6 million. Finance vp Bradford T. Blauvelt reported that Daystrom does not anticipate a marked improvement in earnings until the second half (starting Oct. 1) of its 1962 fiscal. "Although fiscal 1961 was a poor year," he pointed out, "we probably have the strongest balance sheet we've ever had." Cash on hand increased by more than $1 million; $8 million in outstanding debentures was converted to common stock; $10 million of additional working capital was added through issuance of sinking fund debentures.

**TV-Electronics Fund at Peak:** The Chicago-based mutual fund reported record net assets of $431 million at the close of fiscal 1961's first half, April 30. In the 6-month period, net assets rose 27%; net asset value per share climbed 23.3% to $8.82 from $7.41, after adjustment for a 32¢ capital gain payment in November. Outstanding shares also rose to a record level—48,850,240, compared with 45,813,404 shares at the close of fiscal 1960, October 31. For the quarter to April 30, here are the principal portfolio changes in electronics common stock: Added—Loral Electronics. Eliminated—Conrac, Eitel-McCullough. Additions—GE, RCA, Fairchild Camera & Instrument, Westinghouse, Varian Associates, IBM. Reductions—Ampex, Clevite, Magnavox, Motorola, Perkin-Elmer, Zenith.

**CATV Offering Listed:** CATV operator International Cablevision Corp., headquartered in N.Y., plans public sale of 164,850 Class A common stock shares at $10 per share to finance expanded operations. An SEC registration statement (File 2-18161) said underwriters headed by James Anthony & Co. Inc. will have rights to buy 13,200 additional Class A shares at 10¢ per share following completion of the public offering. Organized in January by Ralph M. La Porte & Henry M. Diambra, International Cablevision operates community-antenna systems in Vero Beach & Fort Pierce, Fla. and San Angelo, Tex., and plans to extend them and build new systems in Tallahassee, Panama City and Eau Gallie, Fla. It holds an option to buy Virgin Isle TV Cable Corp. Diambra is also pres. of Entron Inc., Bladensburg, Md. CATV equipment manufacturer.

**Transcontinent Plans Offering:** Holders of 400,000 outstanding class B common stock shares of Transcontinent TV Corp. will offer them for public sale—price unreported—through Carl M. Loeb, Rhoades & Co. and Bear, Stearns & Co. An SEC registration statement (File 2-18183) listed the sellers as General Railway Signal Co. (200,000), J. D. Wrather Jr. (124,000) and Devon Corp. (76,000). Other class B holders include Transcontinent Chmn. Paul A. Schoellkopf Jr. (309,232) & Edward Petry & Co. (221,860).

**Electronic Capital Corp.,** San Diego management investment company headed by Charles E. Salik, plans a subscription offering of 612,403 common stock shares to present holders at the rate of one new share for each 3 held. An initial SEC registration statement (File 2-18184) listed Bear, Stearns & Co. as the underwriters, price & terms to be supplied in an amended filing. Net proceeds from the sale would be used to add to Electronic Capital's portfolio. The company said it also may use some of the funds to construct an office building.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Allied Artists Pictures | 1961—39 wks. to Apr. 1 | $10,498,489 | —— | $ 414,105 | $0.42[1] | 899,723 |
| | 1960—39 wks. to Apr. 1 | 12,915,723 | —— | 1,005,955 | 1.08[1] | 895,346 |
| Andrea Radio | 1961—qtr. to Mar. 31 | 1,419,017 | —— | 62,473 | .25 | 250,700 |
| | 1960—qtr. to Mar. 31 | 1,802,085 | —— | 80,259 | .32 | 250,700 |
| Electronic Communications | 1961—6 mo. to Mar. 31 | 8,455,721 | —— | (138,783) | —— | 597,209 |
| | 1960—6 mo. to Mar. 31 | 11,451,000 | —— | 89,282 | .13[1] | 590,076 |
| Emerson Radio & Phonograph | 1961—26 wks. to Apr. 29 | —— | —— | 667,646 | .30[3] | 2,209,619 |
| | 1960—26 wks. to Apr. 29 | —— | —— | 1,118,768 | .51[3] | 2,117,462 |
| General Instrument | 1961—year to Feb. 28 | 70,644,123[2] | $ 6,720,688 | 3,424,891[2] | 1.41 | 2,427,512 |
| | 1960—year to Feb. 28 | 66,895,542 | 5,545,842 | 2,655,652 | 1.23 | 2,153,678 |
| Hewlett-Packard | 1961—6 mo. to Apr. 30 | 33,322,000 | —— | 2,587,000 | .26 | 9,869,733 |
| | 1960—6 mo. to Apr. 30 | 28,758,000 | —— | 2,378,000 | .24 | 9,816,561 |
| Lafayette Radio Electronics | 1961—9 mo. to Mar. 31 | 17,572,778 | 1,158,179 | 594,750 | .58 | 1,025,000 |
| | 1960—9 mo. to Mar. 31 | 13,526,182 | 753,539 | 365,593 | .36 | 1,025,000 |
| Telectro Industries Story on p. 23 | 1960—year to Dec. 31 | 5,490,674 | (1,149,929) | (936,547)[4] | —— | 709,704 |
| | 1959—year to Dec. 31 | 5,160,434 | 356,977 | 177,320 | .30 | 600,000 |
| | 1961—qtr. to Mar. 31 | 993,502 | —— | (99,571) | —— | 709,704 |
| | 1960—qtr. to Mar. 31 | 1,199,744 | —— | 41,351 | .07 | 600,000 |
| Times-Mirror | 1961—12 wks. to Mar. 26 | 25,717,507 | —— | 739,427 | .18 | 4,195,024 |
| | 1960—12 wks. to Mar. 20 | 21,345,814 | —— | 951,515 | .25[5] | 3,761,622[5] |
| Transitron Electronic | 1961—39 wks. to Mar. 25 | 31,038,990 | —— | 2,970,840 | .40 | 7,502,500 |
| | 1960—39 wks. to Mar. 25 | 35,113,222 | —— | 5,961,478 | .80 | 7,502,500 |
| | 1961—13 wks. to Mar. 25 | 7,512,689 | —— | (698,804) | —— | 7,502,500 |
| | 1960—13 wks. to Mar. 25 | 13,128,611 | —— | 2,154,216 | .29 | 7,502,500 |

Notes: [1]After preferred dividends. [2]Record. [3]Based on 2,209,619 shares. [4]After $213,382 tax credit. [5]Adjusted for January 1961 4% stock dividend.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, May 25, 1961

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 17 | 19⅞ |
| Adler Electronics | 17 | 18⅝ |
| Aerovox | 11¼ | 12⅝ |
| Allied Radio | 29 | 31½ |
| Astron Corp. | 3 | 3-9/16 |
| Baird Atomic | 22 | 24⅛ |
| Cannon Electric | 36¾ | 39⅝ |
| Capehart | 8 | 9¼ |
| Chicago Aerial Ind. | 23½ | 25⅝ |
| Control Data Corp. | 90 | 97 |
| Cook Electric | 13 | 14⅜ |
| Craig Systems | 14½ | 16¼ |
| Crosby Telectronics | 7 | 7⅞ |
| Dictaphone | 34½ | 37¼ |
| Digitronics | 26½ | 29⅞ |
| Eastern Ind. | 18⅝ | 19¾ |
| Eitel-McCullough | 16¼ | 17⅞ |
| Elco Corp. | 12¾ | 14⅜ |
| Electro Instruments | 20 | 23 |
| Electro Voice | 13¼ | 14⅝ |
| Electronic Associates | 32¾ | 35⅜ |
| Elec. Capital Corp. | 43½ | 47¾ |
| Erie Resistor | 13¾ | 14⅞ |
| Executone | 21½ | 23⅝ |
| Farrington Mfg. | 16½ | 18 |
| Foto Video | 7½ | 9 |
| Four Star TV | 21 | 23 |
| FXR | 21½ | — |
| General Devices | 15 | 16½ |
| G-L Electronics | 8½ | 9¼ |
| Granco Products | 4 | 4¾ |
| Gross Telecasting | 22 | 24⅛ |
| Hallicrafters | 24½ | 26½ |
| Hathaway Instruments | 27½ | 29⅞ |
| High Voltage Eng. | 180 | 196 |
| Infrared Industries | 17 | 18⅞ |
| Interstate Engineering | 20¾ | 22½ |
| Ionics Inc. | 33 | 36¾ |
| Itek | 49 | 53¼ |
| Jerrold | 8⅜ | 9⅛ |
| Lab for Electronics | 56 | 59½ |
| Leeds & Northrup | 37 | 39⅞ |
| Lel Inc. | 9½ | 11 |

| Stock | Bid | Asked |
|---|---|---|
| Magna Theater | 3¾ | 4⅜ |
| Magnetics Inc. | 11½ | 12⅞ |
| Maxson | 25¼ | 27½ |
| Meredith Pub. | 43½ | 47¾ |
| MetroMedia | 21½ | 23 |
| Microdot | 28 | 30⅜ |
| Milgo Electronics | 23 | 25⅝ |
| Narda Microwave | 8¾ | 9⅝ |
| Newark Electronics | 16¼ | 17⅞ |
| Nuclear of Chicago | 45½ | 49¼ |
| Official Films | 3¾ | 4⅜ |
| Pacific Automation | 6½ | 7⅜ |
| Pacific Mercury | 7⅛ | 7⅞ |
| Philips Lamp | 148 | 152¾ |
| Pyramid Electric | 2½ | 3-1/16 |
| Radiation Inc. | 26½ | 28⅞ |
| Rek-O-Kut | 2½ | 3-3/16 |
| Research Inc. | 5⅝ | 6½ |
| Howard W. Sams | 44 | 48 |
| Sanders Associates | 49½ | 53 |
| Silicon Transistor | 14½ | 16¼ |
| Herman Smith | 13 | 14½ |
| Soroban Engineering | 70 | 75¾ |
| Soundscriber | 14½ | 15⅞ |
| Speer Carbon | 24¾ | 27 |
| Sprague Electric | 75 | 78¾ |
| Sterling TV | 3⅝ | 4⅜ |
| Systron-Donner | 40½ | 43½ |
| Taft Bcstg. | 22 | 23⅞ |
| Taylor Instrument | 7 | 8⅛ |
| Tele-Broadcasters | 2½ | 3-3/16 |
| Telechrome | 13¼ | 14⅜ |
| Telecomputing | 7⅞ | 8¼ |
| Time Inc. | 85 | 89¼ |
| Tracerlab | 13¾ | 15⅛ |
| United Artists | 7¾ | 8⅝ |
| Universal Trans. | 1¼ | 1⅞ |
| Vitro | 28½ | 30⅝ |
| Vocaline | 2¾ | 3-3/16 |
| Wells-Gardner | 33½ | 36⅛ |
| Wilcox Electric | 11¼ | 12¼ |
| Wometco | 26 | 28¼ |

**No Desilu Dividend:** Desilu Productions' board has omitted declaration of the 15¢ cash dividend for the fourth quarter of the fiscal year ended April 29. The move was in the "interests of conserving cash for expanded TV-program development," explained Pres. Desi Arnaz. An annual dividend of 60¢ a share has been paid on common stock since Desilu became publicly owned in December, 1958. No dividends have been paid on class B common held by Arnaz & his ex-wife, Lucille Ball.

**Hallicrafters Doubles Authorized Common:** Stockholders approve increase to 3 million shares. Hallicrafters' directors recently also voted a 100% stock dividend on the 1,109,300 shares outstanding. Pres. Robert F. Halligan told stockholders that earnings in the 8 months to April 30 jumped to 94¢ a share on $37,851,000 sales—from 62¢ on $19,654,000 in the year-earlier period.

**Reports & Comments Available:** **Zenith**, analysis, Bacon, Whipple & Co., 135 S. La Salle St., Chicago 3 • **Standard Kollsman**, analysis, John H. Lewis & Co., 63 Wall St., N.Y. 5 • **ITT**, review, Shearson, Hammill & Co., 14 Wall St., N.Y. 5.

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Acme Electric | Q | $0.07 | Jun. 20 | Jun. 8 |
| Acme Electric | Ex. | .02 | Jun. 20 | Jun. 8 |
| American Bosch Arma | Q | (Omitted) | | |
| Amphenol-Borg Elec. | Q | .35 | Jun. 30 | Jun. 16 |
| Desilu Productions | Q | (Omitted) | | |
| Globe-Union | Q | .25 | Jun. 10 | Jun. 2 |
| Sprague Electric | Q | .30 | Jun. 14 | May 29 |
| Wells-Gardner | Q | .30 | Jun. 15 | Jun. 9 |

**Lynch Corp. Stock Increase:** The corporate parent of Symphonic Electronic Corp., received stockholder approval of a proposal to increase its capitalization from 1 million to 2 million shares at its annual meeting last week. The additional stock will be used for "general corporate purposes including possible stock dividends, long-term financing transactions and merger & acquisition transactions." Pres. Bernard H. Lippin said the company's order backlog indicates profitable operations for the current year.

**Telectro Ban Ends:** Effective May 31, SEC lifted an order suspending American Stock Exchange & over-the-counter trading in Telectro Industries Corp. common stock (Vol. 17:12 p20). SEC said independent accountants had completed an audit of the company's books and that stockholders had been supplied with information which had been missing from earlier Telectro reports. In its original suspension order SEC had cited "inadequate" information on the condition of Telectro, being taken over by Emerson.

**Amphenol-Borg Electronics Acquires FXR:** Stockholders of both concerns last week approved the merger (Vol. 17:14 p21) which will convert microwave-producer FXR into an Amphenol-Borg division. The latter is acquiring FXR for 212,328 common shares, valued at some $9.2 million under recent NYSE quotations.

**Roulette Suspension Sustained:** A temporary suspension of a stock-issue registration exemption for N.Y.'s Roulette Records Inc., ordered by SEC in March for alleged "false & misleading" circular statements, has been made permanent. SEC said the record company had withdrawn its request for a hearing on SEC complaints.

## Foreign

**GUIDE TO BBC-TV:** To many U.S. admen & broadcasters, "BBC" conjures up visions of dust-dry lectures on bird-watching or recollections of Khyber service by retired *pukka sahib* colonels. To others, BBC means wartime memories of imperturbable announcers calmly reading newscasts as bombs rained down on London. To still more Americans, BBC exists as a modernized program service—but one that is a sort of electronic extension of the British govt. and its official mouthpiece for public statements.

Such U.S. images of BBC are now a matter of considerable concern to that organization. BBC is a major TV power in Britain, and nearly all British viewers are aware of its general policies and how it works. But BBC is also increasingly active on the U.S. scene as both a program source (*An Age of Kings;* co-productions such as *The Third Man;* newsfilm sales, etc.) and a program purchaser (whose recent buys have ranged from *The Perry Como Show* to Warner Bros.' *Sugarfoot*).

To gain perspective on BBC, 1961 model, we interviewed Derek Russell, BBC's chief U.S. representative, at his N.Y. office (630 Fifth Ave., not far from NBC). We posed questions most likely to be asked by U.S. TV-radio executives. This was the result:

*Q. How do you define the BBC?*

A. It's the world's largest non-commercial broadcasting organization, and it's primarily public service in nature.

*Q. Who runs BBC?*

A. BBC runs itself. It operates under a Royal Charter, with a 9-man Board of Governors appointed by the Queen. The Governors work through a permanent executive staff headed by the Director-General, who is something like the president of a major TV network.

*Q. What supports BBC financially?*

A. BBC, in a way, is a sort of pay TV. It is financed directly by British viewers and radio listeners who pay an annual license fee at their local Post Office. The radio-only license is $2.80 per year. A combined TV-radio license costs $8.40 a year, and there's an extra $2.80 which the govt. takes as excise duty.

*Q. What do these revenues amount to?*

A. In the 1959-1960 fiscal year, the gross license revenue of BBC was over £36 million [$100 million]. From this was deducted nearly £5 million [$14 million] by the Post Office, for expenses, and by the Treasury, for excise. There is a new financial agreement under which the Treasury will make no deduction for the year ending March 31, 1962. Total revenue in 1959-60 from the Postmaster General and sales of BBC's *Radio Times*, etc. was about $91 million.

*Q. That's a pretty healthy revenue for any broadcasting organization. Is there any profit in it for anyone?*

A. Not for any individual. Under its charter, BBC must apply all of its income, including profits from sales of programs and the *Radio Times*, to BBC projects. Salaries of Governors are laid down in the Charter. No funds of BBC are divided among them as profit.

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*Q. Suppose there's money left over at the end of the year. What happens to it?*

A. It goes for program development, studio construction, various expansion projects. One notable example is the TV Centre at Shepherds Bush, opened in June 1960, built at a cost of more than $30 million.

*Q. Suppose BBC runs in the red financially. Who or what makes up the difference?*

A. BBC, under its Charter, can borrow or raise money upon the security of its property or rights. It can make temporary banking accommodations. However, BBC sets aside from its revenue various sums to meet depreciation and to act as reserve funds, and generally tries to plan to live nicely within its income.

*Q. Does the British govt. officially "own" BBC?*

A. No, it does not. BBC does not work against the national welfare, any more than an American network would, but the govt. in Britain cannot dictate what BBC will, or will not, do. The BBC is completely responsible for all its programs. Of course in the news field, we air not only Government viewpoints but equally those of the opposition—and a rich variety of independent views.

*Q. Let's talk about BBC operations. How big is BBC and what does it do?*

A. BBC has a staff of 16,900, representing some 100 trades & professions. It operates a national TV network, 3 national radio networks, and broadcasts radio all over the world in 39 languages. It also publishes a copyrighted weekly program journal with 7½ million circulation, maintains 13 full-time orchestras, operates a training school, and has 17 correspondents & staffs in world news centers.

*Q. You say you are a "public service" organization. Why then do you have entertainment programs that have no immediate instructional value?*

A. The bulk of our output is entertainment in the broadest sense. We have created some of the most popular British TV comedy series. We feel that most viewers & listeners, whatever their background, have a general curiosity about the world in which they live and a potential enjoyment of the arts. We try, therefore, to provide a very wide range of programs, from operas to Westerns, and from comedy to current events.

*Q. American network TV is tending to become primarily a filmed program medium. Is this true of BBC?*

A. No. BBC feels that TV should develop its own electronic entertainment. About 80% of BBC's TV fare is live studio production or remotes, and a very large proportion of radio output is also live studio production. This doesn't mean that BBC is not in the film medium. BBC Film units produce the equivalent of 140 full-length features a year.

*Q. Do you have educational TV shows?*

A. Yes, but we feel that BBC-TV can do more good with "the enrichment of education" than in direct teaching for examination purposes. Many programs conceived primarily as entertainment serve educational purposes. By our reckoning, 50% of BBC-TV's schedule during prime evening time is of educational value in the sense that it makes a demand upon the intelligence of the viewer.

### Policy on Violence: "Brutality" vs. "Combat"

*Q. It's said that you have a tough policy on "violence" in TV shows, particularly American imports. True?*

A. It all depends. We do not try to emasculate adult shows, and we do not attempt to lay down laws too precisely. We differentiate between shows for children and shows for adults; for example, family insecurities and marital infidelities may be commonplace to adults, but to children they can be deeply disturbing. Brutality is also a difficult situation, because brutality is not the same thing as combat. Combat, which is healthy, and brutality, which is not, both contain violence and tend to become identified. A sequence involving violence should arise naturally from the story, and be therefore dramatically necessary and defensible. If it is inserted purely for a depraved effect, it should be rejected.

*Q. Since the Post Office—a government organization—collects BBC's revenue, does this mean that the govt. then calls the shots at BBC in terms of program policy?*

A. Indeed not, although that may sound unusual. You see, ever since BBC's first Royal Charter in 1927, BBC's freedom has been a matter of national policy. BBC has complete choice in arranging its programs. This fact is always made plain in Parliament. BBC is independent of govt.—or commercial— interference. Govt. officials do not dictate how the BBC revenues will be spent in TV or radio. Also, the Board of Governors are not political appointees, and a new set is not named if there is a change in govt.

■

**Missionary TV:** Ecuador has granted its first TV permit to a group of American Protestant missionaries for a station in Quito. The group has been operating "The Voice of the Andes" radio station there for 26 years.

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WEEKLY

# Television Digest

JUNE 5, 1961

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VOL. 17: No. 23

**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *Stations*

**STEREOCASTING BEGINS** on GE & Zenith FM stations in Schenectady and Chicago, opening new era in sound broadcasting. Manufacturers cautious about receiver problems (pp. 1 & 17).

**DIRECTORY OF NAB PUBLICATIONS,** prepared at our request, shows impressive list available to members (pp. 3 & 13).

### *FCC*

**AFTERMATH OF FCC REORGANIZATION BATTLE** finds Commission happy that Congress is moving toward legislation to streamline procedure. "No defeat," says Minow camp (p. 2).

**FCC's CLOSER LOOK AT MULTIPLE OWNERSHIP** produces a staff letter questioning MetroMedia's purchase of KMBC-TV & KMBC Kansas City on "concentration of control" issue (p. 3).

**KINGSTREE OBSCENITY CASE** goes to hearing, owner Robinson asserting he knew nothing of dj's material. FCC puts tapes in record, produces witnesses contradicting Robinson (p. 5).

### *Film & Tape*

**OUR HOLLYWOOD PREVIEW OF TV IN 1962** finds executives predicting excursions into such new areas as public affairs. Producers split on 60-min. & action-adventure (pp. 3 & 8). Dept. (p. 14).

### *Programming*

**FCC ANALYZES VOX POPULI,** making breakdown of 2,542 letters reacting to Minow's NAB speech on programming (p. 9).

### *Consumer Electronics*

**AVERAGE TV PRICE** moved up to $145 at factory last year, highest since 1953; combinations totaled 4% of unit retail sales for first time; radio prices dipped (p. 16).

**NEW FACES OF 1962:** TV lines show no radical changes in design or pricing. GE's color line has 3 basic models, 8 sets from $595 to $775 (p. 17).

**PHILCO & CBS DROP RECEIVING-TUBE** operations as competition increases from transistors and other domestic & foreign tube makers (p. 18).

**ARE DEALERS JUNKET WEARY?** Wall St. Journal finds growing disenchantment with sales-incentive trips to posh resorts & foreign countries (p. 18).

### *Advertising*

**FTC HITS "TARGET NO. 1"** at AFA convention, Chmn. Paul Rand Dixon firing broadside at "illegal brinkmanship" of exaggerated & disparaging advertising (p. 10).

**RADIO CODE STIFFENED BY NAB** to bar commercials for hemorrhoids & feminine-hygiene products, matching TV Code prohibitions. Nationwide monitoring approved (p. 11).

### *Other Departments*

**CONGRESS** (p. 3). **NETWORKS** (p. 6). **EDUCATIONAL TV** (p. 7). **PERSONALS** (p. 15). **FINANCIAL** (p. 19).


**STEREOPHONIC FM BROADCASTING BEGINS:** New era in sound broadcasting—and a new chapter in the never-say-die history of FM—began last Thursday, June 1, when first regular broadcasts in the new stereo multiplex medium began in Schenectady, N.Y., and Chicago.

First stations broadcasting with newly approved Zenith-GE standards (Vol. 17:17 p1) are, quite appropriately, owned by Zenith & GE. Both began at the earliest moment permitted by FCC rules—12:01 a.m. June 1—but because GE's WGFM Schenectady is in Eastern time zone and Zenith's WEFM Chicago in Central zone (both are on daylight time), GE was able to claim a "first."

The 2 stations were the only ones able to get on air simultaneously with FCC's June 1 starting gun, because no other stereo broadcast equipment had been type-accepted by FCC. FCC okayed the Zenith & GE equipment earlier in the week. Both companies used prototype equipment they had developed for FM stereo experimentation & testing.

The Schenectady station announced it would program 20 hours of stereo weekly at the outset. Zenith's commercial-less Chicago FM hasn't yet announced specific stereocasting schedule. Both reported debuts were successful and stereo reception good.

Stereocasts went on air before receiving equipment was generally available. Most manufacturers aren't ready with receivers and/or adapters yet. It will be some time before receiving gear is plentiful. Most manufacturers haven't yet reached production stage; many are proceeding cautiously, want to wait until there are a number of stations on air so receivers can be tested with a variety of signals. FM stereo standards are highly critical, and some manufacturers privately express fear that broadcasters might not stick to every jot & tittle of the Commission's technical specifications. These manufacturers warn that receiving equipment won't work unless they do.

Claiming "first actual shipment of commercially produced multiplex adapters," Crosby Electronics Inc. sent a token batch May 26 to Allied Radio Stores, Chicago. The $69.50 units are designed for adapting component hi-fi FM tuners to stereo standards. By press time, Crosby had shipped about 150 units—to N.Y., California, Texas & Baltimore, in addition to Chicago.

It's hard to say who'll be next on air with stereo multiplex. At week's end, no new type-acceptances of transmitting equipment had been handed out by FCC. The Zenith & GE acceptances were for single stations only, since neither firm now plans to market commercial-station stereo conversion gear. Zenith modified a Collins transmitter, GE a Gates.

Only one request for type-acceptance was on file at FCC at press time. WKFM Chicago, which has been testing FM stereo transmission during non-programming hours, has asked Commission to approve its equipment, manufactured by Chicago hi-fi manufacturer Sherwood Electronic Labs. It's understood WKFM wants to get on air this week. Gates asked FCC whether all its stereo equipment could be assumed to be type-accepted because GE used Gates transmitter. Commission said acceptance didn't cover future Gates stereo units, since GE's gear was "composite." FCC's promptness in type-accepting the GE & Zenith gear indicates it will give quick service to other manufacturers submitting measurements of their equipment.

Possibly a dozen FM stations are now champing at the bit to be next on the air, as soon as equipment has been type-accepted & installed. All FM stereo starters will be reported, as they go on air—with stereo programming hours wherever possible—in our weekly AM-FM Addenda (yellow sheets), which go to all Full TV-AM-FM and Full AM-FM Service subscribers to Television Digest. If you don't currently receive the AM-FM Addenda and are interested in being informed of all FM stereo starts, you can get further information from our business office at Radnor.

For latest developments in FM stereo receivers & adapters, see p. 17.

**AFTERMATH OF FCC REORGANIZATION BATTLE:** Although administration's FCC reorganization plan is expected to be killed by House this week—FCC is confident that streamlining legislation will be enacted. Reasons:

(1) Harris bill (Vol. 17:22 p1) is virtually same as White House (Landis) plan. Only important difference is that it would not let Commissioners delegate to the Chairman the authority to assign them to jobs.

(2) FCC's own proposed reorganization bill, requested by Sen. Pastore (D-R.I.) and discussed by Commission June 1 & 2, would accomplish what majority of Commissioners, including Chmn. Minow, really want—namely, that Commissioners be empowered to delegate hearings & appeals to staff members or to less than the full Commission. As law stands now, only an examiner or full Commission can hear cases and only full Commission can hear appeals.

The big noise about Landis plan, and what probably defeated it, was the provision allowing Commissioners to give the Chairman power to give them asignments. However, Minow never wanted this, and insiders report that he urged its deletion from the plan. What really pleases the Commission, including Minow, is that the furor over Landis plan has stimulated Congress into moving on procedure-streamlining legislation long sought by FCC.

Now, FCC is debating the "Ford plan," and is almost certain to recommend it to Congress. This plan would provide that:

(1) Hearings could be conducted by an examiner or by one or more Commissioners.

(2) Parties would have right of appeal and oral argument.

(3) FCC could designate a board of staff members, a panel of Commissioners or the full Commission to hear oral argument and render final decision.

(4) Parties could petition the full Commission for reconsideration of final decisions, but Commission could grant or deny reconsideration at its own discretion.

Proposal was drafted by Comr. Ford, whose scholarly analysis was a strong factor in Landis plan defeat, and his views command respect of colleagues & Congress.

From practical standpoint, it's expected that Commission would delegate review of minor cases to staff board. More important cases would go to a panel of Commissioners or full Commission. If a panel of 3 Commissioners voted unanimously in a case, chances are remote that full Commission would reverse it.

Attorneys & broadcasters generally don't like to appeal to anyone except the full Commission—for simple reason that they constitute 7 fairly well known quantities and they are politically appointed. (For status of Landis plan in House, see p. 4.)

**FCC'S CLOSER LOOK AT MULTIPLE OWNERSHIP:** In a precedental move, FCC's staff is questioning MetroMedia's purchase of KMBC-TV (Ch. 9) & KMBC Kansas City on the "concentration of control" issue. For many years, such acquistions have been automatic. Now, however, Commission staff has sent a letter to MetroMedia, citing hitherto dormant Sec. 3.636 & Sec. 3.35 of FCC rules.

The letter notes that purchase would give MetroMedia 3 vhfs in top 25 markets (WNEW-TV N.Y. & WTTG Washington are the other 2) and 4 AMs in top 25 (other 3 are WNEW N.Y., WHK Cleveland and WIP Philadelphia).

FCC rules state that owner of one station won't be allowed another "if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity."

Staff's letter writing doesn't mean Commissioners will necessarily agree with implication that the purchase may produce too much concentration. At very least, however, delays & uncertainties are thrown into the purchase picture.

Asked about the move, a top staff member put it this way: "We're just feeling our way."

MetroMedia is paying $10,250,000 for the stations plus KMOS-TV (Ch. 6) Sedalia, Mo., which it plans to sell for $200,000, and radio KFRM Concordia, Kan. which it would sell for $201,000 (Vol. 17:6 p12).

**HOLLYWOOD PREVIEW OF 1962 TV:** West Coast TV-film executives, now enmeshed in plans for the 1962-63 season, foresee excursions into fields comparatively new for them, such as public affairs and space. They also predict more emphasis on science fiction and the supernatural.

They disagree on the fate of the action-adventure series so prevalent in today's programming. Some say the trend will have worn itself out by the end of next season; others differ. One of those we talked to was N.Y.-to-Hollywood commuter Oscar Katz, CBS-TV program vp, who said: "I'm not sure the 60-minute action-adventure will hold up. We may be nearing the saturation point." Katz pointed out that CBS-TV's fall schedule has only 3 new series he would so categorize—"The Defenders," "Frontier Circus" and "The Investigators."

"I have a feeling there may be some new program forms [in 1962]," went on Katz. "The tendency will be to go for something new. It depends on Hollywood's creators. We encourage this type of thinking."

Producers split sharply on the 60-minute series trend, some theorizing that by the end of next season programming would revert to the 30-min. form, others insisting that the 60-min. length is here to stay. (For individual opinions, see p. 8.)

**DIRECTORY OF NAB PUBLICATIONS:** Once you put them all together, NAB's list of brochures, reports, leaflets, etc. published over the years makes impressive reading. Your copies of some may have disappeared, and we thought you might like to see a rundown of what's available—to NAB members only, of course. The Association's Public Relations Service Office, under John Couric, has given us a short summary of each—see p. 13.

## Congress

**Sabotage Bill Revived:** Bombings of 3 telephone microwave & cable relay stations in Utah & Nevada May 28 brought a new move in Congress for a law to provide criminal penalties for malicious damage done to commercial communications systems which may be used by the govt. Sens. Dodd (D-Conn.) & Eastland (D-Miss.) resubmitted a bill (S-1990) making such sabotage a federal offense. Similar legislation was approved by the Senate Judiciary Committee (headed by Eastland) last year (Vol. 16:33 p10), but died before it reached a floor vote. The U.S. Code now provides sabotage penalties only for acts affecting communications facilities owned or operated by the govt.

**New TV Probe Starts:** Crime & violence on TV and their relationship—"if any"—to juvenile delinquency will be explored this week in Senate hearings. Announcing that the long-planned investigation (Vol. 17:11 p13) will open June 8-9 in the big Caucus Room of the old Senate Office Bldg., Chmn. Dodd (D-Conn.) of the Judiciary Juvenile Delinquency Subcommittee said he planned a "thorough but careful weighing" of the influence of TV shows on viewers' behavior. He noted there had been a 177% increase in juvenile delinquency since 1948, said he wanted to find out if any of it could be linked with TV's rise in the same period. Names of scheduled witnesses weren't available at last week's end, but they'll include network spokesmen, behavioral scientists, TV producers & writers, penologists.

**Celler Summons Minow:** The House Judiciary Antitrust Subcommittee headed by Rep. Celler (D-N.Y.) plans to put FCC Chmn. Minow & Asst. Attorney General Lee Loevinger on the spot June 14-15. Among other things, they will be asked to tell the Subcommittee at "consultative" hearings just what has been done toward carrying out recommendations in the Celler unit's massive 1957 report on the TV industry (Vol. 13:23 p3). The report swept over a wide range: Option time, "must buy" practices, ASCAP vs. BMI, FCC "ethics," allocations, NBC-Westinghouse antitrust proceedings.

Also to be covered at the hearings will be issues in other communications areas, such as the AT&T antitrust decree and telephone earnings. A Subcommittee source told us that no witnesses except Minow & antitrust chief Loevinger—both newcomers in their jobs—will be called to the stand to give Celler reports on progress, or lack of it. Both will be accompanied to Capitol Hill by Commission & Justice Dept. specialists, however.

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**TV Fight Curbs Urged:** Small boxing clubs which once bred fight champions have been closed out by TV, former heavyweight champion Jack Dempsey testified at a Senate Judiciary Antitrust & Monopoly Subcommittee hearing. One in a string of witnesses supporting a bill (S-1474) by Chmn. Kefauver (D-Tenn.) calling for a federal boxing "czar" (Vol. 17:14 p16), Dempsey said telecasts of fights should be restricted to big title bouts. That would give smaller clubs a better chance to survive, he said. Dempsey also said part of the TV receipts from big fights should be reserved by the promoters for a fighters' retirement fund. As it is, he told the Subcommittee, too many outworn fighters end up on skid row because they have no pensions. Under Kefauver's anti-racketeering measure, TV fight promoters & others connected with managing & staging fights would have to be licensed by the govt. Federal controls of the boxing business should have been set up when broadcasting brought it clearly into interstate commerce, another ex-champion—Gene Tunney—testified. He protested "the monopoly" on recent championship fights created by closed-circuit TV. Millions of fight fans who are unable to pay their way into closed-circuit theaters to watch the bouts have been given a raw deal by the promotors, Tunney said. Tunney added that the 3rd Johansson-Patterson fight apparently was staged for the benefit of TV viewers—not paying ringside customers. "I paid $100 and there were 300 people in front of me," he said. "I didn't see the knockdown. I had to see it later on TV."

**How to Kill a Bill:** The surest way to kill ethics-in-govt. legislation is to include members of Congress in its provisions, according to Rep. Bennett (D-Fla.). Himself the author of a bill (HR-302) to restrict private employment of former federal employes (Vol. 17:5 p8), Bennett told the House Judiciary Committee that conflict-of-interest measures which embrace Senate & House members would be defeated. "Let's leave something for our children to do," he said in testimony on a half-dozen such bills including HR-3411 by Chmn. Celler. "I'd rather have a little bill pass than a big one fail." Similar legislative ground will be covered this week in 4-day hearings by the House Commerce Committee on a bill (HR-14) by Chmn. Harris to tighten rules governing back-door approaches to regulatory agencies (Vol. 17:20 p12). FCC Chmn. Minow is scheduled for the stand on the final day of the June 6-9 sessions. Other agencies to be heard from are FTC, SEC, ICC, CAB, FPC.

***More about***

**FCC Plan Vote Put Off:** The House failed to reach a vote last week on President Kennedy's doomed FCC reorganization plan (Vol. 17:22 p1), which was kept alive by the press of other floor business in the short holiday workweek. Majority leader McCormack (D-Mass.) is expected to call up a resolution of disapproval this week, however—and there's almost no chance that it will fail to get a majority vote necessary to kill the White House proposals (see p. 2).

Meanwhile, the President's FTC reorganization plan, which easily survived House hearings, was given a once-over at Senate Commerce Committee hearings preparatory to a Govt. Operations Committee hearing June 6 on all of the agency plans. As in House hearings on the plans, only one FTC member—Republican Sigurd Anderson—voiced objections to the proposed FTC reorganization. He said it might "create a one-man agency out of our multi-member agency." Unlike the FCC plan, which ran into protests by a majority of FCC members and by Republican & Democratic members of Congress, the FTC plan otherwise escaped Senate attack. Criticism of the FCC plan in the Senate was carried by Sen. Beall (R-Md.) to 16 home-state radio stations. In a recorded speech, Beall said it "would mean endless trouble for the broadcasting industry."

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**USIA Budget Cut:** President Kennedy's plea for extra-budget money for USIA (Vol. 17:22 p3) has been spurned by the House. It followed recommendations by the Appropriations Committee, which said some of the agency's broadcasting operations should be curtailed instead of expanded. The Committee didn't recommend cuts in Voice of America TV & radio plans which include expenditure of $1.85 million for a portable radio relay station, but sliced away such items as $950,000 for theatrical productions and $172,711 for psychiatric checks on USIA job applicants. The over-all USIA allowance for the next fiscal year was trimmed by the Committee to $134.8 million—about $3 million more than Congress authorized for the current year. The House voted 256-71 to approve the USIA figures in a $751-million bill covering State & Justice Depts. and related agencies.

**FCC Budget Vote Due:** An $8.4-billion money bill to run 23 independent agencies—including $12.4 million of $12.5 million requested by FCC—for the fiscal year starting July 1 was sent along to the House June 2 by the Appropriations Committee. The House is expected to take up the measure June 7 for a vote. Included in FCC budget items approved by the Committee was provision for 50 more staffers. At budget hearings in March, the Commission had made a strong pitch for the need for more personnel—particularly in the Complaints & Compliance div. and for handling license renewal hearings in the field. The Committee also allowed increases for an augmented FTC staff.

**Westerns Tire Morton:** Sen Morton (R-Ky.), GOP chairman and Commerce Committee member, says he's "getting a little tired of Westerns." But that's no reason to look to the govt. for TV programming reforms, he added on Ted Granik's *Youth Wants to Know*. "We must be sure that we do not get a censorship of this industry," Morton warned, arguing that self-regulation by broadcasters & sponsors will bring TV improvements. (*Saturday Review*—June 3 issue—is authority for the statement that what Chief Justice Warren likes best in TV is Westerns.)

## The FCC

**KINGSTREE OBSCENITY CASE:** Probably unique in FCC history, the hearing on the renewal of radio WDKD Kingstree, S.C.—mostly on charges of indecent & suggestive programming—began in Kingstree last week, is expected to conclude this week.

FCC counsel Pat Valicenti & Donald Rushford placed in the record—though they didn't play them—tapes of material broadcast by WDKD's disc jockey "Uncle Charlie Walker."

The station put on its case first, and main defenses of owner E. G. Robinson were these: (1) He had no knowledge of the nature of Walker's material. (2) No one ever complained about it. (3) He fired Walker immediately when FCC cited the station. (4) The station has a long record of public service.

"Maybe I should have known" about Walker's output, Robinson said, but insisted that he didn't. The mayor of Kingstree, E. B. Bower, mayors of surrounding communities, and other citizens testified at length about WDKD's service to the area.

The Commission counsel, before examiner Thomas Donahue and against defense counsel Harry Daly & Lenore Ehrig, presented 2 local ministers, Rev. James Lawton & Rev. Bernard Drennan, who testified that Walker's material was indecent & suggestive, that they had received many complaints about it—and that they had asked Robinson personally to do something, but that nothing happened. Walker was on the station 8 years.

### Over-Commercialism Is Alleged

Another witness for FCC, former WDKD announcer Ashby Ward, now with WBTW (Ch. 8) Florence, testified that Robinson was familiar with Walker's programming. In addition, Ward said that Robinson had no policy on commercialization and that he, Ward, had given as many as 15 spots in a 14½-minute period, with no programming in the period.

T. Douglas Youngblood, exec.-secy. & treas. of the South Carolina State Bcstrs. Assn., testified for the Commission that he had heard indecent material on the station, that the area's broadcasters had often discussed it and "wondered how they got away with it." And, he said, "it's easy to peddle smut."

FCC also put on the stand 2 Kingstree bankers, Donald Taylor & Louie Law, who had gone to talk to John Rivers, pres. of WCSC-TV Charleston, about WCSC-TV employe Carroll Godwin. Godwin, a former WDKD employe, was to be an FCC witness. Taylor & Law said that the purpose of their visit was to determine whether Godwin "was going to tell the truth."

Mr. Drennan also testified that Taylor & Law told him that if he testified against Walker he'd hurt himself and his church.

One of the milder samples of Walker's humor:

"You farmers better get off of it and get out there and get at them tobacco fields. We don't want no crop failures this year. It is that we don't want any farmers that have crop failures. I know about 8 farmers' daughters that I hope like the devil they have a crop failure. All I've got to say—they'd better have one. If they don't have a crop failure, I'm going to have a heart failure."

Walker also had a practice of playing on the names of neighboring towns. Andrews was "Ann's Drawers." Bloomingville—"Bloomersville." St. Stephens—"Stepins."

**FCC Gears for N.Y. Network Hearing:** Emphasizing the importance FCC attaches to its network hearing, which resumes in N.Y. June 20, Broadcast Bureau chief Kenneth Cox will participate—probably giving an opening statement and asking occasional questions. Live-show producers & writers will be the witnesses in this phase—names not yet released. Advertisers will be called during this or later sessions, and network officials will wind it up with testimony on the whole program-acquisition system. As in earlier hearings in N.Y., municipal WNYC will broadcast the proceedings.

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**Bartley Commends Staff:** The 200 FCC members & staff and their families, including Chmn. Minow and his family, who attended the Commission's Memorial Day picnic at Linton Hall Military School, Bristow, Va., were commended by Defense Comr. Bartley for co-operating in the Commission's program to familiarize its personnel with the location—which is the agency's meeting place in the event of emergency evacuation of Washington. He said that the school "is undoubtedly one of the very few such facilities, of which I am aware, provided by U.S. govt. agencies." The "rendezvous point" will have food, shelter, communications equipment, emergency power, etc.

**Program Form Suggestion:** Dr. Harold Niven, asst. prof., School of Communications, U. of Washington, filing comments in FCC's program-form rule-making, urged that specialized programming be given favorable consideration. "In many metropolitan areas," he wrote, "the saturation by radio broadcasting stations is so extensive that a complete balance of programming met by carrying all the program types described in item 7 [of FCC's proposal] would be overly repetitious and the quality of broadcasting would tend to suffer."

**Scrambled Medical TV:** Educational WJCT Jacksonville has been given permission by FCC to transmit scrambled telecasts of medical procedures, produced with co-operation of the city's hospitals, to be received in hospitals & doctors' homes on special receivers. Comrs. Bartley & Craven dissented.

**Fresno Uhf Fill-in:** A Ch. 71 uhf translator has been granted to KFRE-TV Fresno, which switched recently from Ch. 12 to Ch. 30, to fill shadowed areas of Woodlake & Lemoncove. A similar translator grant, on Ch. 76, has been made to KHSL-TV (Ch. 12) Chico, Cal., for Chester, Westwood and Greenville, Cal.

**Allocations Petitions:** (1) Add Ch. 24 to Binghamton, shifting it from Elmira, by CP-holder WBJA-TV which seeks a change from Ch. 56. (2) Add Ch. 24 to Erie, Pa., shifting it from St. Thomas, Ont., requested by grantee WEPA-TV which wants to move from Ch. 66. (3) Add Ch. 11 to Staunton-Waynesboro, Va., by radio WINA.

**Uhf Application:** For Hampton-Norfolk, Va., Ch. 15, has been filed by Hampton Roads Educational TV Assn. (W. E. Campbell, fiscal agent) which seeks to use the commercial channel for non-profit ETV.

**FCC Vacation Period:** Will be the month of August, as usual. The Commission will schedule only one meeting during the month, because the law requires at least one.

**Columbia Uhf CP:** Ch. 25 has been granted to First Carolina Corp., Columbia, S.C., FCC finalizing an April 12 initial decision.

**KXYZ Houston Sale Approved:** By FCC, for $1 million, to Radio Station KXYZ Inc. (L.M.&M. Kamin).

## Networks

**'WINNER & STILL CHAMP . . .':** As the 1960-61 season drew to its close last week, CBS-TV issued one of its periodic research bulletins to its own executives & to agencies. The network pointed out that ABC may have made progress, but CBS was still the rating champ. Summarizing figures from the first of A. C. Nielsen's national reports for May (2 weeks ending May 7), CBS stated:

"With this report, [CBS] has maintained first place in the nighttime averages for the 139th time in the last 141 reports. The 17% lead over the 2nd network [ABC] is the largest lead . . . that [CBS] has registered since the first October report, in which we also led the 2nd network [then NBC] by 17%."

CBS used a favorite yardstick to claim its victory—nighttime average-audience levels in the national Nielsen report on a 6-11 p.m. basis. The figures: CBS, 18.9 AA; ABC, 16.2 AA; NBC, 15.9 AA. This amounted to a CBS lead of 17% over ABC and 19% ahead of NBC. In terms of the season to date (the first of Neilsen's October 1960 reports through the first May report), CBS had an average nighttime rating advantage of 11% over ABC and 13% over NBC. And in the May report, CBS emerged with "24 of the top 40" shows.

### CBS Also Claims Daytime Lead

Using a similar average-audience national yardstick for daytime viewing, CBS also claimed top honors in the daylight hours. In the May report (said the CBS research bulletin) CBS had a 10 a.m.-6 p.m. average-audience level of 7.6 as compared with a 6.1 for NBC and 3.7 for ABC. Thus, CBS led NBC by 26% and had a commanding lead over ABC of 104%, the report indicated.

Although no comment was available from ABC on the CBS research report, NBC generally conceded the CBS victory—but pointed out a few qualifiers. In the nighttime measurements (said NBC), the NBC schedule really begins at 7:30 p.m., and the 6-11 p.m. yardstick "favors CBS slightly, since they have programming going as early as 6 p.m." In the daytime measurements (added NBC), CBS counts 6½ hours of programming whereas NBC has only 6. Included in the general levels of CBS daytime ratings is *As the World Turns* (Mon.-Fri. 1:30-2 p.m.), which faces no network competition on NBC. This also (according to NBC) weights the daytime scales somewhat in CBS's favor.

Out-gunned by CBS in the big-numbers barrage, NBC & ABC managed to lob back a few qualitative-analysis shots which proved once more that an expert slide-rule researcher may be down but is never really out.

NBC pounced on a new research gimmick added to the ARB national reports this spring: A measurement of "the percentage of audience to each reported network program which are automatic dishwasher homes." Aiming squarely for such detergent manufacturers as P&G, Lever Bros. and Colgate-Palmolive, NBC stated:

"Each of the 12 NBC daytime programs reaches significantly more automatic-dishwasher homes than the CBS network competition (more than twice as many on the average, and as high as 10 times as many). Only 6 competing ABC programs are reported, due to difficiencies in rating and/or coverage."

And ABC had its own research horn to blow concerning daytime TV. As did NBC, ABC drew on ARB for sales-angled data, and boldly headlined a network TV research report with: "ARB audience composition reveals 50% more women per 100 homes for ABC daytime than CBS's new morning programs." The revamped (in March) CBS morning-program block, said ABC "is averaging only 57 women per 100 homes." ABC, on the other hand, was doing much better in the ARB local reports. "In these same markets from 11 a.m. to 4 p.m., [ABC] is averaging 86 women per 100 homes . . . Thus, an advertiser purchasing the average ABC daytime schedule will be reaching 50% more women . . . than the CBS morning plan."

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**TV Turns Advertising's Loss into Gain:** Network TV's big 18% billings gain in March 1961 over March 1960 was "largely responsible" (reports *Printers' Ink*) for the fact that the national ad budget, instead of showing a loss for 1961's first quarter, ended up with a 1% gain.

Magazine advertising showed no change from 1960's first quarter, and newspapers, network radio, business papers and outdoor advertising were all down.

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**NBC Opens New Bureaus:** A "full-time" news bureau co-ordinating network coverage of the African continent has been established in Leopoldville by NBC. Headed by correspondent Bernard Frizell, the bureau "can be moved on short notice to any other African area that may assume importance in the news," according to exec. vp William R. McAndrew. This is the 4th additional NBC news bureau to be set up in the past 2 months, McAndrew added, pointing to NBC's increase in Latin American coverage (Vol. 17:12 p6) and the new bureau in Ottawa, Canada. And borrowing the technique used to "monitor" Iron Curtain countries in Europe with listening posts in West Berlin, Vienna, etc., NBC recently opened a bureau in Miami, headed by one-time Havana correspondent Richard Valeriani. The bureau will use the TV-radio facilities of NBC affiliate WCKT.

**Exit California National:** NBC's syndication offshoot completed a full circle last week. There'll be no more California National Productions; once more it will be called NBC Films, a name it had in the early 1950s. As we've reported before (Vol. 17:22 p8), the move is part of an NBC economy drive. The sales staff has been slashed from a 20-man force to 7, with Bill Breen, who headed CNP's N.Y. sales office, named sales mgr. Breen's staff will concentrate on what NBC calls "quality-proven series" (*i.e.*, reruns on which NBC controls residual distribution). NBC Films will now be part of NBC Domestic Enterprises, which in turn is one of 2 major units in NBC Enterprises Divisions headed by vp Alfred R. Stern. Carl Lindemann, at one time NBC-TV daytime programming vp and more recently program vp for CNP, has shifted to a special-projects vp post with NBC News.

**DGA Settles Contract Dispute:** The lengthy hassle between the Directors Guild of America and the networks was reportedly ending last week, with a new TV-radio directors contract due for a membership vote in about 2 weeks. Negotiations, which began back in March, reached a stalemate at the end of April when the networks refused to permit a status change for the directors from salaried employes to semi-freelance agents (Vol. 17:16 p8). Although details of the new contract were not disclosed, it's understood that a wage increase, in lieu of a status change, was agreed upon.

## NETWORK SALES ACTIVITY

ABC-TV

Naked City, Wed. 10-11 p.m., part. eff. Sept.
*Beecham* (Kenyon & Eckhardt)

Presidential Mission, June 1-5, 11:15-11:45 p.m.; June 2 7:30-8 p.m.; June 3, 7-7:30 p.m. Full sponsorship.
*Gillette* (Maxon)

NBC-TV

Huntley-Brinkley Report, Mon.-Fri. 6:45-7:00 p.m., co-sponsorship eff. July 3.
*R. J. Reynolds* (William Esty)
*Texaco* (Cunningham & Walsh)

Daytime programming, Mon.-Fri. part. eff. immediately.
*Colgate-Palmolive* (D'Arcy)
*Lever* (BBDO)
*American Marietta* (Turner)—eff. Sept. 4.

World Series Preview, 15-min. preceeding World Series games, co-sponsorship.
*American Tobacco* (SSC&B)
*General Mills* (Knox Reeves)

All Star Preview, 15-min. preceeding all star games, July 11, July 31, full sponsorship.
*General Mills*, (Knox Reeves)

NBA pro basketball, Sat. & Sun., part. eff. fall.
*Sunbeam* (Foote, Cone & Belding)

87th Precinct, Mon. 8:30-9:30 p.m.; Cain's 100, Tue. 9:30-10:30 p.m.; Robert Taylor's Detectives, Fri. 8:30-9:30, part. eff. fall.
*Sunbeam* (Foote, Cone & Belding)

Dick Powell Show, Tue. 8:30-9:30 p.m., part. eff. fall.
*American Tobacco* (BBDO)

The Americans, Mon. 7:30-8:30 p.m.; Whispering Smith, Mon. 9-9:30 p.m.; Michael Shayne, Fri. 10-11 p.m., part. eff. June & July.
*Chesebrough-Pond's* (NC&K)

Mystery Theater, Sun. 9-10 p.m., part. eff. July.
*Chesebrough-Pond's* (NC&K)
*Procter & Gamble* (Benton & Bowles)

JFK—Chet Huntley Report, June 4, 5:30-6:30 p.m., full sponsorship.
*Mutual Benefit Health & Accident Assn.* (Bozell & Jacobs)

JFK No. 6, June 5, 10:30-11 p.m., full-sponsorship.
*Gulf Oil* (Young & Rubicam)

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**GOP Resents JFK on TV:** President Kennedy & his administration are getting too much TV network exposure —and the GOP should get matching time—outgoing Chmn. Thruston B. Morton told the Republican National Committee in Washington. "We have protested & expressed a desire for at least equal time," Sen. Morton (Ky.) reported in response to queries from Committee members on recent TV play given the president. Morton agreed with them that it's time for the networks to make up for the "many TV shows" featuring the Democrats. In his final report before turning over the GOP chairmanship to Rep. Miller (N.Y.), Morton also said the party plans 3 full-hour TV shows—the first ("The Loyal Opposition") scheduled on NBC for 5-6 p.m. June 11.

**"Help TV," Congress Told:** A resolution adopted unanimously by California's Senate calls on Congress & President Kennedy to do something to improve TV programming. In recent years, according to the resolution, network shows have sunk to low moral & taste levels.

**More CBS Participations:** CBS has begun to bow to advertiser pressure for participation deals rather than holding out for full or alternate-sponsorship purchases. The move is not unexpected, since the problem has been a prime headache for CBS in recent weeks (Vol. 17:21 p10).

In its nighttime schedule this fall, CBS will have an average of 5 hours, 15 minutes of participation programming. Some shows (such as *Perry Mason*) have been participating vehicles almost from the start, but newcomers to the list will be: Sundays—minute participations in alternate weeks of *Mr. Ed*, 6:30-7 p.m.; Mondays—all availabilities on *I've Got a Secret*, 10:30-11 p.m.; Thursdays—some availabilities in *Frontier Circus*, 7:30-8:30 p.m., and *The Investigators*, 9-10 p.m. (Vick Chemical last week snapped up the other participations in both shows.)

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**NBC Eyes Mexican Market:** As a first step toward carrying out NBC Chmn. Robert W. Sarnoff's recently proposed inter-American TV network (Vol. 17:19 p18) NBC, through its international branches, reportedly is making new offers of technical & financial aid to broadcasters planning new stations in Mexico. Similar offers are also said to be extended to existing stations in that country. NBC has been active of late in extending aid to TV stations in Japan, Argentina, other foreign markets.

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**GE Protests Space Ruling:** FCC's decision that only international common carriers should handle satellite communications (Vol. 17:22 p12) was protested vigorously by GE, which petitioned the Commission to reconsider. GE made particular point of the fact that Justice Dept. had informed the Commission that limitations on ownership & operation—such as to international common carriers only —raised dangers of anti-trust-law violations, but that the Commission ignored the warning in its decision.

## Educational Television

**Vhf ETV for L.A.:** Educational TV Inc., seeking a vhf channel in Los Angeles, suggested to FCC that in addition to the techniques proposed by the National Educational TV & Radio Center (Vol. 17:19 p15) 2 more factors be employed: (1) ETV groups should be permitted to participate in commercial license renewal hearings. (2) If a commercial station sells to ETV interests, it should be given favorable consideration by FCC if it applies in another city—though not at the expense of a "better qualified" applicant. FCC has extended the deadline for comments from June 1 to July 6 at the request of N.J. Gov. Meyner and WNEW-TV & WOR-TV N.Y.


TELEVISION FACTBOOK NO. 32
OUT NEXT WEEK

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be distributed to all TV-service subscribers of TELEVISION DIGEST during the week of June 12.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more. After publication, single copies $12.50 each; or $10 each for orders of 5 or more.

## Programming

***More about***

**PRODUCER PROGRAMMING PREDICTIONS:** We present below a sampling of the views of some of the men who are currently planning what will be seen on TV in 1962-63 (see p. 3):

**Tom McDermott, exec. vp, Four Star Television:** "There won't be as many hour shows after next season. The same thing will happen to them as happened to the spectaculars—they will reach the saturation point. There will be a demand for greater quality, but that happens every year, and the quality of shows has improved. There will be a greater demand for half-hour shows, for action-adventure and comedy."

**William Dozier, vp in charge of West Coast activities, Screen Gems:** "We are planning several projects. We think the important areas in 1962 will be action-adventure, comedy and public service. (We have the Churchill series.) We intend to move strongly in the public-service area. We also feel there will be fewer one-hour shows, so we are not concentrating entirely on them. Our company is meeting in Phoenix June 1-10 to organize our thinking for 1962."

**Jerry Thorpe, programming vp, Desilu Productions:** "In 1962 there is going to be a trend away from violence, from police & adventure shows which have a lot of it . . . The Western cycle is dead, unless something extremely unlikely occurs . . . There is going to be a decided trend to the science fiction, metaphysical and supernatural areas, and there will be imitations of *Twilight Zone*. Because of the world situation (I don't mean political, I mean space & science), there will be an effort to keep abreast of world achievements in space & science. There will be more of a trend to mystery stories, because they do not have to rest on violence—they are more cerebral. They have an element of adventure and no need for violence. The action trend will have had it by the 1962-63 season . . . There will be a fairly equal balance between the hour & half-hour shows. In 1962 there will be a strong trend toward comedy."

**Roy Huggins, production vp, 20th Century-Fox TV:** "1962 will see the end of the action-adventure cycle. Our *Bus Stop* formula is going to be a pattern which will be widely imitated. It's a combination of the series and anthology ideas. It has a given background and a given set of characters, but each week we have guest stars whose stories will be told against this familiar background . . . In 1962 there will be more stress on character, wit and style, and this is where our emphasis is in *Follow the Sun* . . . Violence will be extremely de-emphasized. To me, excessive violence is a form of bad taste . . . The Western is in a temporary decline, but will return in 2 or 3 seasons . . . Since I've been in TV I've been a crusader for the hour form. The half-hour form, like a 2-reel feature, is a hold-over from the past, and is doomed. There will be a few—all comedies or public-service shows . . . Straight drama has had a shaky past in TV because it was not done well, but I think the anthology drama will take a firm position. In movies, series were B product and straight dramas were the important pictures. This has got to happen in TV."

**Hubbell Robinson, pres., Hubbell Robinson Productions:** "I'm trying to reach for things that will not only be attractive to the current audience, but also to that part of the audience going away from TV. I don't mean shows with violence. I am thinking of the dramatic & comedy fields, with some quality of uniqueness about them and thoughtfulness in their basic stories to attract that section of the audience which has found the sameness & staleness of TV such that they don't watch it as they used to. I seek the kind of material which has more substance and bite to it. I want to get away from the bland. *Thriller* has style, excitement and uniqueness. Our *87th Precinct* next season will have these ingredients, too, because it's about people & characters that are going to be memorable."

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**No Festival for Us:** No American TV show won a top award last week when, after viewing 25 hours of TV programming, a 7-man international judging panel made its decisions in the first annual TV festival at Montreux, Switzerland. The festival's Golden Rose Award (and $25,000 in cash) went to a British TV musical, BBC's *Black & White Minstrel Show*. Second honors went to Radio Televisione Italien's *Giardino d'Inverno*, and 3rd prize was awarded the Czech state-owned TV network's production of *Mille Vues Derrier les Coulisses*. "Special mention" awards, for production quality, went to a trio of shows, one of which was NBC's Perry Como's *Kraft Music Hall*. The other 2 were produced by Japanese and Soviet networks. The festival itself was attended by representatives of a long list of TV-equipped countries, including the U.S., Japan, Russia, West Germany, France, Italy, and Britain. Show's highlight was the festival's technical symposium and electronics trade fair (Vol. 17:21 p12), which yielded sales of more than $3 million.

**KLTV Tyler, Tex. Editorial:** "Mr. Minow's speech raked us from antenna to transmitter. During the rest of the convention, the more we thought about the speech, the madder we got. We were still burning when we got home, and we told our friends about the young egghead lawyer, who was planning to dictate the television program content for all the people of the U.S. The newspapers blew it up. The trade press roared & ranted. It pyramided into a storm of industry controversy. Well, that was 2 weeks ago. Now, after some sober reflection, the picture begins to come clear. Mr. Minow, you're a master psychologist. You stunned us. You burned us up. And the final result *will be* better programs in the days ahead. Pretty sharp, Mr. Minow, you staged it perfectly!"—Marshall Pengra, gen. mgr.

**WKRC-TV Cincinnati Editorial** (quoting *The Wall Street Journal*): "We beg to suggest that what an African child might or might not think about anything is a pitifully poor excuse for anything the U.S. does or does not do. But the real point is this: Who is going to 'permit' what kind of entertainment TV is to offer? If that is not an implied plug for governmental censorship, then it is hard to figure just what Mr. Minow is talking about. It all smacks of the old business of intellectual puritanism. Somebody doesn't like the books you're reading; public tastes are too low and need to be elevated. So the answer is to substitute official taste for public taste. When people permit officials to do that, they open up a real wasteland, not just a cultural one."

**TV Cameras in Court:** KHOU-TV Houston was allowed to film & record a recent Harris County District Criminal Court murder trial. Judge Myron Love and the district & defense attorneys granted permission, and space was allotted to the camera crew beside the judge's bench. Judge Love permitted increased lighting over the witness stand and a tie-in with the court amplification systems.

**Add Public Service:** WSOC-TV Charlotte, N.C., has produced a 20-min. film outlining the Charlotte Chamber of Commerce's plans for the coming year. The film will be shown to local clubs, schools and church groups.

**'PM East . . . PM West' Premiere Set:** Westinghouse Bcstg. Co. has set June 12 as the premiere date for its back-to-back pair of tape-syndicated late-night shows, *PM East & PM West*. Together the 2 shows are available as a nightly 90-min. package. Among guests for the first week's production: Otto Preminger, Lucius Beebe, Admiral Chester Nimitz, Jonathan Winters, William L. Shirer, singer Sam Cooke, composer Arthur Schwartz. Mike Wallace, assisted by Joyce Davidson, will host the N.Y.-originated *East* segment; Terrence O'Flaherty the *West* portion. All 5 WBC-owned TV outlets will carry the same show on the same night.

WBC last week was busily confirming syndication orders from stations in some 20 major markets (N.Y., St. Louis, Detroit, Philadelphia, Miami, Denver, Los Angeles, etc.). Added to WBC's own outlets, WBC officials estimated that the coverage of U.S. TV homes represented by stations carrying the twin taped shows on June 12 "might be as high as 75%." WBC also did not deny in N.Y. a rumor that ABC-TV was "interested" in the taped series as a possible late-night network vehicle for the fall season.

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**Day Hits Media:** Ex-CBS news vp John F. Day, who quit the network in February (Vol. 17:6 p10) and now runs radio WBAI (FM) N.Y., lashed out at TV in general & networks in particular at a "Conference on the American Character" in Washington. Among all the mass media, TV's impact is "more malignant than otherwise," Day told the Fund for the Republic-sponsored meeting. He said TV does much "to leave the mass audience with an impoverished, shallow, ultimately betraying conception of the real world." As for the networks, they ought to be brought under FCC licensing control, he said. Day also came out for establishment of a permanent citizens' committee to appraise broadcasters' performances with the objective of improving TV programming—which he said may have to be regulated directly by a federal agency eventually.

**ARB Surveys Merging:** Following the agreement whereby American Research Bureau merges into C-E-I-R Inc. (Vol. 17:22 p6), ARB Surveys Inc., an independent affiliate of ARB, has reached an "agreement in principle" to follow suit. ARB Surveys does non-broadcast market research of all kinds. Headed by Pres. Don Calahan, it's owned about 50-50 by 5 stockholders of ARB and by Calahan & 4 of his associates. Its billings have been running over $250,000 annually. Financial details of the merger haven't been finalized yet. The ARB merger was negotiated by Blackburn & Co.; the ARB Surveys deal is being handled directly by the principals.

**Intertel in Debut:** The first hour-long documentary produced by the 4-country International TV Production Assn.—"The Quiet War" in South Viet-Nam—will be screened for an invited audience June 6 in the National Education Assn. Bldg. in Washington. Participating in the Intertel venture are Westinghouse Bcstg. Co., National Educational TV & Radio Center, Associated Rediffusion, CBC and Australian Bcstg. Commission.

**Top 10 Specials:** "Peter Pan" with a 33.4 drew the largest rating of all specials presented between Oct. 1, 1960 and June 1, 1961. The other 9 top-raters, according to *Sponsor*, were "Wizard of Oz" (32.7), Bob Hope-Buick (31.3), DuPont Show of Month-Feb. (30.5), Bob Hope (30.0), Bob Hope (29.8), Debbie Reynolds (29.7), Ingrid Bergman (29.2), Circus-U.S. Time-Shulton (28.6), Purex March special (28.0).

**FCC ANALYZES VOX POPULI:** In a crash program, FCC Chmn. Minow has had his staff evaluate the mail response to his NAB speech (Vol. 17:21 p2). The statistical breakdown documents the overwhelmingly favorable reaction previously reported. Of 2,745 letters, 2,542 were analyzed up to last week according to 33 categories. Among them were the following:

"Writer identification"—Men, 1,618; women, 824; children, 8; unknown, 92.

"Business or profession"—Of the 2,542, 1,845 were unknown. Of those known, the following had 10 or more each: housewives, 70; teachers, 56; lawyers, 51; doctors, 50; ministers, 47; professors, 42; executives, 23; students, 22; businessmen, 15; advertising, 13; realtors, 12; public relation, 11; retired, 10.

"Political party affiliation"—Democrat, 33; Republican, 19; unknown, 2,490.

"Expressed hope that speech can be implemented"—Yes, 1,730; No, 55; no comment, 757.

"Stated position of chairman long overdue"—Yes, 958; No, 55; no comment, 1.529.

"Medium by which writer became aware of speech"—TV & radio, 208; newspaper, 556; both, 122; unknown, 1,656.

"Expressed support of chairman's position"—In toto, 2,049; with reservations, 69; No, 55; no comment, 369.

"Stated TV programming generally has been"—Good, 50; bad, 1,507; no comment, 985.

"Stated radio programming generally has been"—Good, 16; bad, 253; no comment, 2,273.

"Complained of too much liquor, crime, violence and/or sex"—Yes, 581; No, 12; no comment, 1,949.

"Stated present TV generally adversely affects"—Children, 426; adults, 65; public morality, 345; country's image abroad, 44; no comment, 1,651.

"Listed 'good' programs"—195. 'Bad' programs—151."

"Stated network programs are"—Good, 13; bad, 196; could be improved, 189; no comment, 2,144.

"Suggested program types to improve TV"—287.

"Criticized program ratings as an improper standard"—Yes, 109; No, 16.

"Complained of number, length, and/or content of commercials"—Yes, 423; No, 20.

"Boycotts over-commercialized products & services"—Yes, 71; No, 7.

"Listed stations as 'good' operations"—Yes, 74.

"Listed stations as 'bad' operations"—Yes, 121.

"Asked date for renewal of local station license"—164.

"Desires"—Govt.-controlled TV, 42; pay TV, 39; educational TV, 164.

"Writer is parent"—Yes, 459; No, 42; unknown, 2,041.

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**Bartell Cuffs Collins on Pay TV:** Gerald A. Bartell last week described pay TV as "the most feasible, the fairest way to serve . . . the one-third of our population whose critical judgment has been tuned to a finer point than the others." In a May 25 letter to NAB Pres. LeRoy Collins, taking exception to the latter's anti-pay-TV comments before the NAB convention (see 1961 Supplement No. 5 p7), Bartell said pay TV would not destroy commercial TV, but that pay-TV subscribers should be given the choice between the commercial product and "a program of no interest to sponsors because of a prohibitive cost-per-thousand." Bartell, who is pres. of Macfadden Publications and Bartell Bcstg. Corp., which recently acquired an interest in Teleglobe Pay-TV System (Vol. 17:16 p9), urged Collins, in effect, to learn more about pay TV.

## Advertising

**FTC HITS 'TARGET NO. 1':** If delegates to last week's Advertising Federation of America convention in Washington expected to be "entertained or inspired" by FTC Chmn. Paul Rand Dixon, they picked the wrong guest speaker, he told them. What they got was a stern dressing-down.

"I can say with assurance that my fellow Commissioners & I place little stock in evangelism as a substitute for law enforcement," the govt.'s chief advertising policeman said in a luncheon speech titled "False Advertising Target No. 1—Brinkmanship."

Promising "the hardest-hitting program of law enforcement that the Federal Trade Commission can develop," Dixon said that "few indeed are the misrepresentations . . . that are made through ignorance or naivete."

"Both advertiser & advertising agency know perfectly well when they are engaging in illegal brinkmanship in exaggerating claims for a product or falsely disparaging competing products," the new FTC chairman went on.

"I would hazard the further guess that such advertisers welcome appeals for fair play & better business citizenship as an alternative to a formal complaint from the Federal Trade Commission. Their enthusiasm for self-policing is matched only by the skepticism of competitors who have lost business to the false advertising."

### Dixon Fears Increase in False Claims

Dixon said FTC "is going to stay in business with an overload of work in prosecuting false advertising cases, and unless we can reverse a trend, we'll have a heavier load of them next year at this time than we have now."

The cases will continue to flood FTC, he said, "because too many advertisers—with & without the connivance of their advertising agencies, and without or against the advice of their lawyers—will take a chance on trading truth for more sales."

"You would be doing your industry & the American people a very great service if routinely & automatically your first appraisal of an advertising idea would concern its fairness & honesty. Then, if the idea has even a suggestion of a bad smell, throw it away," Dixon concluded.

Ex-FTC Chmn. Earl W. Kintner, Dixon's Republican predecessor, gave the delegates a similarly pointed warning. "It is most alarming that there are still many ostriches within the industry who somehow believe that the threat of increased govt. regulation is illusory and that the storm will soon blow over," Kintner said in a panel discussion following Dixon's speech.

Presiding over the panel was vp Edward Zern of Geyer, Morey, Madden & Ballard, who professed "inability to get worked up at the specter of govt. regulation haunting Madison Ave."

John F. Cunningham of Cunningham & Walsh, who succeeded General Mills' James F. Fish as AFA chairman, didn't appear to be disturbed by the FTC warnings, either. In an inauguration speech, Cunningham said industry self-regulation against deception & misinformation is working effectively, that a big danger now is that advertisers may "bore the blazes out of 170 million Americans." Said he: "We must recognize that when we load the TV screen with arrows running around people's stomachs and hammers banging away inside their brainpans [and] when we plaster 5 different commercial messages right after one another at station break time, we are boring the public."

**Y&R Finds 9,514 Violations:** Young & Rubicam has been leading the charge of Madison Ave.'s Light Brigade against over-commercialization of TV-radio since ABC announced its proposed increase in station-break time (Vol. 17:16 p7). Last week Y&R took new ground when it became the first agency to sign for BAR's newly expanded service—TV Performance Audits. A proof-of-performance technique, the service compares agency TV schedules and commercial copy with actual broadcasts to certify that correct product & copy were aired and that length, date and time of commercial occurrences were according to agency specifications. Y&R vp William E. Matthews said the service is "a significant advance over the traditional station affidavit system."

Pointing to a 4th-quarter 1960 BAR report, based on one week of monitoring in 75 markets, Matthews said 9,514 local station violations were uncovered, including triple-spotting, excessive over-commercialization, product conflict and overtime station breaks. "The very nature of TV makes it less susceptible to detailed checking than the permanent forms of print media," said Matthews. "The agency felt it had a responsibility to encourage the development of more accurate checking."

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**Toy Code Ratified:** TV "guidelines" for toy commercials, aimed at unethical or misleading appeals to children, have been formally approved by NAB's TV Code Review Board and endorsed by Pres. Edward P. Parker of Toy Mfrs. of the U.S.A. Inc. Drafted by the N.Y. Code Office following a hassle over toy commercials last Christmas (Vol. 17:10 p14), the guidelines caution advertisers against over-glamorizing of products, warn that prices described as "only" or "just" so much can leave over-simplified impressions with children. An NAB statement stressed that "these are general guides, not dogmas."

**Aspirin Complaints Denied:** Plough Inc. (St. Joseph Aspirin) and Sterling Drug Inc. (Bayer Aspirin) have called on FTC to dismiss charges that they made false fastest-relief-of-pain claims for their products in TV & other advertising (Vol. 17:12 p8). Both companies denied that their advertising contained any deception. Similar denials of FTC complaints against claims for analgesics were made earlier by American Home Products Corp. (Anacin) and Bristol-Myers Co. (Bufferin), which asked that cases involving them be dropped (Vol. 17:18 p11).

**Newspapers Bigger:** Newspapers carry 55% more pages today than 20 years ago, reports the American Assn. of Newspaper Representatives.

**New Reps:** WGAN-TV Portland, Me. to Blair Television Associates June 1 from Avery-Knodel • WBTW Florence, S.C. to Young July 1 from CBS Spot Sales.

**New Reps:** WBTW Florence, S.C. to Young July 1 from CBS TV Spot Sales • WMUR-TV Manchester, N.H. to Young June 1 from Weed.

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**Ad People:** Melvin A. Singer elected a vp, Grey Advertising . . . Mrs. Mary Wells & Jon Gronfein named vps, Doyle Dane Bernbach . . . B. B. Randolph appointed mgr., radio & TV section, ALCOA ad dept.; Blair R. Gettig named mgr. of radio & TV production.

***Obituary***

Walter M. Swertfager, 60, senior vp of Geyer, Morey, Madden & Ballard, died May 28 at his Scarsdale, N.Y. home.

**Soft Drink, Insurance TV Dollars Up:** Soft drink adververtisers spent $14.7 million in 1960 network & spot TV. This was up 10.3% from 1959's $13.3 million, TvB reported last week. Gross time billings for the industry "are expected to rise some 20% in 1961," the Bureau added, based on (1) co-operative ad efforts in TV markets, with costs proportioned to the number of homes delivered in the bottler's franchise area and (2) increased industry competition, brought about by "the introduction of many new soft-drink brands & other competitive drinks." Network billings in 1961 "are expected nearly to double, with the recent re-entry of Pepsi-Cola into network TV spurring the upward trend," TvB said. Coca-Cola was the leading TV user in 1960, with gross billings of $4.7 million, followed by Pepsi-Cola ($3.1 million) & Canada Dry ($1.6 million).

Insurance advertisers increased expenditures in major consumer media by $19.2 million since 1956, (from $39.6 million to $58.8 million), with 47.4% of the increased dollars allocated to TV, the Bureau said. "Since 1956, only TV has increased its share of insurance advertising"—up from 16.9% to 26.9% in 1960. Magazines' share over the 5-year period dropped from 47.2% to 44.2%, newspapers' from 29.8% to 23.1%. TV gross time billings in 1960 were $15.7 million, with Prudential Life Insurance the leading insurance advertiser ($3.8 million).

**Radio Code Stiffened:** Commercials for hemorrhoid remedies and feminine-hygiene products have been ruled out by NAB's Radio Code Board, bringing radio's self-regulating commandments into line with the TV Code.

The Code Board headed by Cliff Gill (KEZY Anaheim, Cal.) approved a new rule recommended by a special subcommittee chaired by Cecil Woodland (WEJL, Scranton). Subject to expected ratification by NAB's Radio Board at Washington sessions June 14-16, the new section reads:

"Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids & for use in feminine hygiene."

NAB has very sketchy information on the extent of hemorrhoid & feminine-hygiene commercials on radio now, but Preparation H was being advertised on radio in about 80 markets several months back. At about the same time, a feminine-hygiene test campaign was being run on a couple of N.Y. radio stations.

Meeting in Washington June 1, the Code Board also approved plans outlined by NAB radio vp John F. Meagher for nationwide monitoring of programs aired by radio stations—Code subscribers & non-subscribers alike.

Meagher said tapes of programs which seem to be overladen with commercials or which appear to be in questionable taste will be checked at NAB hq for possible Code rulings & action.

**Camel becomes David & Chet Co-sponsor:** Climbing costs for the nightly NBC *Huntley-Brinkley Report* (double what they were when Texaco began full sponsorship in 1959) have made it difficult for the oil firm to maintain full sponsorship of the award-winning program. NBC, however, lost no time last week in finding a customer. R. J. Reynolds will pick up half the Huntley-Brinkley tab starting July 3. (Reynolds sponsored network TV's first regularly scheduled news program—*Camel News Caravan* —on NBC from 1949 to 1956.)

**SUCCESS STORY—CHAPTER 5:** Continuing our coverage of local TV successes (Vol. 16:48, 17:8, 10 & 15), the capsuled case histories below demonstrate how TV can produce direct, traceable results for such diverse sponsors as real estate firms, household products, banks, theaters and toy retailers.

**XETV Tijuana-San Diego.** Can TV aid a real-estate promotion? Yes, says Harrison W. H. Eagles, XETV program promotion mgr. The Skylift Motor Hotel, placing its ad budget exclusively on the station, invested $3,500 weekly (for 3 weeks last year) in a saturation spot campaign. "The public was invited to buy shares, and acceptance was overwhelming," reports Eagles. Another firm, Skyline Homes, put $1,000 per week (for 3 months) into a campaign of 60-sec. announcements. Result: Although the homes were priced from a minimum of $18,600, Skyline averaged 10 closed deals per week. "It took a great deal of salesmanship & encouragement to convince Skyline that TV could surpass anything done in newspapers," Eagles said, "but their decision proved a wise one." XETV also points to *Showhouse 60*, a Sunday-morning program dealing with real estate & allied home products. Eight tract developers comprise the sponsor pivot of the program. "The first weekend produced 80 sold units," reports Eagles.

**WVEC-TV Hampton, Va.** Levine Enterprises, operators of 11 theaters in the Norfolk-Hampton-Newport News area, has adopted the "if-you-can't-beat'em, join-'em" approach to TV. According to Byron Rose, gen. mgr. of the chain, "WVEC-TV has never failed to deliver outstanding results for any picture." Sample: Disney's "A Dog of Flanders," scheduled for 2 weeks, ran for 6 as a direct result of a spot-TV promotion. "Swiss Family Robinson," also scheduled for 2 weeks, ran for 9. Continued success on WVEC-TV has induced Rose to put more of his budget into TV, less into newspapers—unusual in the theater field.

**CJFB-TV Swift Current, Sask.** The Pacific Coast Borax Corp. not long ago used CJFB-TV, via sponsorship of its spot-placed film series, *Death Valley Days*, as a Canadian test market for Borax & Boraxo. "Although the 2 products were completely unknown in the area, with no distribution," CJFB-TV Pres. William D. Forst told us, "product acceptance was so successful and demand so high after commencement of telecasting, that even with properly geared distribution, retailers couldn't keep sufficient stock on hand. Within 2 months, sales in the area exceeded the highest expectations."

**WDSU-TV New Orleans.** A 5-hour spectacular sponsored by Family Real Estate is one of WDSU-TV's favorite success stories. "$1,260,000 worth of lots were sold as a result of the TV show and we were fabulously happy about the over-all results," enthused Warren A. Griffith Jr., gen. mgr. of the realty firm to the station.

**WIBW-TV Topeka.** A consistent TV user for the past 5 years, the Capitol Federal Savings & Loan Assn. has seen "a tremendous growth in assets as the result of TV," reports WIBW-TV gen. mgr. Thad M. Sandstrom. The bank is currently sponsoring alternate weeks of *Whirlybirds* and *Manhunt*.

**KMTV Omaha.** "About 2 years ago, Cooper Foundation Theaters chain made our station their basic advertising buy," states this Midwest station. The chain ran 10-15 local spots weekly, most of them produced by KMTV. "Grosses for the theaters in Omaha have been consistently higher than the same films draw in comparable . . . or even larger markets," said the station. "The 2nd longest run in the world for 'South Pacific' was at the Cooper Theater in Omaha—well over a year."

## Stations

**NEW & UPCOMING STATIONS:** The only report received this week about a new station comes from Canada where satellite CHAT-TV-1 (Ch. 4) Pivot, Alta. began May 25 carrying the programs of its parent CHAT-TV (Ch. 6) Medicine Hat. The station has a 2-kw GE transmitter and a 500-ft. Wind Turbine tower at a site near Pivot. Sid Gaffney, from CHAT-TV, will be the resident engineer. CHAT-TV-1 will be sold as a bonus to CHAT-TV, which on July 1 raises its base hour to $150. Reps are Weed and All-Canada Radio & TV.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

KSLN-TV (Ch. 34) Salina, Kan. has a mid-June target for beginning with ABC-TV, says Melville L. Gleason, pres. of grantee Prairie States Bcstg., operator of radio KAWL York, Neb. A 5-kw GE transmitter has been wired and is ready for use in a building at Iron & 7th Sts. and an Alford antenna has been installed on an existing 221-ft. tower there. Gleason will be gen. mgr. & chief engineer; Jac L. Bye, ex-radio KRVN, Lexington, Neb., sales mgr.; William Southerland, ex-radio KSAL Salina, news director. Base hour will be $250.

KBMT (Ch. 12) Beaumont, Tex. expects to have all equipment installed by mid-June and to begin programming with ABC-TV shortly thereafter, reports John H. Fugate, gen. mgr. It will use a 50-kw GE transmitter and a 12-bay antenna on a 998-ft. Kimco tower. Base hour will be $450. Rep will be Hollingbery.

CFXU-TV (Ch. 9) Antigonish, N.S. plans a June start as a CBC affiliate, according to mgr. Charles O'Brien. Work on its 12-kw RCA transmitter and 420-ft. Microtower has been completed and the studios are scheduled to be ready for use by June 3. Regis Kell, ex-St. Francis Xavier U electronics lab, is chief engineer and Wilfred S. Taylor, ex-Chrysler of Canada, is in charge of sales. The station will be sold in combination with CJCB-TV Sydney with a $300 base hourly rate. Reps will be Weed and All-Canada.

### CHOV-TV Plans Mid-summer Start

CHOV-TV (Ch. 5) Pembroke, Ont., with a 2-kw RCA transmitter due to arrive late in May, has changed programming target to June-August, writes E. G. Archibald, pres. of licensee Ottawa Valley Television Co. Ltd. The studio-transmitter building was roofed & closed April 15. It will use a wave-stack RCA antenna on a 568-ft. Cobra tower. Base hour will be $150. Reps will be Young and Stovin-Byles.

Hanford, Cal. Ch. 21 grantee Gann TV Enterprises broke ground in mid-April for a studio-transmitter building near Lakeside Inn, Kingsburg, Cal., 12 miles from Hanford and 15 miles from Fresno. It hopes to begin programming as an independent outlet in July, according to owner Harold Gann, also owner of Harold Gann Radio Productions firm. Rep not chosen.

KPOB-TV (Ch. 15) Poplar Bluff, Mo. hasn't a specific target now, but expects to get going this summer as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., writes WSIL-TV gen. mgr. O. L. Turner. The studio-transmitter building has been completed and GE equipment, purchased from defunct WBLN (Ch. 15) Bloomington, Ill., has been installed. It will have a 500-ft. Utility tower with a 4-bay GE helical antenna. Richard Petermichael, from WSIL-TV, will be resident mgr. & chief engineer. WSIL-TV rep is Meeker.

WLTV (Ch. 13) Bowling Green, Ky., delayed by rainy weather, has set an August programming target, says owner George A. Brown Jr. The foundation, floor and plumbing are in for the studio-transmitter building. It will use a 40-kw Standard Electronics transmitter. Foundations have been poured for a 600-ft. Stainless tower and a 12-bay RCA antenna is scheduled to arrive in a month. Network affiliation hasn't been signed, but a tentative $200 base hourly rate has been set. Rep not chosen.

CHCA-TV-1 (Ch. 10) Coronation, Alta., with a 2-kw GE transmitter not due until July 21, has changed its target to Aug. 1, for start as a satellite of parent CHCA-TV (Ch. 6) Red Deer. That's the report given us by G. A. Bartley, pres. of CHCA-TV. However, the 200-ft. Wind Turbine tower is ready for use. It will operate as an unattended automatic repeater and will be sold as a bonus to CHCA-TV, which has raised its base hour to $240. Reps are Weed and All-Canada Radio & TV.

### Midland Telecasting Plans Sept. 1 Start

Midland Telecasting Co., holding Ch. 18 CP for Midland, Tex. plans Sept. 1 programming, according to Chet Darwin, gen. mgr. Construction hasn't started yet, as leases are still being signed, but Electron Corp. will supply equipment. Will use a 445-ft. Alford antenna. No rep yet.

WUTV (Ch. 36) Charlotte, N.C. is finishing installation of 12-kw GE transmitter at No. 1 Television Place and plans return to the air on Sept. 1, according to Dwight L. Phillips, a new stockholder in grantee Century Advertising Co. Studio-transmitter construction has been completed as well as that of 500-ft. Stainless tower with a 5-bay GE antenna. Guy F. Titman has been named chief engineer. Network affiliation hasn't been signed, base hourly rate not set, rep not chosen.

WSIU-TV (Ch. 8, educational) Carbondale, Ill. has Sept. 1-10 programming target writes Buren C. Robbins, dir. of bcstg. service for grantee Southern Illinois U. It has a 35-kw transmitter and 10-kw GE driver due there Aug. 1. Studios, on the campus, are scheduled for completion in mid-June when construction of transmitter house near Tamaroa, Ill., 27 mi. away, is scheduled to begin. Work on 900-ft. Dresser-Ideco tower will begin July 1. It will have a helical GE antenna, also scheduled to arrive Aug. 1.

KUSD-TV (Ch. 2) Vermillion, S.D. has given up its spring target and now plans Sept. 15 start, says Martin Busch, dir. of KUSD radio-TV-film for grantee State U. of S.D. It ran into difficulties in completing proof of performance tests. KUSD-TV has a 250-watt Sarkes Tarzian transmitter and a Jampro antenna on a 150-ft. tower purchased from Tower Construction Co.

City Council Hearing Televised: KGW-TV Portland, Ore. was recently permitted to cover live an entire 5½-hour city council hearing. The City of Portland issued a resolution praising the station for its efforts and Portland newspapers unanimously commended the coverage. A 2-hour repeat was later broadcast in Saturday prime time.

### *Obituary*

Dr. B. J. Palmer, 79, radio pioneer & chiropractic crusader who headed the Palmer School of Chiropractic founded in Davenport, Ia. by his father, died May 27 at his winter home in Sarasota, Fla. He bought WOC Davenport in 1922, added WHO Des Moines to his enterprises in 1939. Surviving: a son, Dr. D. D. Palmer, 3 grandchildren.

***More about***

**Directory of NAB Publications:** NAB has put out a number of useful reports, brochures, etc. for its members in recent times but we don't recall seeing them listed recently. At our request, NAB has prepared a bibliography, appending its own description of each document. Herewith is the list, available to NAB members from the Association's Public Relations Service, 1771 N St. NW, Washington:

*A Copyright Primer*—An explanation of the copyright laws and a general discussion of those problems of copyright which the broadcaster normally meets.

*Advertising Stopped At 10 O'Clock This Morning*—A booklet outlining the vital importance of advertising to the growth of the American economy.

*A Political Broadcast Catechism (4th edition)*—An explanation in question & answer form of FCC regulations & decisions on political broadcasts, with citations of specific sources of the decisions, an agreement form for political broadcasts, and excerpts from the Communications Act of 1934 and from the Rules of the Commission governing radio-broadcast services.

*Awards & Citations In Radio & Television*—A booklet providing a comprehensive list of awards available to persons engaged in the broadcasting industry . . . specifically, radio & TV stations—their management & personnel.

*Broadcasting & The Lottery Laws (3rd edition)*—Information of general assistance to broadcasters on questions of federal law & federal administrative regulations of broadcasting advertisements of lotteries.

*Broadcasting The News*—An operational guide on radio & TV news. This booklet includes a declaration of principles, history of broadcast news, and a chapter on the organization of a station news dept.

*Campaigning On TV*—TV edition of *Is Your Hat In Ring?*

*Code Of Conduct For Broadcasting Public Proceedings*—This Code was adopted by the NAB board of directors to assure the full preservation of dignity & decorum when microphones & cameras are used to cover court trials & other public proceedings.

*Editorializing On The Air*—A report on this growing practice in broadcasting which includes a definition of a broadcast editorial, a discussion of legal problems, and a guide to broadcasters who are planning to editorialize.

*Free Television—How It Serves America*—A booklet reviewing the growth of TV and setting forth the contributions made by a free system of TV broadcasting.

*Full Length Speech Texts For Radio Broadcasters*—8 individual speeches on various subjects for radio.

*Full Length Speech Texts For Television Broadcasters*—6 individual speeches on various subjects for TV.

*How Television Minds Its Manners*—A brief explanation of what the Television Code is and how it is administered.

*If You Want Air Time*—A handbook for organization publicity chairmen explaining how to go about getting their messages on TV & radio. Lists do's and don'ts that will help organizations do the job properly.

*Is Your Hat In The Ring?*—A booklet to help people in public life present their views by radio convincingly.

*Program Material Available From Government & Civic Agencies For Use By Radio Stations*—Lists of transcriptions, tapes, announcements and other program material which are available from govt. & civic organizations for local broadcasting.

*Radio Code of Good Practices*—The Code observed by subscribing radio stations to assure good programming & acceptable advertising.

*Radio USA*—A booklet reviewing the growth of the American system of radio broadcasting—its purpose & function.

*So You're Going On TV*—A booklet for non-professionals explaining the do's & don'ts for TV appearances.

*Speaker's Guide For Radio Broadcasters*—A handy guide that provides concise & readily accessible statements on key questions affecting the broadcasting industry. Helpful in preparing speeches, in answering inquiries which the press & public may ask about broadcasting and in building a local public relations program.

*Speaker's Guide For Television Broadcasters*—See above.

*The Television Code*—The voluntary code of program & advertising guideposts subscribed to by TV broadcasters and administered by the TV Code Review Board of NAB.

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**NAB Reorganization Up:** Item No. 1 on the agenda for NAB Board sessions in Washington next week will be restyling of hq & committee structures, on which Pres. LeRoy Collins has been working since February (Vol. 17:7 p1 *et seq.*). The 43 members of the TV & Radio Boards will meet jointly June 14 at the start of the 3-day sessions & again on June 16 to take up the Collins reorganization plan to help give the industry a "positive program." The TV Board under Chmn. Dwight W. Martin (WAFB-TV Baton Rouge) has scheduled separate June 14-15 sessions. The Radio Board will meet June 15 to elect a successor to Chmn. Thomas C. Bostic (Cascade Bcstg. Co.), whose term has expired. The sessions will be preceded June 13 by an orientation session at hq for newly-elected board members.

**Townsend Settles Case:** Townsend Corp. of America, holding company whose interests include radios WKDA Nashville, KNOK Fort Worth and KITE San Antonio, has agreed to a federal court decree against further violations of the Investment Company Act (Vol. 17:19 p14). As part of the settlement of the SEC case, U.S. District Court Judge William F. Smith in Newark replaced Townsend officers with an interim directorate.

**NABET Charge Dismissed by NLRB:** A charge filed by NABET against KXTV Sacramento for alleged violation of the National Labor Relations Act has been dismissed by the NLRB regional dir. on the ground of insufficient evidence. The union had charged that KXTV & its representatives "refused to bargain in good faith." Station attorneys are filing a $105,000 suit against NABET and AFTRA.

**NABET Wins NLRB Rule:** John E. Fetzer's WWTV Cadillac has been ordered by the National Labor Relations Board to "cease & desist" from refusing to bargain collectively with NABET for technical & production employes.

**KOCO-TV Sold:** Sale of KOCO-TV Enid-Oklahoma City has been negotiated for about $2.5 million—to Capital City Investment Co. The purchasers are headed by oilman John Kirkpatrick and include Dean McGee and P. R. & L. D. Banta. Major stockholder of the seller is the L. E. Caster estate. McGee also holds interests in stations controlled by Sen. Kerr (D-Okla.)—KVOO-TV Tulsa, WEEK-TV Peoria and WEEQ-TV La Salle, Ill. The Bantas are now stockholders in KOCO-TV.

## Film & Tape

**UPA Plans Public Stock Issue:** UPA Pictures Inc. plans to issue public stock over the counter as soon as necessary data can be compiled for SEC, according to Henry G. Saperstein, who with Peter de Met owns the controlling interest in the company.

Saperstein said UPA plans an expanded production program of TV series, animated cartoon programs, cartoon features and movies. Projects include 32 half-hour boxing shows for TV, 104 half-hour *Ding Dong Schools*, 2 movies, 6 theatrical animation cartoons starring *Dick Tracy*, 3 *Mr. Magoo* short subjects for theaters, and other product.

UPA has sold $2,750,000 in TV product since July 1.

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Syndication's Problems (cont.): Things looked a bit brighter last week in the troubled syndication market (Vol. 17:19 p3 *et seq.*)—for Screen Gems at least. The Columbia Pictures telefilm subsidiary launched a sales campaign for one of the few first-run syndication properties to reach the market this season: *Shannon*—30-min. action-adventure show about transportation-field insurance investigators, starring George Nader & Regis Toomey. Even Screen Gems was surprised at the quick results. Almost overnight, it scored 2 major regional deals, a 12-market Southern lineup (Atlanta, Charleston, Roanoke, etc.) for Bunker Hill foods, and a West Coast 6-market spread (Los Angeles, San Francisco, Seattle, etc.) for Miles Laboratories. Said SG's Robert Seidelman, syndication vp: "We may launch another first-run show very shortly if this sort of demand continues."

TPG Rejects Producer Guilds Merger: Television Producers Guild has turned down a projected merger with the Screen Producers Guild after a year's study of such a union. TPG prefers to concentrate on economic gains for its members via its own organization. At its annual meeting in Hollywood TPG reiterated its demands for residuals for producers; heard a proposal that the Guild establish a title concept & registration bureau to clear titles; considered an annual awards dinner. Re-elected without opposition were Pres. Ben Brady; first vp Everett Freeman; 2nd vp David Dortort. New directors: William Asher, Alvin Cooperman, William Froug, John Guedel, Herbert Hirschman, Buck Houghton, Hal Hudson and Stanley Rubin.

SAG Endorses JFK Tax Plan: Screen Actors Guild last week endorsed President Kennedy's April 20 recommendation to Congress for repeal of the "total tax exemption now accorded to the earned income of American citizens residing abroad." The Guild said this would bring back to the U.S. that movie production which has gone overseas because of the present income tax structure. SAG's board, in a statement filed with Chmn. Mills of the House Ways & Means Committee, said the number of movies produced in the U.S. had declined considerably and this had materially curtailed the earnings potential of the majority of its membership.

Sealed Verdict for Perry Mason: Raymond *(Perry Mason)* Burr and CBS-TV last week resolved their problems, which materialized when the actor said he was "tired" and wouldn't return next season (Vol. 17:21 p14). Although none of the participants would reveal details of the settlement, CBS-TV spokesman indicated that the new deal given to Burr puts him under contract for longer than the year he had to go. And a source close to Burr said the actor was satisfied because of an easing of his workload.

## NEW YORK ROUNDUP

Videotape Productions tripled its N.Y. studio space last week, leasing NBC's studio & office facility at West 67th St. & Columbus Ave., and thus making it "the world's largest & best equipped independent video-tape organization," according to vp & gen. mgr. John B. Lanigan. Future plans also include closed-circuit industrial and trade shows, education and "new-business areas to be described later." Videotape Productions recently increased its staff, drawing on personnel from the CBS-TV production sales unit and formed a sales-production liaison with Robert Lawrence Productions. The studio, now leased to Videotape Productions, has been used by NBC for its own tape commercial offshoot, Telesales. NBC, however, quickly pointed out last week that the deal "represents no cutback of any kind in Telesales production."

MGM & BBC have decided to go ahead, after all, on a co-production telefilm series, *Zero One*, which has been in the planning stage since last fall (Vol. 16:45 p9). Because of production delays, a pilot was not produced in time for the 1961 sales season, and MGM put the project on the shelf. Now a pilot is expected to be shot at MGM's British studios this summer. The series will deal with international airline police activities, and the title is derived from the telephone dial code for the Security Office at London Central Airport. BBC will have distribution rights for the Eastern Hemisphere; MGM will distribute, in network release or syndication, in the Western Hemisphere.

VHF Inc., a new video-tape production & distribution company, was formed last week by 4 executives of the now-defunct CBS-TV production sales unit. "Programs to suit all needs," is the VHF Inc. production promise, including "TV-program series, industrial presentations, religious programs, closed-circuit broadcasts, medical telecasts, and TV commercials." The new firm will lease Reeves Sound Studios facilities but will supply its own producers, directors, writers and technical personnel, studios, cameras, remote facilities and editing services.

TV Industries Inc. is opening an office in London, the first of several European branches. Norman B. Katz, former head of UAA overseas sales and now TV Industries vp & dir. of international operations, is currently abroad to set up the operation, which will market the RKO feature library to TV & theaters. Katz will also investigate foreign co-production deals and "the acquisition of product abroad for U.S.-Canadian distribution by TV Industries."

Warner Bros. has managed to pull off the same coup in Britain it recently managed neatly in this country with ABC-TV—namely, a renewal on all current WB telefilm shows for the fall season. Current lineup: *Bronco* and *Sugarfoot* (latter retitled *Tenderfoot*) on BBC-TV; *Hawaiian Eye, Lawman, Maverick* and *77 Sunset Strip* via British commercial contracting firms.

People: Joseph W. Bailey has resigned as Ziv-UA vp.

### *Obituary*

Jess Kimmel, 46, a production mgr. and dir. in TV and the theater, was found dead in his N.Y. apartment May 30. He had recently undergone an abdominal operation. He had worked for all 3 TV networks and on *Show of Shows, Red Buttons, Jan Murray, Naked City* and other shows. Surviving: Wife, 2 daughters, a son, his mother and sister.

## HOLLYWOOD ROUNDUP

**Cascade Initiates Expansion Program:** Cascade Pictures of California, West Coast TV film commercial producer, has begun a $1-million expansion program. Pres. Bernard J. Carr and vp Roy W. Seawright last week through their affiliate, Seward Investment Corp., acquired from Litton Industries Inc. the Hollywood property and buildings housing the Westrex Corp. and Todd-AO. Occupation of the area begins next October. Cascade's acquisition & planned new construction will house the handling of all phases of live-action photography, animation and photographic optical effects. Six sound stages will be in operation when remodeling & new construction is completed.

**Writers Guild of America West** has rounded out the roster for its June 8 panel discussion on "Television on Trial" (Vol. 17:22 p8). Panelists include FCC's Ashbrook P. Bryant, chief of Office of Network Study, Tom McDermott, exec. vp of Four Star Television; Bud Stefan, BBDO; Leslie Bruce, representing the sponsor; and Gene Roddenberry, representing the writers. A network executive will also be on the panel. WGAW TV-radio branch's annual awards will be disclosed the same night.

**Carl Pingitore,** Warner Bros. TV film editor for 6 years, joins 20th Century-Fox TV as associate producer on *Follow the Sun* . . . **Milton Orman** is named TV-radio contract administrator of Writers Guild of America West, replacing John Schallert, who is leaving to join MCA Artists Ltd. . . . **Leo Salkin,** Format Films story editor, named vp . . . **Danny Arnold** named producer of *The Real McCoys.*

**MGM-TV** has 37 directors & writers preparing 4 series which go into production in the next 2 weeks, and the record figure is expected to reach 50 soon. Series are *Cain's Hundred, Dr. Kildare, Father of the Bride* and *National Velvet* . . . **Warner Bros.** has promoted Edward (Kookie) Byrnes from parking lot attendant to full-time private eye in *77 Sunset Strip.* Robert Logan is new car parker.

**People:** Writer **Sam Newman** has been signed to a 3-year contract by CBS-TV and is now writer-story consultant for *Perry Mason* . . . Producer **Richard Goldstone** (*Adventures in Paradise*) has left 20th Century-Fox TV after turning out 48 episodes of the series. He has formed his own movie company in partnership with John Monks Jr. . . . **Michael Garrison** has been named producer of Revue Studios' *The Investigator,* starring James Franciscus, James Philbrook, Mary Murphy and Al Austin. . . . 20th Century-Fox TV has signed **Francis D. Lyon** to direct six 60-min. shows during the next year. The same studio has signed **Iris Chekenian** as story editor of *Follow the Sun,* produced by Marion Hargrove. . . . **Lawrence Eisenberg** has joined the N.Y. staff of Cleary-Strauss-Irwin & Goodman to work on the PR company's TV-series clients.

**More People: Hy Averback** is signed to a producer-writer contract which also calls for him to create new series ideas for Four Star Television . . . MGM-TV sales vp **John B. Burns** returned to N.Y. following meetings with studio-production vp Robert Weitman on next season's production as well as plans for 1962-63 . . . MGM-TV producer **Rudy E. Abel** *(National Velvet & Father of the Bride)* has returned from a business-vacation trip to Europe and begun preparations for next season's production . . . **Producer Don McGuire** has left the *Hennesey* series.


# Television Digest

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JAMES T. QUIRK, *Business Monoger*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
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PAUL STONE

WASHINGTON BUREAU
Wyott Building
Woshington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
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WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Modison Ave.,
New York 22, N.Y.
Plazo 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
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**Personals:** **Byron Goodell** advanced by NBC Spot Sales to TV sales national dir. from Eastern division TV sales force mgr., succeeding **Edwin T. Jameson,** resigned.

**Alan S. Englander** named treas. of Corinthian Bcstg.; will also continue as asst. treas., Whitney Communications.

**Benjamin H. Berentson** and **Charles E. Gates** appointed station mgrs. of WGN-TV & WGN Chicago respectively, effective June 5.

**Joseph A. Waldschmitt** promoted from exec. vp to pres. & chief exec. officer, Page Communications Engineers, succeeding **Esterly C. Page,** elected chmn.; **Glenn G. Peebles,** construction & installation dir., and **Charles L. Ill,** administration dir., named vps.

**A. DuMont Wyckoff Jr.,** ex-Remington Rand, appointed Middle Atlantic district sales mgr., TelePrompTer govt. services dept., communications systems div. . . . **Jack H. White** promoted from Eastern sales mgr. to national TV sales mgr., H-R Reps; **John T. Bradley** promoted from Chicago TV sales mgr. to Midwest sales mgr. . . . **Jack Meyer** resigns as vp-sales dir., Mobile Video Tape Inc., to become dir. of video tape sales at KCOP Los Angeles.

**Dr. Clinton H. Churchill** remains as pres. of WKBW-TV & WKBW Buffalo, which was sold to Capital Cities Bcstg. Corp. (Vol. 17:22 p5), and was named a dir. of Capital Cities. **Clinton D. Churchill,** vp-station mgr., WKBW-TV & WKBW will continue these responsibilities in Buffalo as vp-gen. mgr., Capital Cities.

**Richard Lewine,** recently resigned as special-programs dir., CBS-TV, named a consultant to N. W. Ayer . . . **William H. Lawrence,** veteran *N.Y. Times* reporter, joins ABC News as political editor in Washington.

**Amory Houghton,** chmn., Corning Glass Works exec. committee, and U.S. ambassador to France from 1957 to 1961, named a dir. of NET . . . **Eugene S. Hallman,** programming vp, CBC, elected a trustee of the Bcstg. Foundation of America, the international division of NET.

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**NAB's Tower to Corinthian:** Charles Tower, NAB TV vp since May 1960, joins Corinthian Bcstg. Corp. July 1 as administrative vp. He said he has had a desire to join the operating end of TV, and NAB Pres. Collins praised Tower's work, expressing regret at his leaving. Gov. Collins said the position would remain open pending the Board's consideration of reorganization recommendations.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1960 PRICE TRENDS—TV UP, RADIO DOWN:** Retrospective look at TV's price history in the pages of our TV Factbook No. 32—in the mails next week—shows that last year saw the highest average factory price since 1953, despite price sag towards end of year.

Analysis of TV sales by type shows that TV-phono combinations set an all-time high last year in both unit sales & percentage of year's total retail sales (retail sales records extend back only through 1953). Consoles accounted for their greatest percentage of the retail market since 1954.

Newly enlarged statistical section of our Television Factbook features a wide variety of information on TV-radio-phono production & sales, from EIA and other sources. Data computed from the Factbook's tables show this pattern in average factory price of TV sets since 1947:

| | | | |
|---|---|---|---|
| 1947 ..... $280 | 1951 ..... $177 | 1954 ..... $140 | 1957 ..... $130 |
| 1948 ..... $235 | 1952 ..... $172 | 1955 ..... $138 | 1958 ..... $136 |
| 1949 ..... $193 | 1953 ..... $170 | 1956 ..... $127 | 1959 ..... $141 |
| 1950 ..... $180 | | | 1960 ..... $145 |

This increase has not been maintained so far in 1961, preliminary estimates show, and heavier-than-usual proportion of high-end sets will have to be sold rest of year to keep average on par with 1960.

Breakdown of retail TV sales by type since 1953, when EIA began to gather retail statistics, shows this percentage distribution of total TV purchases:

| Year | Table-Portable | Console | TV-Phono Comb. |
|---|---|---|---|
| 1953 | 46% | 51% | 3% |
| 1954 | 55% | 43% | 2% |
| 1955 | 57% | 41% | 2% |
| 1956 | 64% | 35% | 1% |
| 1957 | 60% | 38% | 2% |
| 1958 | 56% | 41% | 3% |
| 1959 | 58% | 39% | 3% |
| 1960 | 54% | 42% | 4% |

Radio prices have wandered all over map during past 10 years, declining during last 3 years, presumably due to competition from low-priced imports. The following table shows average factory price of all types of domestic radios (including auto) from 1951 through 1960:

| | | | | |
|---|---|---|---|---|
| 1951 ..... $25.10 | 1953 ..... $22.73 | 1955 ..... $20.23 | 1957 ..... $24.25 | 1959 ..... $21.21 |
| 1952 ..... $22.92 | 1954 ..... $22.06 | 1956 ..... $21.37 | 1958 ..... $26.90 | 1960 ..... $20.13 |

Money spent for servicing of TVs, radios & phonos reached all-time high in 1960, another Factbook table shows. Based on estimates by Sylvania market research dir. Frank Mansfield, the figures show public spent $2.52 billion to install sets and keep them in working order last year. Although some industrial & commercial servicing by repairmen may also be included in the figure, it's still indicated that nation's TV-radio-phono servicing bill last year exceeded industry's factory output of consumer electronic products ($2.1 billion).

**TV-RADIO PRODUCTION:** EIA statistics for week ended May 26 (21st week of 1961):

| | May 20-26 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 121,294 | 120,541 | 123,492 | 2,181,788 | 2,444,174 |
| Total radio | 312,832 | 302,706 | 320,251 | 5,898,890 | 6,973,069 |
| auto radio | 100,508 | 100,841 | 120,339 | 1,854,010 | 2,726,222 |

**NEW FACES OF 1962:** This year's new-line debuts so far indicate that 1962 will be a year of refinement—rather than innovation—in TV design. Like the lines shown previously this year (Admiral, RCA, Sylvania), GE's new series and Magnavox's summer drop-ins show no radical departures from 1961 in pricing or design.

What is new in the new lines is color and FM stereo. GE's color series consists of 3 basic models (total of 8 sets), comprising consolettes at $595-625, consoles at $695 and lowboys at $775. It's good bet that Philco, which holds its convention this week in Atlantic City, will be next manufacturer to announce color.

GE's top-of-the-line black-&-white TV-radio-stereo combo remains at $629—but now includes FM stereo in the price, and music power output has been stepped up to 100 watts. (GE's stereo line will debut at Music Show next month in Chicago.) Magnavox's 7 TV drop-ins include new version of 24-in. stereo theater, with provision for multiplex adaptation.

Concentration this year is on improved circuit reliability in almost all TV lines. GE is stressing its power-transformer chassis and 4-transistor RF remote unit. GE's basic line of 16 black-&-white sets is priced from $159.95 to $699.

Philco's new line, to be shown this week, is also expected to emphasize engineering refinements. It's understood to feature new circuits which increase picture brightness & contrast without boost in voltage. Philco is expected to offer 2 stereo theater combinations, both equipped to accept multiplex adapter which is scheduled for availability this summer. Like other lines announced so far, best guess is that Philco's prices will adhere pretty closely to 1961 pattern. Also showing this week: Zenith, in Miami.

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***More about***

**FM STEREO BEGINS:** Start of FM stereo broadcasting June 1 (see p. 1) found many manufacturers still frantically making plans for adapters & sets. Some were frankly confused. One manufacturer, referring to a competitor's adapter, told us: "I can't see how that thing can possibly work." Another set maker said to us recently: "We got hold of 2 competitive adapters and tested them on an FM stereo signal from our own subcarrier generator and they just didn't do the trick."

Most manufacturers are now stocking up on stereo signal generating equipment for testing stereo tuners & adapters, and are looking forward to the day when there'll be stereocasts on the air in their areas for proving their products. Without signals, they're working completely in the dark—and we know of no manufacturer who really intends to market unproved equipment. But this bottleneck in signals is going to hold up deliveries of receiving gear.

Several new sources of signal generating equipment are opening up. Crosby Teletronics, whose FM stereo system lost out in the FCC decision, nevertheless is exploiting its stereo experience and turning out subcarrier generators for manufacturers as well as adapters for equipment makers and for direct marketing through parts jobbers. Crosby's first production batch of adapters is designed for component hi-fi tuners which have multiplex jacks. Any installation on sets without jacks is a job for a technician, a Crosby spokesman told us.

Zenith explained FM stereo to its dealers last week in a 3-page trade-paper ad. It said its complete stereo line is now in production, and that its stereo-FM-AM-phono consoles will cost $30-60 more than its current stereo combos. It warned against trying to convert monophonic FM radios to stereo. "The probability," said Zenith, "is that the cost of adapting a present FM set to stereo, plus the initial cost of the receiver, will exceed the cost of a new receiver expressly designed and built for FM." Zenith reiterated that it would build no adapters, but that it will supply drop-in stereo FM tuners for Zenith console phonos which have compartments for them. Customers who buy Zenith phono consoles will get first priority "when the new tuners are available."

General Instrument Corp. announced its Automatic Mfg. Division is now ready to sample the radio manufacturing industry with an experimental kit of filters for FM stereo receivers.

Meanwhile, Automatic Radio Mfg. Co. (no relation to the General Instrument division) announced the establishment of subsidiary Multiplex Corp., 122 Brookline Ave., Boston, to manufacture FM stereo receivers. Multiplex is headed by John J. Grady.

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**Japanese Embargo Refused:** The Treasury Dept. has given EIA a flat turndown on a petition to invoke anti-dumping provisions of the Internal Revenue Act against Japanese exports of receiving tubes to the U.S. As part of its campaign to protect American electronic-product manufacturers from Japanese inroads, EIA filed the embargo petition last September, alleging that the imported tubes were being sold here for "less than fair value." Following an 8-month investigation, acting Customs Comr. David B. Strubinger wrote EIA gen. counsel John B. Olverson that the govt. could find no valid reasons for any anti-dumping action. A study of domestic & export pricing of Japanese tubes showed that they "are not being sold or are likely to be sold" at less-than-fair rates here, Strubinger said.

**FCC Cautions Set Buyers:** In a consumer-conscious public notice, FCC has called on all buyers of TV & FM receivers to make sure the sets carry a label stating that they meet the Commission's anti-interference radiation limits. Most U.S. & foreign manufacturers give "excellent co-operation" in complying with the regulation, FCC said, but added: "However, the Commission notes that some sets are being sold which do not carry the required seal or label. Operation of a set manufactured after Dec. 31, 1957 whch does not have such a label attached is prohibited by the rules."

**PHILCO & CBS DROP TUBE BUSINESS:** The steady attrition of transistors, coupled with fierce domestic & foreign competition, last week whittled 2 major companies from the ranks of receiving-tube producers: Philco's Landsdale Division and CBS Inc.'s CBS Electronics Division.

Philco vp William J. Peltz, Lansdale Division gen. mgr., noting that the use of receiving tubes by U.S. OEMs had declined 31% since 1955, reported that receiving-tube production would be discontinued over the balance of the year in favor of a buildup in transistor production. The plant currently is devoted approximately 80% to transistors, 10% to cathode-ray tubes, 10% to receiving tubes. A spokesman said that picture tubes are not affected by the move, that only a fraction of Lansdale's entertainment tubes are sold "outside the house," that the Division is only one of 4-5 tube suppliers for Philco TV-radio-phono products. He said the Division's tube-making equipment will go up for public sale "almost immediately."

Exactly 120 months after it acquired pioneer tube-maker Hytron Radio & Electronics (Vol. 7:15 p2), CBS Inc. announced that its CBS Electronics Division is going out of the receiving tube business.

Division Pres. Clarence H. Hopper indicated that tube operations will be terminated by the end of this month. Approximately 1,200 employes at 2 owned and one leased plants will be dismissed, and CBS will sell its tube-making factories at Danvers & Newburyport, Mass.

Hopper reported that Raytheon will purchase a "portion" of the entertainment-type receiving-tube inventory for an undisclosed price. Raytheon plans to offer sales & service of these products to present CBS distributors and their customers.

The CBS withdrawal writes finis to one of the oldest brand names in the business: Hytron, which dates back to 1921 and the beginning of the electronics industry. When it merged with CBS on June 15, 1951, Hytron rated with the major makers of TV-radio tubes, including kinescopes.

For CBS, the move marks the third major retreat in consumer electronics in 5 years: TV sets in 1956 (Vol. 12:28 p11), phonographs last month (Vol. 17:20 p20).

"We believe that the technological requirements of the space age clearly indicate that our particular talents & skills should be directed to products other than receiving tubes," Hopper explained. He said the Division will concentrate on semiconductors, micro-electronics, sophisticated electronic tubes and other electronic products. Division hq will now be centered at the Lowell, Mass., semiconductor plant, completed last year.

The CBS Electronics Division operated at a loss in 1960. Earlier this year, in the CBS annual report, Hopper blamed "intensive domestic & foreign competition, drastic industrywide price reductions and the tightening of customers' inventories" as prime factors in the Division's loss performance, causing it to fall "far short of the goals set for the year."

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**British TV Concentration:** Thorn Electrical Industries has purchased the domestic TV-radio interests of Ultra Electric (Holdings) Ltd. The $6.72-million deal covers Ultra Radio & TV Ltd. and Pilot Radio & TV Ltd. and subsidiaries.

**Symphonic TV-Stereo Shown:** Distributors from the Eastern Rocky Mountain Area will see Symphonic's new line June 5-8 at Kansas City's Hotel Muehlebach in the 2nd of a series of regional showings.

**Are Retailers Junket Weary?** With U.S. industry now spending more than $100 million annually on incentive trips for dealers (up from only $5 million in 1952), May 29 *Wall St. Journal* rounded up representative retailers to see if they would prefer to stay home & tend store.

"A growing number of retail merchants appear to share doubts about the value of the current flood of sales promotion schemes which dangle trips to foreign lands & posh resorts as incentives to push a manufacturer's products," commented the *Journal*, adding: "Retailers, particularly in the appliance field, where use of promotional travel has become especially heavy, say the practice has become so common that free trips have lost much of their effectiveness as a spur to sales . . . Many merchants say they would prefer to have the promotion money that now goes for travel, spent on advertising instead—or perhaps not spent at all, so factory prices could be lowered.

"There's also concern over the tendency of some small dealers to order too heavily from suppliers and build up excessive inventories as they seek to qualify for trips."

Because they require long-range planning & preparation, trips can come completely unglued because of changes in company policies and/or marketing practices, the *Journal* noted:

"Hoffman Electronics recently wound up an incentive travel venture in a highly anticlimactic fashion. The company originally had planned to take 1,500 TV & radio dealers & wives to Paris this month to promote a line of 19-in. & 23-in. TV sets newly introduced in 1960. Eligibility for the trip was based on orders for the new models placed by dealers from July through December of last year.

"As things worked out, however, dealers didn't order many of the new models because their customers were more interested in buying the old smaller-screen models at bargain prices. Only some 300 guests were aboard when Hoffman's chartered flights took off for Paris. Worse still, shortly before the trip, Hoffman was forced to announce the discontinuation of TV-set production altogether [Vol. 17:14]. Instead of using the Paris trip to push its TV line, Hoffman found itself with only radios to promote."

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**Why Retailers Fail:** Causes of TV-radio-appliance business failures in 1960, as classified by Dun & Bradstreet and reported in the May *NARDA News*: Incompetence was responsible for 34.7% of total failures, unbalanced experience (sales, finance, purchasing) 20.8%, lack of managerial experience 19%, lack of experience in the line 15.6%, neglect 3.2%, fraud 3.2%, disaster 0.9%, reason unknown 2.6%. The causes listed are based on opinions of informed creditors and information in Dun & Bradstreet's credit reports. Average age of retail businesses which failed last year was slightly higher in the TV-radio-appliance field than was the average of all retail businesses. D&B's analysis shows that 60.8% of TV-radio-appliance failures had been in business 5 years or less (as opposed to 65.6% of all retail failures), 21.6% were 6-10 years old (vs. 18.1%), 17.6% over 10 years (vs. 16.3%).

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**Adler Units Displayed:** Three new transportable radio-teletype-facsimile centrals developed by Adler Electronics under military contract were displayed June 1 by the Army Signal Corps at Ft. Myer, Va. to show how it could meet communications problems in brushfire wars. The units (TSC-18-19-20) have ranges up to 7,500 miles, run from $120,000 to $403,000 in price. They can be air-lifted to any part of the world.

**Trade Personals:** Arthur N. Curtiss, ex-RCA Defense Electronics, named to new post of mgr., administration, RCA Labs . . . Dr. Walker K. Volkers, ex-Cohu Electronics, elected pres. of Lionel Electronics Labs (formerly Anton Electronics Labs), a subsidiary of Lionel Corp., succeeding Nicholas Anton, who remains as advisor . . . Bert Gedzelman, former sales rep, named national sales mgr., Audio Dynamics Corp. (stereo cartridges) . . .Bernard K. Rafkin, formerly on staff of Sylvania market research dir. Frank Mansfield, joins Hicks & Greist ad agency.

Robert G. Tabors named pres. & chief exec. officer, Textron Electronics. He has been vp of parent Textron Inc. and operations vp for the electronics company since Jan. 1. Royal Little resigns as chmn. & pres., Textron Electronics, but continues as a dir. of the electronics company and exec. committee chmn. of the parent firm. Rupert C. Thompson Jr., chmn. & chief exec., Textron Inc., elected chmn., Textron Electronics. Harold F. Linke promoted from asst. controller to controller, Textron Electronics.

Edward F. Canfield promoted from mktg. mgr., Philco research div., to new post of asst. to the mktg. vp, govt. & industrial group.

***Obituary***

Edward C. Cahill, 60, former pres. of the RCA Service Co., died May 30 in Camden, N.J. He joined RCA in 1928, was sent to Chicago as a field engineer, and installed the first sound equipment in Midwest movie theaters. In 1943, he was named pres. of the newly formed Service Co. Surviving are his wife, a son, a daughter and 2 sisters.

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**Phono Disc Sales in '60:** Last year was the record industry's 2nd best year in terms of manufacturers' sales—billings fell only slightly below the all-time high set in 1959. Record Industry Assn. of America estimated last week that last year's disc shipments totaled $228,420,000 at manufacturers' billing prices vs. $320,520,000 in 1959. Retail list-price value of these shipments totaled $480 million in 1960 vs. $484 million in 1959. Sales last year comprised 105 million LP (33⅓) records at a list-price value of $405 million, and 81 million other records (45-rpm singles, EPs & 78s) at a list value of $75 million. The comparable 1959 figures were 106.5 million LPs at $387.7 million and 88.5 others at $96.8 million. RIAA estimates that 26% of total LP sales last year were stereo discs, up from slightly more than 20% in 1959.

**New Plants & Expansions:** GE has earmarked a $5-million expansion program for its Auburn, N.Y. rectifier production plant. The company will break ground this summer for a $1.7-million, 70,000-sq.-ft. addition which will nearly double the plant's size. Approximately $3.3 million will be invested in additional production equipment & facilities • Electronics Corp. of America has established a Belgian subsidiary to manufacture a variety of ECA industrial electronic-control equipment. The wholly-owned subsidiary will set up a plant near Brussels.

**Sylvania's Inventory Protection:** One-year price protection on distributor inventory becomes effective with 1962 TV-stereo line introduced in Miami (Vol. 17:22 p18). The protection comprises credit on new merchandise rather than promotional allowances. A feature of Sylvania's new "Sound Operating Procedures," the inventory protection also can be applied to dealers. In line with Sylvania's announced plan to close all branch operations in favor of independent distribution, the company has appointed Igoe Brothers Inc. distributor for metropolitan N.Y. and N.J.

## Finance

**Electronics Investment Corp. at Peak:** The San Diego mutual fund reports record total net assets of $43,593,353 at the close of its 1961 fiscal year on April 30. The record figure represents a 35% gain over the $32,345,263 in assets a year earlier. Net asset value per share climbed to a peak of $9.19, 14.6% ahead of the $8.02 at the close of the 1960 fiscal. The $9.19 is after adjustment for a net capital gains distribution of 55½¢ per share paid in May, 1960. For the quarter to April 30, here are the principal portfolio changes in common stock: Added—Edwards High Vacuum, RCA, Sigma Instruments, Thompson-Houston Compagnie, Ultra Electronic Holdings Ltd. Eliminated—American Bosch Arma, Eastern Industries, P. R. Mallory, Minneapolis-Honeywell, Taft Bcstg., Speer Carbon. Increased—Aerojet General, AT&T, Bendix, GE, Hathaway Instruments, Western Union. Reduced—Storer Bcstg.

**RCA Sees 1961 Sales-Profit Gains:** "There's a good chance" that volume & earnings will top 1960's performance of $35.1 million profit ($2.10 a share) on $1.494 million sales, Pres. John L. Burns said last week. (RCA turned in lower profits on slightly higher sales in 1961's first quarter, Vol. 17:19 p24). With the exception of the data-processing division, all RCA operations are in the black, he said, and the general economy seems to be taking a turn for the better. If the improvement continues, he noted, RCA's earnings for the balance of the year should more than offset the first-quarter profit decline. Burns said that RCA's investment in computers will peak this year, decline appreciably in 1962.

**Mergers & Acquisitions:** Hewlett-Packard and Sanborn Co. directors have approved the merger of the 2 electronics firms (Vol. 17:17 p21). The amalgamation would become effective August 31 if stockholders of the companies approve at July 19 meetings. Sanborn, Waltham, Mass., manufactures industrial & medical electronic equipment • Ling-Temco Electronics and Chance Vought have mailed to their stockholders proxy statements for special meetings to be held June 30 to vote on the proposed merger of the companies (Vol. 17:14 p21). If approved, the merger would become effective August 31 • Loral Electronics directors have approved the acquisition of American Beryllium and its subsidiaries, U.S. Beryllium and Visioneering, for 95,840 shares of Loral common. At recent market quotations, the Loral stock totals more than $4.9 million. Loral Pres. Leon Alpert reports that the amalgamation does not require stockholder approval and should be completed "before the end of July" • Consolidated Electronics Industries has acquired for 225,000 shares of common stock the assets of Thompson-Hayward Chemical, manufacturer of industrial & agricultural chemicals.

**Taft Bcstg. Co.** common stock totaling 376,369 of 1,527,960 outstanding shares will be offered for public sale —price unreported—by 20 present holders who together own 959,890. An SEC registration statement (File 2-18190) said the largest block (56,503 shares) will be put up by David S. Ingalls & Robert Taft Jr. as trustees under an agreement with Jane Taft Ingalls. Other sellers include the estate of Hulbert Taft (44,443), Pres. Hulbert Taft Jr. (46,288), David G. Taft (40,546), Charles Phelps Taft Memorial Fund trustees (42,377).

**Mallory Forecasts Improved 1961:** Sales & earnings should be "moderately better" than 1960's profit of $4,367,-403 ($2.84 a share) on $83.5 million sales, Pres. G. B. Mallory told the N.Y. Security Analysts meeting recently.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Litton Industries | 1961—9 mo. to Apr. 30 | $165,698,000 | — | $ 6,821,000 | $1.58[1] | 4,296,508 |
| | 1960—9 mo. to Apr. 30 | 134,459,000 | — | 5,441,000 | 1.25[1-2] | 4,251,550[2] |
| Perkin-Elmer | 1961—9 mo. to Apr. 30 | 18,400,000 | — | 730,868 | .58 | 1,252,460 |
| | 1960—9 mo. to Apr. 30 | 14,600,000 | — | 660,614 | .58 | 1,146,350 |
| Philips' Lamp Works | 1961—qtr. to Mar. 31 | 297,609,600 | — | 21,436,800 | — | — |
| | 1960—qtr. to Mar. 31 | 289,814,000 | — | 24,220,800 | — | — |
| | 1961—12 mo. to Mar. 31 | 1,333,536,000 | — | 107,740,800 | — | — |
| | 1960—12 mo. to Mar. 31 | 1,325,740,000 | — | 110,524,800 | — | — |
| Screen Gems | 1961—9 mo. to Apr. 1 | — | $ 3,556,000 | 1,817,000 | .72 | 2,538,400 |
| | 1960—9 mo. to Mar. 28 | — | 1,583,000 | 861,000 | .34 | 2,538,400 |
| Sterling TV | 1961—year to Mar. 31 | 938,200 | — | 63,200 | .14 | — |
| | 1960—year to Mar. 31 | 722,078 | — | 31,649 | .07 | — |
| Tele-Bcstrs. | 1960—year to Dec. 31 | 1,281,839 | — | 24,267 | .08 | 307,451 |
| | 1959—year to Dec .31 | 1,051,123 | — | 139,730 | .75 | 186,242 |
| TV Shares Management | 1961—6 mo. to Apr. 30 | 1,479,939 | 769,646 | 383,658 | .38 | 1,018,500 |
| | 1960—6 mo. to Apr. 30 | 1,536,992 | 744,934 | 366,222 | .35 | 1,060,000 |
| Warner Bros. Pictures | 1961—6 mo. to Feb. 25 | 47,000,000 | — | 3,564,000 | 3.18 | 1,120,013 |
| | 1960—6 mo. to Feb. 25 | 49,800,000 | — | 3,422,000 | 2.27 | 1,504,000 |

Notes: [1]After preferred dividends. [2]Adjusted for October-1960 2½% stock dividend.

**Reports & Comments Available:** RCA, comments, Joseph D. Goodman & Co., 1526 Chestnut St., Philadelphia 2 • Cetron Electronics, analysis, McRae Securities Corp., Denver • Standard Kollsman, John H. Lewis & Co., 63 Wall St., N.Y. 5 • Globe-Union, review, Reynolds & Co., 120 Broadway, N.Y. 5 • Electronic Components, report, Hannaford & Talbot, 519 California St., San Francisco 4 • Republic Corp., analysis, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Mid-Eastern Electronics, offering circular, Mid-Eastern Electronics, 32 Commerce St., Springfield, N.J. • Dynamic Measurements, offering circular, Harrison & Co., 67 Wall St., N.Y. 5 • Empire Devices, prospectus, Hayden, Stone & Co., 25 Broad St. N.Y. 4 • Varian Associates, prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • AB-PT, prospectus, Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N.Y. 5.

**TRW Debentures Offered:** Thompson Ramo Wooldridge will offer $25 million of 25-year debentures due 1986 for public sale through Smith, Barnay & Co. Inc. and McDonald & Co. The price & interest rate weren't listed in an initial SEC registration statement (File 2-18164).

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Bendix | Q | $0.60 | Jun. 30 | Jun. 10 |
| Canadian Westinghouse | Q | .15 | Jul. 3 | Jun. 26 |
| Clevite | Q | .30 | Jun. 27 | Jun. 12 |
| Collins Radio | | (Omitted) | | |
| Decca Records | Q | .30 | Jun. 29 | Jun. 15 |
| GE | Q | .50 | Jul. 25 | Jun. 16 |
| Meredith Publishing | — | .35 | Jun. 12 | May 31 |
| MGM | Q | .40 | Jul. 14 | Jun. 16 |
| National Co. | Stk. | 2% | Jul. 7 | Jun. 20 |
| RCA | Q | .25 | Jun. 24 | Jun. 16 |
| Republic | Q | .25 | Jul. 3 | Jun. 9 |
| Rollins Bcstg. | Q | .08 | Jul. 25 | Jun. 26 |
| Rollins Bcstg. | Stk. | 3% | Jul. 25 | Jun. 26 |
| Rollins Bcstg. "B" | Stk. | 3% | Jul. 25 | Jun. 26 |
| Times-Mirror | Q | .10 | Jun. 26 | Jun. 7 |
| Trans-Lux | Q | .10 | Jun. 30 | Jun. 15 |
| Universal Pictures | Q | .25 | Jun. 29 | Jun. 15 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 1, 1961

Electronics TV-Radio-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 21 | 23 |
| Adler Electronics | 19 | 21 |
| Aerovox | 11¼ | 12⅝ |
| Allied Radio | 28½ | 31½ |
| Astron Corp. | 3 | 3-9/16 |
| Babcock Electronics | 32 | 34½ |
| Baird Atomic | 23 | 25⅛ |
| Cannon Electric | 34½ | 37¾ |
| Capehart | 8½ | 9½ |
| Chicago Aerial Ind. | 23½ | 25¼ |
| Control Data Corp. | 97 | 105 |
| Cook Electric | 12¾ | 14⅛ |
| Craig Systems | 14½ | 16 |
| Crosby Telectronics | 6¾ | 7½ |
| Dictaphone | 34¾ | 37½ |
| Digitronics | 26½ | 29⅞ |
| Eastern Ind. | 18½ | 19⅞ |
| Eitel-McCullough | 17 | 18⅜ |
| Elco Corp. | 12¾ | 14⅜ |
| Electro Instruments | 20½ | 23⅝ |
| Electro Voice | 12¾ | 14⅛ |
| Electronic Associates | 32¾ | 35⅜ |
| Elec. Capital Corp. | 47 | 51⅜ |
| Erie Resistor | 13¼ | 14⅞ |
| Executone | 23 | 24⅞ |
| Farrington Mfg. | 16 | 17½ |
| Foto Video | 9½ | 10½ |
| Four Star TV | 22½ | 24⅝ |
| General Devices | 16¼ | 17¾ |
| Goodwill Stations Inc. | 11¼ | 12⅝ |
| Granco Products | 4 | 4¾ |
| Gross Telecasting | 22 | 24⅛ |
| Hallicrafters | 26¾ | 28⅞ |
| Hathaway Instr. | 28¾ | 30⅞ |
| High Voltage Eng. | 182 | 188 |
| Infrared Industries | 17 | 18⅞ |
| Interstate Engineering | 20½ | 22¼ |
| Ionics Inc. | 33 | 36¾ |
| Itek | 58 | 62 |
| Jerrold | 8¼ | 9 |
| Lab for Electronics | 56 | 59½ |
| Leeds & Northrup | 36½ | 39¾ |
| Lel Inc. | 9¾ | 11¼ |

| Stock | Bid | Asked |
|---|---|---|
| Magna Theater | 4 | 4⅝ |
| Magnetics Inc. | 11¾ | 13⅛ |
| Maxson | 20½ | 28⅞ |
| Meredith Pub. | 41 | 45⅛ |
| MetroMedia | 21⅛ | 22⅝ |
| Microdot | 27¼ | 29⅝ |
| Milgo Electronics | 23½ | 26¾ |
| Narda Microwave | 8¼ | 9½ |
| Newark Electronics | 15¾ | 17 |
| Nuclear of Chicago | 45 | 48¾ |
| Official Films | 3⅞ | 4½ |
| Pacific Automation | 6½ | 7⅜ |
| Pacific Mercury | 7⅛ | 7⅞ |
| Philips Lamp | 149½ | 155½ |
| Pyramid Electric | 2½ | 3-1/16 |
| Radiation Inc. | 28½ | 30⅞ |
| Rek-O-Kut | 2⅝ | 3-3/16 |
| Research Inc. | 5¾ | 6⅝ |
| Howard W. Sams | 44 | 47½ |
| Sanders Associates | 48 | 51¾ |
| Silicon Transistor | 14¼ | 16 |
| Herman Smith | 13 | 14½ |
| Soroban Engineering | 69 | 73¾ |
| Soundscriber | 14 | 15½ |
| Speer Carbon | 26 | 28¼ |
| Sprague Electric | 75½ | 79 |
| Sterling TV | 4 | 4¾ |
| Systron-Donner | 42 | 45⅛ |
| Taft Bcstg. | 19½ | 21½ |
| Taylor Instrument | 52½ | 56½ |
| Technology Inst. | 8 | 9½ |
| Tele-Broadcasters | 2 | 2⅝ |
| Telechrome | 12⅞ | 14 |
| Telecomputing | 7½ | 8¼ |
| Time Inc. | 90 | 95 |
| Tracerlab | 13½ | 14¾ |
| United Artists | 7¾ | 8⅝ |
| Universal Trans. | 1¼ | 1⅞ |
| Vitro | 28½ | 30⅝ |
| Vocaline | 2¾ | 3-3/16 |
| Wells-Gardner | 34 | 36⅜ |
| Wilcox Electric | 11⅛ | 12¼ |
| Wometco | 26½ | 28⅞ |

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *Networks*

**NBC & CBS ADOPT LONG (42-SEC.) STATION BREAKS,** effective with the start of fall schedules, following ABC's lead for "competitive" reasons (p. 1).

### *Congress*

**CRIME, VIOLENCE, CLASSICS, CONGRESS—AND TV**—featured in Senate juvenile-delinquency hearing. Sen. Dodd looks for network licensing (p. 2).

**PASTORE PUSHES FCC REORGANIZATION CONCEPTS,** introducing Commission recommendations, analyzing provisions to "expedite & improve" processes (p. 3). Dept. (p. 10).

### *FCC*

**OBSCENITY HEARING ENDS** in Kingstree, S. C., as FCC Broadcast Bureau puts 4 witnesses on to buttress charges of indecent programming & misrepresentation (p. 4).

**MINOW FOR POLITICAL FREE TIME,** believes broadcasters should get only out-of-pocket expenses for federal, state & local contests (p. 4).

**ALL-CHANNEL-SET BILL TO HILL** is expected shortly, after Budget Bureau tells FCC it has no objections. Prospects of passage believed slim (p. 5).

**FEATURE FILMS & PAYOLA PROPOSAL** by FCC disturbs Rep. Harris and Cal. senators who ask Commission for exemption (p. 5).

### *Stations*

**SPOT BILLINGS DOWN 2.1%** for first quarter vs. same period of 1960. Candy companies spent 34% more in '60 in TV (p. 6).

### *Consumer Electronics*

**NEW LINES & OPTIMISM** go together this year. Value-packed sets seen as further stimulus to business pickup. Philco officials see the year equaling 1959 (p. 15).

**LAWRENCE TUBE READY,** Paramount tells stockholders, demonstrating brighter, compact set. Philco enters color without enthusiasm, offering RCA-built set (p. 15).

**NEW LINES:** Philco revamps stereo line, dropping prices. New Zenith, Packard Bell & Philco TV lines feature greater value, with prices substantially unchanged (p. 17).

### *Advertising*

**TIMEBUYER SURVEY BY NBC SPOT SALES** shows that 70% of TV-radio spot buyers participate in campaign planning (p. 7).

### *Film & Tape*

**WGAW, SAG SUING NTA FOR RESIDUALS.** Guilds charge delinquency in payments on 20th-Fox series (p. 10).

**TV NOT AFFECTED IN 20th-FOX RETRENCHMENT.** Board, dissatisfied with movie operation, seeks to correct waste, but its "watchdogs" are interested in TV expansion (p. 11).

**DAVIS IN, GLETT OUT** in new NTA upheaval. Dissident NT&T stockholder is now pres. of the company whose management he attacked. Leeds quits board, taking pay-TV with him (p. 11).

### *Other Departments*

**AUXILIARY SERVICES** (p. 7). **PROGRAMMING** (p. 8). **FOREIGN** (p. 8). **ETV** (p. 13). **PERSONALS** (p. 13). **FINANCE** (p. 19).


**42-SEC. BREAK—EVERYBODY'S DOIN' IT:** CBS & NBC have abandoned the long-established 32-second nighttime station break in favor of the longer 42-second break approved by ABC in April (Vol. 17:16 p7). The move is effective with the start of fall schedules.

Action was taken under protest by CBS & NBC. Letters sent June 6 & 7 by CBS-TV Pres. James T. Aubrey and sales vp William Hylan indicated that CBS was adopting a 42-sec. break only as a "competitive measure." On June 9, the NBC Affiliates Board of Delegates said that network would "reluctantly have to follow the lead of ABC and CBS."

There'll be no triple-spotting in the new long breaks, CBS & NBC assured advertisers. Said Aubrey to CBS affiliates: "You should be aware that advertisers & agencies alike view this move with disfavor . . . It is only prudent for us to warn you that the use of the expanded break for more than 2 commercials will result in punitive measures by network sponsors." Said NBC in its June 9 statement: "The Board will urge all affiliates to give NBC written assurance that they won't triple-spot . . . NBC expects cooperation on this point."

Permissible variations on the 42-sec. theme will be as follows: (1) A pair of 20-sec. commercials, back-to-back, plus the station call letters. (2) A full 30-sec. commercial plus a 10-sec. ID commercial. (3) A full 40-sec. commercial—none has yet been filmed, but some are planned by advertisers—plus the call letters.

Fight by agencies opposed to long breaks isn't over yet, although there would seem to be no chance for a reversal of network fall plans. Even so, Young & Rubicam, which has led the Madison Ave. fight against "over-commercialization," late last week invited N.Y.-area station reps to a June 14 meeting "to discuss informally what measures may be taken on the increase of extended station-break time."

**CRIME, VIOLENCE, CLASSICS, CONGRESS—AND TV:** Congress had investigated relationship between TV & juvenile delinquency before, and everyone quickly forgot about it. Sen. Dodd's (D-Conn.) current hearings, however, have a far more receptive govt. & public audience. New, drastic, censorship-type laws won't be enacted—but the supervisory hand of FCC certainly will be strengthened. Sen. Dodd's only mention of new laws is possible legislation giving the Commission power to license networks.

Basic premise of Juvenile Delinquency Subcommittee, presented through its staff & special consultants, is that there's excessive violence & brutality in TV and, though absolute scientific proof is lacking, such material is bound to encourage delinquency and harm children generally. The industry's answer—through network spokesmen & film producers—is that violence is part of life & drama, that the programs are good because the good guy wins, and—they don't hurt children.

Subcommittee showed excerpts from NBC-TV's "Whispering Smith" and ABC-TV's "Cheyenne." It plans to view CBS-TV's "Malibu Run" this week.

Producer of "Whispering Smith," Revue Studios' Richard Lewis, defended his product—"The Grudge" episode—on the basis that its bloody revenge theme is the same as that of Greek & Shakespearean classics, and children "would try to emulate the hero, who wins." Sen. Carroll (R-Colo.) snapped: "In this film, the father is no good, the sister is no good, the mother is a poisonous character. It is a strong play of violence, of brutality, whippings. Is there anything about this story that's artistic?"

NBC's Carl Watson, dir. of broadcast standards, put network's case simply: Every program is examined carefuly in advance. "Whispering Smith" was found acceptable.

Of "Cheyenne" excerpts showing, Warner Bros. vp William T. Orr said: "The hero is always on the side of justice & law. The proponents of evil & chaos are the doers of violence. 'Cheyenne' is the symbol of law & order . . . I believe that a certain amount of violence, as it is portrayed on 'Cheyenne,' has a good moral effect. The winning of the West was a victory for law & order . . . The essence of all story-telling is conflict . . . There is hardly a book or a play that would be considered a classic—or even 'worthwhile reading' —that doesn't extend human emotion to the point of violence on the part of its important characters . . . In my opinion, some of the original material produced for TV may well, in time, become classic. TV drama is only what it pretends to be—dramatic entertainment . . . In the 6 years of network broadcasting that 'Cheyenne' has enjoyed, its success with audiences of all ages—without any censure, individually or collectively—has been proof that it must have had a wholesome basic appeal to a broad segment of the American public."

Thomas W. Moore, ABC-TV programming & talent vp, said that "certain educational values" are introduced into Westerns—such as a "Cheyenne" episode illustrating "that the word 'half-breed' has no place in the vocabulary of our society" and the practice of "Rifleman" Lucas in teaching his son "the necessity of tolerance & understanding, the wisdom behind justice, and the physical skills necessary for a youngster living in an untamed land, and appreciation of the wild & beautiful country that surrounds him."

Research to date, Moore said, "shows no convincing evidence that there exists any correlation between TV viewing & the commission of acts of juvenile delinquency."

Grace M. Johnsen, ABC continuity-acceptance dir., quoted several child-behavior specialists to the effect that they could find little if any correlation between TV viewing & juvenile delinquency. Among those mentioned was Dr. Wilbur Schramm. She quoted from his recent book, "Television in the Lives of Our Children": "If a child has security & love, interests, friendships & healthful activities in his non-television hours, there is little chance that anything very bad is going to happen to him as a result of television." She added: "There is not even satisfactory proof that the emotionally disturbed child is harmed by TV." She defended "Cheyenne" Bodie as "a force for good and never for evil."

Dr. Schramm was placed on stand by Subcommittee and he said that TV shouldn't be blamed for delinquency, but that telecast crime & brutality may well trigger some youths. "The amount of violence is just too dangerous to go on," he said. He said it was the job of schools & parents to direct children to better programs and to complain about programs they disapprove.

Sen. Dodd opened hearing with report that staff monitored 72 hours of prime-time shows May 9-15, compared them with similar 1954 period, found that programs featuring violence had increased from 16.6% of total to 50.6%. Ratings prove that people want crime & violence on TV, he said, but: "We don't need ratings to prove that millions of people want to gamble, that millions of people keep prostitution, the rackets, and other social evils . . . TV can no longer claim growing pains."

Staff Dir. Carl L. Perian offered more statistical data to show increase in crime-Western shows from 1954 to 1961 in selected cities across nation.

Dr. Ralph Garry, Boston U. prof. of educational psychology and consultant to Subcommittee, asserted that 1.5 million children under age of 6 watch "Cheyenne," 3-4 million under 17 watch "Malibu Run," "Laramie" and "Untouchables,"—including 250,000 under 6 for "Untouchables." He said that even if only 1% of children are affected adversely, "we are concerned." He and his staff analyzed 78 programs telecast in Washington May 9-15, found "319 episodes of violent assaultive behavior," compared with one-fourth as many showing "protective & affectionate behavior"—and the theme most often presented was "the desire for money, wealth and power."

"These data confirm other studies regarding the stereotyped view of life & character being presented. Goodness of character is not sufficient; one has to be tough to succeed. Life's problems are solved by violent means, and it is the results that count. Money & power are goals to strive for. Gentleness & consideration scarcely exist. On the positive side, TV entertains children, providing them excitement & suspense. It contributes to the vocabulary development in young children, and offers information about occupations, events, and persons with whom they would otherwise have no contact. It is a fascinating companion to children, and often a stimulating one."

James V. Bennett, U.S. Bureau of Prisons dir., resumed his attack and reported that 26% of young prisoners at the Ashland Youth Center and 23% at National Training School believed that crime-Western programs "had influenced them in the way they had gotten into conflict with the law."

CBS-TV witnesses are scheduled for June 13, all 3 TV network presidents later in the week, FCC Chmn. Minow and NAB Pres. Collins June 19.

**PASTORE PUSHES FCC REORGANIZATION CONCEPTS:** FCC's own reorganization ideas (Vol. 17:23 p2) are now in the Congressional mills, introduced by Commerce Subcommittee Chmn. Pastore (D-R.I.). He obviously thinks they're good, because he had the full text (S-2034) placed in the Congressional Record along with a point-by-point analysis. The bill is long & explicit. It differs from facts we reported in the last issue only in that the Commission changed its mind & decided to make oral argument discretionary rather than mandatory.

White House's reorganization plan for FCC continued to be bludgeoned in other Congressional forums. Commission staff members Henry Geller & Gerard Cahill told Senate Govt. Operations Committee that FCC was 4-3 against it, offered each Commissioner's view as expressed previously to House Govt. Operations Reorganization Subcommittee (Vol. 17:22 p1). Robert Booth, pres. of Federal Communications Bar Assn., also repeated his previous presentation.

Pastore said purpose of his bill is to "expedite & improve" FCC processes. Here's summary of his analysis of bill's provisions:

(1) Review staff is eliminated and staff is permitted to recommend decisions—producing "speedier action without depriving parties of any rights . . ."

(2) FCC may delegate duties, including hearings, to single Commissioners, panels of Commissioners, staff panels or single staff members. This will permit Commissioners "to concentrate on the important cases."

(3) Applicants who lose decisions may apply to FCC to review their cases, but Commission may deny such review applications "without assigning any reasons therefor."

(4) FCC, "in its discretion, may adopt hearing safeguards even more stringent than those specified in the Administrative Procedure Act."

(5) Applicants retain the right to file exceptions to initial decisions.

(6) Oral argument is made discretionary—as with "every other major federal regulatory agency."

(7) Everyone is prohibited from making off-the-record approaches in hearing cases—not only those "who have participated in the presentation or preparation of the case."

(8) Examiners may consult with each other on matters of law—as in other agencies.

(9) Any Commissioner who conducts a hearing may consult with his assistants and participate in Commission discussion of the case "without raising the claim [of] an 'indirect' ex parte presentation."

(10) FCC may consult with staff of its general counsel, chief engineer and chief accountant because "it is clearly wasteful to cut off the Commission in an adjudicatory case from the valuable assistance of its chief legal & engineering officers." There would still be no Commission consultation with staff members who had investigated or prosecuted a case.

Rep. Harris (D-Ark.) conducts hearings on his own reorganization bill (HR-7333) this week, Commission testifying June 13.

House plans to vote June 15 on resolution to reject White House's FCC plan. Last week, it turned down a request for immediate vote sought by Rep. Gross (R-Ia.).

## The FCC

**OBSCENITY HEARING ENDS:** FCC's Broadcast Bureau concluded its case against radio WDKD Kingstree, S.C. last week (Vol. 17:23 p5), presenting 4 final witnesses whose testimony was designed to show that indecent material had been broadcast and that the licensee had made misrepresentations to FCC.

The hearing involves material broadcast by "Uncle Charlie" Walker. More examples of his humor were placed in the record—which we've decided not to print.

Former WDKD announcer Carroll Godwin, now with WCSC-TV Charleston, testified that he had told station owner E. G. Robinson of complaints he had received about "indecent & vulgar" broadcasts by Walker and that the material was "pretty damn filthy." Once, he said, he was in a car with Robinson when objectionable stories were transmitted. Robinson had testified that he knew nothing of the nature of Walker's output and that no one had ever complained to him of it.

Marion Few, 50% owner of WDKD until 1956, testified that he was in his car one day and heard a particularly foul Walker offering. He drove to the station immediately and fired Walker on the spot, he said. Walker stayed on nonetheless, he said—and Few sold out to Robinson shortly thereafter. He said he had often told Robinson & Mrs. Robinson of the complaints he received.

A. C. Creamer, mgr. of Sears, Roebuck in Florence, testified that he canceled advertising on WDKD because of numerous complaints about Walker's show. Later, he said, he rescheduled sponsorship when he received assurance that the spots wouldn't be on Walker's program. Robinson had testified that no sponsor had ever canceled because of Walker.

Edward L. B. Osborne, pres.-gen. mgr. of WBCU Union, S.C., former pres. of the South Carolina State Bcstrs. Assn., testified that he had heard Walker and termed his performance "degrading to radio broadcasting."

It's assumed that examiner Thomas Donahue will produce his initial decision fairly soon because the hearing was short, issues & testimony clearcut.

Though townsmen were cold towards the FCC contingent initially, they became friendly after Commission witnesses testified.

It's understood that Walker is now driving a truck.

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**First FCC Hearing Against Set Owners:** A shut-in's complaints that neighboring TV sets were interfering with her radio reception has resulted in formal proceedings by FCC for the first time against set owners. Miss Nellie Feaster, of Maysville, W.Va., has charged that receivers operated by Charles Funkhouser & her cousin, Emory Feaster, disrupt her radio reception. After ignoring FCC warning letters, the set owners face a hearing July 12.

**MINOW FOR POLITICAL FREE TIME:** "I'm probably alone at the FCC on this," FCC Chmn. Minow told the Women's National Democratic Club in Washington last week, "but I believe there ought to be mandatory free time for political campaigns." He said he believed that broadcasters should be compensated for out-of-pocket expenses, but "I don't see why broadcasters should make a profit for carrying political discussion, which is the lifeblood of our Democracy." He added that free time should be made available to state & local candidates as well as national. Other Minow comments:

(1) The subject of satellite communications has the highest priority at FCC today.

(2) His 3 young daughters are "typical" viewers. "They'll watch what's on the screen. They have no discrimination. That's why the industry has such great responsibility. We try to limit the hours they watch. Youngsters will absorb what you give them, whether it's crime or education, and education includes 'Peter Pan.'" He called TV coverage of President Kennedy's European trip "TV at its best." "Even my girls watched it with the greatest interest & benefit," he said.

(3) Newspaper ownership of TV & radio "in areas where there are only one or 2 stations and one or 2 newspapers is a matter of great concern." However, he said, "you can't generalize" on the subject, and FCC must consider each case on its own.

(4) "FCC will never censor." However, FCC must choose between applicants, he said "and we're going to hold broadcasters to their promises."

(5) "We pay no attention to whether an applicant is owned by members of Congress."

(6) "I support the Commission position on network regulation"—namely, FCC's recommendation that the law be amended to permit Commission regulation, but not licensing, of networks.

Master of ceremonies Sen. Gore (D-Ky.) concluded by stating: "One of the healthiest things that could happen would be for the FCC to refuse to extend a few licenses."

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**Minow Uses the Medium:** FCC Chmn. Newton N. Minow plans to discuss the mail reaction to his NAB speech (Vol. 17:23 p9) on ABC-TV's *Issues & Answers* June 18. USIA Dir. Ed Murrow is scheduled on the program July 2.

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**Life Visits Minow:** A *Life* magazine team, including noted photographer Alfred Eisenstaedt, has been at FCC, working up a feature showing Chmn. Minow at work—taking pictures of him in his office, presiding at oral argument, etc.

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**FCC Vacation Meeting:** Aug. 1 has been selected for FCC's only meeting during its traditional vacation month, during which it schedules no hearings or oral arguments.

**ALL-CHANNEL-SET BILL TO HILL:** The Budget Bureau has finally cleared FCC's recommended legislation which would require all sets shipped in Interstate Commerce to be able to receive all vhf & uhf channels.

The bill had been in administration's hands for several months, and it was understood that White House advisors had conflicting views on it. However, word was passed to FCC last week saying that no objections would be raised—a customary expression.

Manufacturers are dead set against the measure, asserting that it would require the public to pay for something that few viewers could use. FCC's position is that uhf will never amount to anything unless an audience is built so that stations can have a reason for starting. Prospects for the bill's passage are considered poor.

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**Feature Films & Payola:** FCC's proposed anti-payola rules, designed to implement the new law (S-1898), aren't what Congress intended for feature films, according to Rep. Harris (D-Ark.) and several other Congressmen.

Harris has filed a statement with the Commission, saying that the following FCC provision would conflict with Congress's intent: "Any films broadcast by any TV station which were photographed for commercial exhibition after the effective date of the subsection shall, in the absence of an adequate showing to the contrary, be presumed to have been intended for TV exhibition."

Movie producers were dismayed by the proposal, which would make them plugola police, and they've persuaded Cal. Senators Kuchel & Engle also to file objections with FCC.

The Commission has extended the deadline for comments to June 22, and for replies July 3. NAB had asked for an extension to July 10, urging that an informal meeting be held first to clarify "certain inconsistencies which are subject to multiple interpretive possibilities"—though it agrees with the purposes of the proposal.

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**Lafayette Ch. 3 Initial Decision:** Acadian TV Corp. (radio KXKW) has been recommended as grantee for Ch. 3, Lafayette, La. in an initial decision by FCC examiner Millard F. French. Its competitors are Evangeline Bcstg. Co. (radio KVOL) and uhf KTAG-TV (Ch. 25) Lake Charles. French held that KTAG-TV is out of the running because it would not put a sufficiently strong signal into Lake Charles and that a Lafayette station would serve more people. As between KXKW & KVOL, French favored the former particularly because its principals controlled fewer broadcast & newspaper properties and because it had greater integration of ownership & management.

**Weston, W. Va. Protest Case:** FCC has instructed its staff to draft a decision denying the protest of WBOY-TV Clarksburg, W. Va. against the approval of stock transfers involving WJPB-TV Weston (Vol. 16:51 p10). WBOY-TV had charged that WJPB-TV had deliberately delayed informing FCC of stock acquisitions by Thomas P. Johnson and George W. Eby. In an initial decision, examiner Herbert Sharfman held that the protestant had proved part of its allegations but that he didn't believe "drastic" punishment should be given to WJPB-TV.

**Dayton Sale Approved:** The purchase of radio WONE, WIFE (FM) and CP for WONE-TV (Ch. 22) Dayton, O. by WONE (Brush-Moore Newspapers) for $2.02 million has been approved by FCC.

## Stations

**Preparing for Renewal Day:** Reacting constructively to the major event of the recent NAB Convention (Vol. 17:20), Kansas Assn. of Radio Broadcasters has issued 6 suggestions to its members:

"FCC Chmn. Newton Minow made it pretty plain in his address at the NAB Convention. The New Frontier is going to look at all broadcasting with a close eye. We strongly suggest the following steps in your organization:

(1) Check your latest license renewal. Make sure today's operations conform to yesterday's renewal application. If you are deviating substantially, you should write the Commission and explain why.

(2) Make sure some educational & cultural programming is on your schedule.

(3) Editorialize. It is plain stations must carry out civic responsibilities, and this includes editorializing. You must be fair, but it is obvious the Commission believes editorials should be a part of your operations.

(4) Make sure your station broadcasts information about local issues—controversial & otherwise.

(5) Keep a file of letters to & from community leaders & organizations. Especially important at license-renewal time will be an up-to-date file of letters indicating what you have done to support community & area projects.

(6) Check your technical & logging procedures closely. Go over specific FCC rules with your entire staff."

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**Triangle Increases ITA Holdings:** An additional block of stock, amount undisclosed, in ITA Electronics Corp. has been purchased by the Triangle stations, following their buy last month (Vol. 17:22 p6) of a one-third interest in the Lansdowne, Pa. designer & builder of broadcasting & communications equipment. ITA's new board also was announced last week: ITA Pres. Bernard Wise; Roger W. Clipp, vp of Triangle Publications, Inc.'s Radio-Television Division; ITA sales dir. Paul Comstock; Triangle Publications vp & gen. counsel Joseph First; Triangle Radio-Television Division engineering dir. Henry Rhea; ITA engineering dir. Joseph Roberts.

**Conn. General Assembly Cites WTIC-TV:** That state's legislators passed a joint resolution praising the Hartford station for cancelling 3 hours of scheduled programming to present discussions by political leaders of issues deadlocked in the Assembly. The resolution noted in part that Travelers Bcstg. Service Corp. "has once again demonstrated a keen interest in the public affairs which vitally affect the government & well-being of our state by graciously placing facilities at the disposal of both political parties for the information & benefit of the people of Connecticut."

**Kahn AM Stereo:** Claiming a high degree of compatibility for his system, Kahn Research Labs Pres. Leonard Kahn reports that his AM stereo techniques are now in use in Caracas, Mexico City and Montreal. The system employs single sideband. Now that FCC has adopted standards for FM stereo, it is expected to resume consideration of AM standards.

**Eight Satellites Sought:** CFCR-TV Kamloops, B.C. has applied to Canada's Board of Governors for a chain of satellites in the British Columbia interior—at Ashcroft, Chase, Lilloet and Merritt, with 2 each at Clinton and Mt. Timothy. BBG scheduled the applications for hearing June 20. On the same date BBG will hear a Ch. 11 application for Quebec City by Jacques La Roche.

## Advertising

**Primer on Commercial Cost Control:** "The waste and inefficiency in the production of commercials is appalling and it's the fault of advertisers, agencies and film producers." So charged Filmex Pres. Robert Bergmann, dir. of the Film Producers Assn., before a N.Y. meeting of ANA last week. Bergmann reported that present expenditures for TV time & production by advertisers are "well over a billion and a half dollars" and thus create the need for cost control. Bergmann did not suggest that commercials could be less expensive, but that "more return for the dollar invested is possible through improving the system that begets the commercial."

He suggested these methods of cost-control improvement: (1) Permit the film producer & his staff to aid creativity before the storyboards are approved by clients. "The agency can then approach the advertiser confident that the board has been contributed to by one or more visual experts." (If the agency waits until the commercial has reached the "answer-print stage" and changes must be made, film shooting is comparatively more costly, because day rates for studio & crew remain standard.) (2) "If bidding occurs, all film producers should be given identical information at one sitting by the agency producer and with a representative of the TV business dept.," said Bergmann. He also suggested an alternative: The agency representative should be a "go-between with each film company, and deliver in addition to the storyboard & script, special information supplied by the writer, producer and art director." (3) Develop a "TV commercial cost controller" who will keep careful track of the commercial cost structure and will not "rely on the vague bid which makes him unable to understand discrepancies and puts him in difficulty [with] a client who is sure he got the same job cheaper last time."

Bergmann advocated the formation of a joint committee of ANA and 4A to "help each other in the matter of film practices," and to explain to FTC "the facts of 2-dimensional life of the film medium and to show them that substitute material for illusion under burning lights and the accommodation of the tones of a gray scale need not be fraud or deception."

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**P&G's Print Activity:** "You ought to know, before the magazines start making a big production out of it, that P&G is switching some TV money to women's service books. It isn't that Cincinnati thinks that it has too many eggs in the TV basket—91% was the TV ratio for the past fiscal year—but rather that there are a couple of brands that it thinks would be more adaptable copy-wise to print. What it'll mean to TV: the equivalent of the cost annually of a quarter hour or 2 on network TV."—*Sponsor.*

**Steel's National & Regional Campaign:** U.S. Steel, which makes bed-spring wire, will launch a promotion campaign for "Better Sleep Month" (September) consisting, in part, of advertising on *U.S. Steel Hour* (CBS-TV).

**New Rep:** KJEO Fresno to George P. Hollingbery Co.

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**Ad People:** Aaron Beckwith and Delbert O. Fuller Jr. elected BBDO vps . . . William E. Steers, Doherty, Clifford, Steers & Shenfield, appointed chmn., 4A media-relations committee. Other 4A committee chairmen: William S. Matthews, Y&R, broadcast media; David Miller, Y&R, TV & radio administration . . . Richard Martell, ex-Grey, named vp, Dancer-Fitzgerald-Sample.

**First Quarter Spot Billings Down 2.1%:** Spot TV's January-March 1961 gross time billings dropped to $151.3 million—a 2.1% decline from the like quarter of 1960—according to a Rorabaugh-TvB report last week. Procter & Gamble was the leading spot TV advertiser in the quarter, with gross billings of $12.2 million, followed by Lever Brothers ($5.4 million), General Foods ($4.8 million) and Colgate-Palmolive ($4.2 million). Announcements represented $115.2 million of 76.1% of the total, IDs were $16.9 million (11.2%) and programs $19.3 million (12.5%). Food & grocery products were the leading classification, with a spot expenditure of $47.4 million, followed by drugs ($14.2 million) and cosmetics & toiletries. ($12.2 million).

Leading network-TV advertiser in the first quarter was also Procter & Gamble with gross billings of $11.8 million, followed by American Home Products at $9.2 million.

Product categories registering largest first quarter network TV gains were (1) publishing & media, with billings of $645,343—up 8,723% from $7,314 in the same quarter last year; (2) apparel & footwear, with $2.6 million —up 97.4% from $1.3 million; and (3) sporting goods & toys, with $915,312—up 50% from $610,275 last year.

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**Candy & confectionery companies** are growing sweeter on TV, TvB reported. In 1960, 8 out of 10 national ad dollars (79.6%) spent by all confectionery companies in major measured media went into TV, compared with 67.1% of the total in 1959. Gross time billings in 1960 were $29.3 million—up 34% over 1959's $21.9 million. Leading the list was Wrigley, with 1960 gross time billings of $10.7 million compared with $7.3 million in 1959. Wrigley spent 78.4% of its budget in TV last year against only 37.7% in 1959.

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**Bates Spot Formula:** The Ted Bates agency has set up a market rating chart for spot TV to indicate the number of impressions needed weekly in a given market for a packaged product. A Class AA market requires an excess of 125 rating points weekly; A markets require 100 to 124; B, 75 to 99; C, 50 to 75; and below the top 100 markets, less than 50 rating points.

**BBM's Books:** Canada's Bureau of Broadcast Measurement has issued *BBM Estimates, Spring 1961,* a 32-page listing of Canadian population, households and TV households. W. L. Hudson, dir. of research & development, cautions that the "figures are estimates, subject to sampling variations." The Bureau has also published *The BBM—Its Value to You,* a handy reference to the "availability, interpretation and use of the broadcast survey information collected, analyzed and distributed to members." BBM's address is 75 Eglinton Ave. East, Toronto 12.

**Y&R and Dentsu to "Co-operate":** Young & Rubicam Inc. and Dentsu Advertising Ltd. of Japan (5th largest agency in the world) are currently paving the way for an exchange of business not competitive to clients of either agency. "Many Y&R accounts are concerned with developing markets in the Far East," stated Y&R Chmn. Sigurd S. Larmon, "and we believe friendly co-operation will prove beneficial to us both." Dentsu is the leading ad agency in Japanese commercial TV, maintains a large production staff.

### *Obituary*

**George S. Fowler,** 76, senior vp of Cunningham & Walsh, died June 5 at his home in Glen Ridge, N.J., after a brief illness. He was a past pres. of ANA and exec. secy. of the American Red Cross during World War I. Surviving are his wife, a son, 2 daughters, 8 grandchildren and a sister.

**Are Timebuyers Hamstrung?:** Asking this question of 207 ad agencymen, NBC Spot 'Sales' 8th Timebuyer Opinion Panel Report on "Creativity in Timebuying" disclosed the following 1961 attitudes & practices among the agencymen (& women) "who will spend $2 billion of advertiser moneys in 1961":

(1) 70% reported that the timebuyer "always" or "frequently" participated in planning the over-all campaign appropriation and selecting the generic media. But less than 40% said the buyer had any real voice in the creative copy approach.

(2) The small-agency (billings under $5 million) buyer plays a more important role in these initial planning phases than his counterpart in a larger agency—presumably because he must be more versatile.

(3) 90% reported that the buyer participated in secondary planning phases—the setting of audience-reach levels & selection of test markets. 80% said he had a voice in fund allocation.

(4) The large-agency buyer plays a more important role in this second phase.

(5) There was "virtually unanimous" agreement that knowledge of over-all campaign strategy added to the buyer's efficiency.

(6) 90% said the buyer was justified in following his own dictates when his opinion was at odds with the usual collection of rating data.

(7) 93% said that there are circumstances when the timebuyer should consider another rating service which shows a striking difference from his own.

(8) 66% of the panelists preferred all-media buying to merely timebuying.

Asked what their primary problems were as timebuyers, most respondents to NBC's study said: "Too much detail work . . . Too little time to work out flexible buys . . . Inflexible budgeting & rating goals . . . Lack of background information which would help ascertain client objectives . . . Little authority to make decisions . . . Unfamiliarity with copy approach."

Are timebuyers hamstrung at ad agencies? The survey provided no firm answer, but seemed to indicate that not a few agencies were using their experienced timebuyers at something less than peak efficiency.

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**Most Media Buyers Distrust Studies:** Asked if they believed that research studies conducted by media were usually completely honest, 79.3% of media buyers said no (71.4% of timebuyers, 66.7% of space buyers). The figures were based on opinions from 236 members of Standard Rate & Data Service's National Panel of Media Buyers. However, 71% of the media buyers were willing to admit that they found such studies "somewhat useful." The respondents pinpointed their gripes on slanted questions and omission of unfavorable findings. It was their general feeling that studies should be complete and made by independent research organizations rather than by media themselves.

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**Salaries Up for Media Directors:** Median salary for ad-agency media directors had risen to $12,500 in 1960 from $9,400 in 1957—and is expected to double between 1955 & 1965, reports *Media/scope*.

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**Rise of the Spot Carriers:** More than 50% of prime night hours on the networks are expected to be spot carriers in the 1961-62 season. This is a rapid change from the 11% condition in 1958. The climb: 18% in 1959, 25% in 1960, and 41% expected this fall, says *Sponsor*.

## Auxiliary Services

**TelePrompTer CATV List Grows:** Three CATV systems, covering 5,200 homes, have been added to TelePrompTer's group of wired systems. The purchase price, according to the firm's Pres. Irving B. Kahn, is "in excess of $1 million," and raises the total of homes served by its CATVs to 20,000. The 3 newest systems: (1) Pacific Telescription system, Santa Cruz, Cal.—oldest CATV (3,100 subscribers) in that state. (2) Community Cable TV, Coquille, Ore. with 1,300 subscribers. (3) The 750-subscriber Cableview of Springfield, Ore. CATVs acquired previously by TelePrompTer are located in Liberal, Kan.; Eugene, Ore.; Rawlins, Wyo.; Farmington & Silver City, N.M., and Elmira, N.Y. TelePrompTer is also involved with Henry J. Kaiser in the development of a cable TV system at Kaiser's planned Hawaiian resort of Hawaii Kai, near Honolulu.

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**And H&B Buys Palm Springs TV:** Transcontinent Communication Systems Inc., a wholly-owned subsidiary of H&B American Corp., has concluded contracts for the purchase of Palm Springs Television Corp. It takes possession about June 15. The 6,700 subscribers of the Palm Springs CATV, largest 7-channel system in the country, pay $7.50 a month. This was the first system to be involved in pay TV—for the Telemeter test several years ago. Other negotiations now under way, with some deals in escrow, will boost H&B's over-all subscriber total to better than 55,000 by September.

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**NCTA Convention Agenda:** Panel discussions will dominate National Community TV Assn.'s 10th annual convention in San Francisco's Jack Tar Hotel June 19-23. Titles of sessions include: "Cohesion for Progress," "Progress in Review," "CATV System Evaluation & Appraisal," "Tax Traps for CATV in 1961," "Pole Line Attachment Roundup," "Legal Challenges in a Changing Age," "Which Way Home Theater," "The 4 Horsemen of Salesmanship," "The Decade Ahead, Profits & Pitfalls," "Compete & Grow," "Broadcaster Relations," "Molding Tomorrow's Leaders," "Ideas at Wholesale," "Microwave Developments," "Amplifier & Cable Progress." This will be the Association's most ambitious program to date—25 hours of sessions with more than 85 participants.

**TNT Buys Eidophor Equipment:** In a deal said to involve "more than $600,000—the largest single contract in the history of closed-circuit TV," TNT has announced the purchase of a "nationwide network" of Eidophor large-screen TV projectors from Ciba, the Swiss drug concern whose electronics div. manufacturers the Eidophor units. Ciba has used the projectors, and associated mobile camera equipment, for medical closed-circuit sessions for nearly 2 years. TNT expects the Eidophor projectors to be "located in all major markets in the TNT network," and said that the first 20 units will be available within a few months.

**Montreal CATVs Join Forces:** Faced with competition from 4 stations, 12 Montreal area CATV systems are considering tying their facilities together and purchasing special programs, such as sports, to feed exclusively to their 45,000 subscribers. They've formed a local organization for the purpose, Television Cable Associates.

**Jerrold Microwave:** New microwave equipment, for CATV and other uses, has been introduced by Jerrold Electronics. Claims for the one-watt equipment include high reliability, stability and fidelity.

**Pay TV for N.Y. Doctors:** The latest proposal for "scrambled" telecasts for the medical profession came last week from Solomon Sagall, pres. of Teleglobe Pay TV System, in N.Y. Sagall has formed Medical TV Network Inc., and is currently negotiating for "the use of N.Y. TV channel facilities." He hopes to begin telecasting "later in the year." If successful, shows will be extended to other cities.

Under the plan, doctors would be charged "a small monthly subscription fee" to cover production of the medical ETV shows, and to pay for the use & servicing of a special portable TV set containing an un-scrambler. Sagall intends to seek an early-morning (7:30-8 a.m. or 8-8:30 a.m.) time period not now occupied by commercial programming, and to have weekend repeat telecasts.

Proposed as basic program fare are "post-graduate refresher courses, information regarding progress in medical techniques and news of the latest drugs." Lecturers will be "eminent specialists from all countries," under the supervision of a medical advisory board headed by Dr. Leo L. Leveridge. There will be no commercials—"in keeping with the desire of many doctors who were queried."

Macfadden Publications recently acquired a stock interest in Teleglobe. FCC recently gave a green light to plans of a Jacksonville, Fla. ETV outlet to transmit scrambled medical programs (Vol. 17:23 p5).

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NT&T's Overseas CATV Plans: A "multi-million-dollar investment" in British CATV systems reportedly is planned by NT&T. The company's European representative, Hal C. Chester, is quoted in Britain's *Television Today*: "We would assist in 3 ways: By purchasing existing wired systems, becoming part owners of existing systems by making finance available for development, and helping with finance in mergers between several existing systems."

Uhf & Vhf Translator Starts: K71AX Fish Lake Valley, Nev. began repeating KOLO-TV Reno on May 1 • K11AB Ismay, Mont. began tests repeating KDIX-TV Dickinson, N.D. May 17 • K12AB Troy, Mont. began tests May 24 carrying KHQ-TV Spokane, Wash.

Canadian CATV Microwave: A 160-mile 5-hop microwave, apparently the first for CATV in Canada, is now feeding a system in Chibougamau—300 miles north of Quebec City—with signals from Jonquiere.

## Foreign

Northern Ireland Taxes TV: Terence O'Neill, Northern Ireland Finance Minister, is abolishing an entertainment tax to "help cinemas," and, at the same time, levying a 10% tax on TV commercials. He said in a budget statement that the TV industry had grown enough in recent years to warrant its contributing toward the increasing cost of public services; he hoped to collect $280,000 a year.

BBC Wants to Raise Fees: If the network's new license plan is accepted by the govt., British viewers will have to pay $17.30 for their TV-radio licenses instead of the current $11.20 (Vol. 17:22 p23). With the additional revenue, a BBC spokesman told *Variety*, "we could start another television channel, color television and a network of local radio stations."

The British Came: A 5-member British TV committee, headed by Sir Harry Pilkington, visited FCC June 1 as part of its U.S.-Canadian tour preparatory to advising the British govt. on the future of TV.

## Programming

**Plan for More Local Informationals:** Trans-Lux took the lid off its new TV subsidiary June 5, ending several weeks of industry speculation. Called TV Affiliates Corp. (TAC) and headed by Robert Weisberg, the division will be a clearing house for "high-quality," locally produced programs among stations, not unlike the CBS o&o program exchange (Vol. 17:11 p11). "Stations setting up their own distribution & sales organizations find this costly and an unfamiliar area with many pitfalls," said T-L exec. vp Richard Carlton. "Existing syndication companies generally do better, but can handle only a limited number of programs because of high distribution costs & the uncertainties of syndication today," he added.

TAC is not a standard syndication company, but an exchange point for programs already aired on local stations. On payment of an annual fee—"below the usual syndication range"—based on the size of the market, the entire TAC library becomes available to the subscribing station on an exclusive basis (*i.e.*, only one subscriber to a market). Fee for a small station will be $1,700-2,000, according to Weisberg's current estimates. The station will have the right to use the library for single or multiple runs, sponsored or sustaining, in any time period.

Producing stations will be paid on an ASCAP-type of performance formula, said Weisberg. "The basic plan provides revenue for producing stations, thus enabling them to strive for higher budget & better local programs." Preliminary work to acquire programs has already begun, said Weisberg, who hopes to have some 100 half-hour programs within a few months. The first TAC subscribing stations to air these programs will get under way before 1962.

To qualify for use, programs must be: (1) Informational, educational, or cultural; (2) of "high quality"; (3) suitable for regional or national release; and (4) in conformance with the NAB Code, (although the producing station need not be an NAB member).

"It's not an answer to pressure from Washington," said Trans-Lux of TAC. But a letter from FCC Chmn. Newton N. Minow to T-L Pres. Richard Brandt at least indicated considerable interest on the part of the FCC head. "I am in agreement with you that there are many local TV programs that should be seen outside of their home markets. You certainly are to be congratulated for moving in this direction," Minow wrote.

A 7-man broadcaster advisory committee, which helped form TAC and is currently contacting stations, consists of Richard Borel (WBNS-TV Columbus), Eldon Campbell (WFBM-TV Indianapolis), Roger Clipp (Triangle Publications TV-radio div. vp-gen. mgr.), Jack Harris (KPRC-TV Houston), Norman Louvau (KCPX-TV Salt Lake City), David Moore (Transcontinent TV Corp. pres.), and A. Louis Read (WDSU-TV New Orleans).

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CBS-TV Stations Div. completed negotiations last week with the Australian Bcstg. Commission and CBC for contributions to a 5-way International Program Exchange (Vol. 17:22 p8). ABC will contribute 2 original TV dramas —"Outpost," a World War II story by John Cameron, and "Scent of Fear," a suspense drama by Ted Willis. CBC's 3 offerings are "Pineapple Poll," a ballet inspired by the works of Gilbert & Sullivan, "Sir Thomas Beecham Presents Lollipops," a Toronto Symphony Orchestra concert, and "Music in the Wall," an original drama by Donald Jack. The 5 CBS o&o's are contributing 13 taped episodes of *The American Musical Theatre* for foreign telecast.

**Mayor's Marathons Miss by a Mile:** Or so the ARB ratings indicated. Appearing on WNTA-TV N.Y. June 4 (7:30-10 p.m.) with 23 of his city officials in an administration defense titled *N.Y. Panorama*, Mayor Robert Wagner drew (against, for instance, a 23.3 on WCBS-TV) a 0.3 Arbitron for the N.Y. metropolitan area—"the lowest rating we could give a show," according to ARB.

On the other channels opposite the public-service information show were *Dennis the Menace, Maverick*, "Race Street" (film with George Raft & Marilyn Maxwell), *Aqua-Lung Adventures, Ed Sullivan Show, National Velvet, Medic, Air Force Adventure, Tab Hunter Show*, "A Way of Thinking," *Lawman, City Detective, GE Theater, The Chevy Show, John Crosby Show, The Rebel, Pan-American Theater* and a featured pro soccer game.

Preferring Nielsen figures, WNTA-TV research dir. Serge Valle said: "It is quite possible that 500,000 persons might have seen the program" at some time during its 2½-hour run.

The following day's public-service effort (9-11 p.m.), in which Wagner & his aides answered questions submitted by the public, didn't do much better—a 3.2. Impetus for the TV appearances came from WNTA-TV exec. vp Ted Cott, who personally screened a voluminous number of phoned & mailed questions. WNTA-TV contributed not only free time but a lobster lunch for the entire "cast."

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**Situation Comedy Leads in Fall:** Of the 106 shows which will occupy the prime-time hours of the 3 networks this fall, the largest category—29—will be situation comedy. *Sponsor*'s tabulation also indicates that crime-suspense will be 2nd, Westerns 3rd and public affairs (5 shows) 7th. Here are the figures:

| Category | ABC-TV | CBS-TV | NBC-TV | TOTAL |
|---|---|---|---|---|
| Situation comedy | 12 | 13 | 4 | 29 |
| Crime-suspense | 7 | 4 | 6 | 17 |
| Westerns | 4 | 5 | 6 | 15 |
| Adventure | 7 | 2 | 2 | 11 |
| Anthologies | 1 | 5 | 4 | 10 |
| Variety | 1 | 3 | 2 | 6 |
| Public affairs | 1 | 2 | 2 | 5 |
| Comedy | 0 | 3 | 1 | 4 |
| Panel-quiz | 0 | 3 | 1 | 4 |
| Music | 1 | 0 | 2 | 3 |
| Sports | 2 | 0 | 0 | 2 |
| Total | 36 | 40 | 30 | 106 |

**TV Newsmen Get Source Protection:** California TV-radio reporters have gained the right to protect news sources, a privilege long afforded newspaper reporters but often sought unsuccessfully by electronic journalists. Cal. Gov. Edmund G. Brown last week signed into law a bill amending Sec. 1881 of that state's Code of Civil Procedure: "Nor can a radio or TV news reporter or other person connected with or employed by a station be adjudged in contempt for refusing to disclose the source of any information procured for & used for news purposes on radio or TV." The bill was sponsored by Louis S. Simon, KPIX San Francisco gen. mgr. & Cal. Bcstrs. Assn. pres., who had delivered an editorial on his station April 27 & 30 recommending its passage.

**Clergymen Tastes in TV:** *Perry Mason* and *Gunsmoke* are the 2 favorite programs of Lutheran ministers in the Midwest, according to a survey conducted by the *Lutheran Companion*, Rock Island, Ill. Their next 7 favorites (in order): *Bonanza, 20th Century, Bugs Bunny, Flintstones, Closeup, Open End* and *American Heritage*.

**Truman Signs for TV Series:** TV's latest history-as-seen-by series will star former President Harry S. Truman in a 26-episode, 60-min. program dealing with "major historic events of our time." Discussing the taped-filmed series, which will be produced by Talent Associates-Paramount Ltd., former President Truman said: "I'll do the talking & I'll be the show . . . The material will be drawn from many sources, including my private files & notes, what has been stored up in my memory, and films from many sources, adhering with complete fidelity to historic facts." It will be "an educational proposition entirely," said Mr. Truman. Proceeds from the series will go to the Truman Memorial Library in Independence, Mo., where most production will take place. Producer David Susskind, who said NBC "has evidenced an interest," hopes to get network exposure for the series by February 1962. William Hillman, official Truman biographer, and David M. Noyes, Los Angeles business man, will serve as advisors on the program—"which won't be called 'The Truman Years,'" according to HST. A few of the subjects to be included: the atomic age, Hiroshima & Nagasaki, China goes Red, civil rights, meetings with Stalin & Churchill, the formation of NATO.

**Armchair Culture for CBS Viewers:** A "summertime tour of the European cultural scene" is in store for viewers of *Accent*, a CBS-TV public-affairs show scheduled for the Sun. 5-5:30 p.m. slot starting July 9. Among program projects due to be location-taped by producers Bill Kobin & Don Kellerman: A visit to Cambridge U., backstage interviews with Shakespearean performers at Stratford-on-Avon, a survey of Montmartre night life, a visit to Paris's flea market, and tours of the Borghese galleries, the Villa d'Este and the Tivoli in Rome. The N.Y.-to-Europe junket is the 2nd overseas visit for *Accent*. The show's crew traveled to Hampshire, England recently for a 2-program filmed conversation between British Field Marshal Viscount Montgomery and American historian H. S. Commager.

**Intertel's "Quiet War":** A large audience of govt. & press representatives was impressed with the first showing of Intertel's first program in Washington last week—60-min. "The Quiet War," a report on Viet-Nam filmed by Associated-Rediffusion Ltd., one of Intertel's participants. The other members are: Australian Bcstg. Commission, Canadian Bcstg. Corp., National Educational TV & Radio Center and Westinghouse Bcstg. Co. Future programs include "analyses of France, Great Britain in transition, Latin America, the relations between Canada & the U.S., and the new nations of Africa." In the U.S., the programs will be shown on the 51 ETV stations and the WBC outlets.

**WSB-TV's Challenge:** Critics are fond of pointing out that you don't have to be able to lay an egg in order to know it's bad. Now 2 of them, Alan Patureau (*Atlanta Journal*) & Paul Jones (*Atlanta Constitution*), are being offered the opportunity to lay their own eggs this summer by WSB-TV Atlanta. That station's new *Challenge* series, designed as a repository of experimental & creative ideas and local production & programming, has extended an invitation to each critic to put on his own ideal 30-min. program. The critics hadn't yet answered WSB-TV's challenge at presstime.

**Eggheads Wear No Uniform:** "I am not in a position to denounce TV as an industry. I make too much use of it." —Brooks Atkinson in *The N.Y. Times*.

**Add Syndication Sales:** ABC Films has sold its 195-episode, 5-min. series, *Consult Dr. Brothers*, in 30 markets.

## Film & Tape

**U.S. Foreign-Quota Victories:** The 2 international organizations which watch over the foreign sales interests of U.S. telefilm producers—Motion Picture Export Assn. and TV Program Export Assn.—both had good news to report to American film makers last week.

A bill which would have required the local dubbing (in Portuguese) of all films—theatrical & TV—imported into Brazil (Vol. 17:20 p17) has been defeated in the Brazilian Senate. Harry Stone, MPEA representative in that country also reported that the proposal would also have made mandatory the re-recording by Brazilian orchestras of all musical backgrounds in non-Brazilian films.

John G. McCarthy, pres. of TVPEA, said he was leaving shortly for a Latin-American tour to discuss quota problems & other matters. He also revealed that during a February visit to Argentina he had persuaded Argentinean Senator Benjamin Guzman to postpone, until fall, legislative action on a Guzman-sponsored bill which—like the defeated Brazilian measure—would have required local dubbing of all imported TV programs.

Said McCarthy of his visit to Guzman: "I emphasized the disastrous effect his measure would have on the Argentine TV industry at this crucial stage in its development . . . He offered to defer action until many of the points covered in our discussions could be thoroughly explored."

Discussing the quota problem last week in N.Y. with a leading international syndicator of TV film shows—Fremantle Pres. Paul Talbot—we received a surprise. Although Fremantle has approximately 40 shows in overseas distribution, gleaned from a variety of sources, Talbot said he felt the trend toward overseas film quotas (although not special dubbing restrictions) was "essentially right." One result of such limited-amount quotas, said Talbot, is that "U.S. program-production standards (on shows distributed overseas) have definitely improved." What Talbot termed "the really outstanding shows" are not, he said, kept off foreign TV "except sometimes in England."

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**WGAW & SAG Suing NTA For Residuals:** Writers Guild of America West and Screen Actors Guild are involved in legal action seeking payment of residuals by NTA for 3 series done by 20th Century-Fox TV & distributed by NTA.

WGAW last week asked the N.Y. Supreme Court for a temporary injunction restraining NTA from showing the series (*Man Without a Gun, How to Marry a Millionaire* and *20th Century-Fox Hour*), exec. dir. Michael Franklin said. The Guild also seeks damages for alleged default of payment of residuals. The motion for the writers' temporary injunction was scheduled to be heard in N.Y. June 9. WGAW charges that NTA is delinquent on payments of about $15,000, and that if further runs of the films are allowed, this figure will be approximately $50,000.

SAG said its attorneys are now preparing a similar action against NTA over the three 20th-Fox series, following authorization by its board.

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**People:** Producer-writer Jerry Thomas has joined 20th Century-Fox TV as associate producer on *Bus Stop* . . . Leonard Goldstein is named story editor of CBS-TV's *The Verdict Is Yours* . . . Milton Gelman appointed exec. story supervisor of *Wells Fargo* . . . Producer-creator Gene Roddenberry has left Screen Gems . . . Irving Cummings Jr. named producer of ABC Films' *The Racers*.

## HOLLYWOOD ROUNDUP

CBS Films closed its West Coast production offices last week—"as outside production is more practical & more economical for us than maintaining our own program & production staff," said vp Sam Cook Digges. The cutback —which will save $400,000 annually—came just one week after the demise of NBC's California National Productions (Vol. 17:23 p6), another example of the tough going for network production offshoots in the tight syndication market. Of 4 network offerings made for this fall (*Daddy-O, Mister Doc, Russell*, and *Baron Gus*), orders were received for 2, but time periods on CBS could "not be found," said CBS films vp Robert F. Lewine. Rival network berths were taboo. CBS Films will continue as a distributing company, maintaining its existing sales force. Lewine will stay on as program supervisor—of outside product.

GAC Becomes Sales Agent for Desilu: The deal is reported near signing by Desilu Productions representatives. As part of the transaction, Don Sharpe, who has been sales agent for a number of Desilu properties, including its original & most successful series, *I Love Lucy*, is joining GAC. The Desilu source pointed out that Desilu Pres. Desi Arnaz & GAC vp Milton Krasne are longtime friends, and that Krasne helped Arnaz & Lucille Ball finance the Lucy pilot.

Warner Bros. Plots 5 Pilots for 1962: After failing to sell a single pilot or presentation this spring, the Burbank studio is starting early on pilot plans for the 1962 season, with 5 scheduled. While movies of "The Force" and "Black Gold" are filmed, TV pilots of these properties will be produced simultaneously. The studio also plans *House of Wax* (based on its 1953 movie), *Battle Zone* and *Sweet 16*.

Chrislaw Productions, owned by Peter Lawford, made a deal with United Artists to produce 2 TV series and a minimum of 3 movies for UA. TV producer William Asher has been signed by Chrislaw to prepare product.

Writers Bob Schiller & Bob Weiskopf have been put under contract by CBS-TV to develop new properties & to write scripts for *Pete & Gladys* . . . Producer Joe Naar and writer Gene Coon plan a pilot on the Peace Corps.

Hubbell Robinson Productions begins filming its *87th Precinct* series at Revue this week, with Boris Kaplan as producer.

NBC-TV has resumed production of *Bonanza* at Paramount studios, following location filming near Lake Tahoe, to begin next season's production. David Dortort, producer.

20th Century-Fox has signed Barry Coe & Gary Lockwood to star in its new *Follow the Sun* series.

Screen Gems has 40 writers & 8 directors assigned to series going into production for next season.

NTA's block of 8 Shirley Temple movies has been sold in 21 markets.

### *Obituary*

John Stone, 72, retired Hollywood producer & writer (30 Charlie Chan movies), died June 3 at the U. of Cal. Medical Center, Los Angeles. He had served as an advisor to TV & the movies on the treatment of minority groups. His wife, 2 sons and a brother survive.

## NEW YORK ROUNDUP

**Seven Arts Has Strong TV Year:** $6 million in sales for its first group of 40 Warner Bros. post-1950 features, and the acquisition of 21 more 20th Century-Fox post-1948s were among the bright financial banners waved by Seven Arts in its annual report for the period ended January 31, 1961. The Warner films, said the statement proudly, had "achieved the highest prices ever paid for features in TV's history—in many cases triple previously established price levels." Adding to its post-1948 library, which already consists of 81 post-1950 Warner films and 88 post-1948 20th Century-Fox features (not yet released to TV), Seven Arts last week bought another 21 Twentieth-Fox post-1948s for $2 million. "We plan to withhold all the 20th-Fox films from TV for that period of time which allows us to market them properly & obtain maximum profit," said Seven Arts. Estimated profits for the first fiscal quarter of 1961, "primarily from the distribution of feature films for TV, based upon sales agreements, will total approximately $1.5 million before taxes," stockholders were told.

**Syndicators Against NAB Film-Screening:** A plan discussed at last month's NAB convention, whereby the group's Code Review Board would screen post-1948 features for TV, has elicited an official "no" from at least 3 major TV feature distributors. Seven Arts, Screen Gems and Flamingo Films insist that stations should individually screen the films for "distasteful" content, as they are most familiar with local tastes.

**Intercontinental TV,** the production-packaging-distributing company owned by Continental Distributing Inc. and affiliated with the Walter Reade Group (Vol. 17:4 p8), is ready with its first TV package—"The Continental 13." The group of 13 features from Continental Distributing's post-1954 library includes "Blue Murder at St. Trinian's," "Brothers in Law," "The French They Are a Funny Race."

**Claster Enterprises,** syndicator-licensor of program formats (*i.e.* sports shows, quiz games) has increased its sales staff to develop new markets towards its aim of "national syndication." CE markets such shows as *Spare Time*, women's bowling matches; *It's in the Name*, a word game; and *Pin Busters*, a bowling competition among children, which is currently sold in 19 markets.

**Official Films** will release 26 more episodes of its 60-min. series *Playboy's Penthouse*, possibly by next January, Pres. Seymour Reed said last week. "The format will continue the pattern of the first series (now in 22 markets), in which name guests are presented by their host, *Playboy* editor-publisher Hugh M. Heffner," Reed added.

**CBS Films** is syndicating the 13-episode, science-fiction series *World of Giants*, produced by CBS-TV and starring Marshall Thompson & Arthur Franz. The show was begun some 4 years ago as a network project, but had never been scheduled as a regular series.

**Carousel Films** will place 6 off-CBS-TV programs from the *Look Up & Live* series into non-theatrical 16-mm distribution. Produced by the National Council of Churches, the programs will be offered to denominational & commercial film libraries.

**Add syndication sales:** Screen Gems has sold its post-1948 Columbia Pictures library in 29 markets to date. The latest sale was to WBTV Charlotte.

**TV Not Affected in 20th-Fox Retrenchment:** 20th Century-Fox TV is proceeding smoothly with plans for increased production in 1962, although appointed "watchdogs" of the 20th-Fox board have grimly begun correcting what the board considers to be gross inefficiency in the operation of the movie studio.

Milton S. Gould, member of the board and chairman of 20th's operations committee, and Eugene Woodfin, representing John M. Loeb, another board member, were in Hollywood last week, inaugurating a policy of considerable retrenchment.

While on the Coast, they discussed the TV operation with 20th-Fox Pres. Spyros Skouras, 20th-Fox TV Pres. Peter Levathes, TV production vp Roy Huggins and his staff. They evinced great interest in the TV-film operation and its future plans, but there was no suggestion of any curtailment of a TV expansion program.

Huggins is now preparing three 60-minute and one half-hour pilots for the 1962-63 season. None of them is action-adventure or comedy. The studio is keeping tight wraps on details of the projects for competitive reasons. However, one of the properties is being scripted and will go into production in 5 weeks, and the others are nearing the script stage.

Skouras emphasized at the meeting his hopes that TV production will be considerably expanded in 1962.

20th has not yet reached a decision regarding construction of new TV stages, now being designed under Levathes' supervision.

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**Davis In, Glett Out in New NTA Upheaval:** NTA, still undergoing an internal upheaval, last week elected Leonard Davis president, replacing Charles Glett who had been elected only 2 weeks ago (Vol. 17:21 p13). In the same week, Martin Leeds resigned from NTA's board and took with him his pay-TV system, Home Entertainment Inc., of which he is president.

Ironically, it was Davis, a dissident stockholder of NT&T, which owns 38% of NTA, who led the attack on NTA's management, or, as he put it, "mismanagement," charging the company had foundered on financial reefs because of it. His fight was successful, winning NT&T board seats for himself and Phillip L. Handsman. As a direct result of the Davis attack, Oliver A. Unger resigned as president, and Glett replaced him.

However, Davis, not satisfied with the choice, persuaded NTA's board he could revive NTA and it made the new switch. A well-informed source cautiously told us: "Davis has a feasible plan which, we think, can be expeditiously done. It could be a reasonable idea." He would not go into specifics, but the Davis plan convinced the board.

Davis's election will not, however, affect the sale of NTA's WNTA-TV, despite the fact that during the proxy fight Davis was bitterly opposed to the deal. In fact, NTA's board last week approved the sale to an ETV group in N.Y., and that deal is expected to be consummated momentarily.

As for Leeds, he resigned to market his pay-TV system himself. He had been unhappy at NTA since Unger's ouster, Unger having brought him into NTA. Leeds said the break came after he decided "areas of operation of NTA and pay TV did not dovetail." Leeds retains his consultant post with NTA at $20,000 a year and still has the stock options voted him when he joined the board. Rudy Petersdorf was named business administration vp of HE.

Home Entertainment will conduct its first public demonstration of the pay-TV system at the Jack Tar Hotel in San Francisco June 20, Leeds stated.

## Networks

**CBC's Budget Forecasts:** CBC estimates its own operating costs for the fiscal year starting next April 1 will total more than $100 million—and that it will raise only about one quarter of this from sale of commercials.

CBC last week submitted a proposal to the House of Commons Broadcasting Committee that it be financed over 5-year periods instead of by annual Parliamentary grants as at present. It said it favors an automatic grant of $4 for each member of Canada's population during the next fiscal year, with annual increases of 5% for each of the next 4 years. For the next fiscal year, Pres. Alphonse Ouimet estimated operating costs at $100.3 million, net commercial revenue of $25.1 million, leaving a balance of $75.2 million to be made up from govt. grants. For the following fiscal year, he predicted expenses of $132.8 million, commercial revenue of $33.2 million, govt. grants of $99.6 million.

Sit-ins Invade AB-PT: Protesting segregation in AB-PT Southern theaters, four integrationists staged a 37-hour sit-in demonstration at AB-PT's executive offices at 7 West 66th street N.Y. last Monday. Another group, picketing outside the building and, according to police, "blocking the sidewalk," was arrested Tuesday night and booked on disorderly conduct charges. On Wednesday, 6-time Socialist Presidential candidate Norman Thomas, after waiting almost an hour to see AB-PT Pres. Leonard Goldenson, made a speech in the lobby: "It is outrageous hypocrisy for ABC commentators to criticize other segregationists," said Thomas, since AB-PT has been "a far more powerful obstruction to racial equality . . . The public should know & judge for itself this kind of service from an agency possessed of invaluable radio & TV rights, as well as theater rights in scores of cities." Company officials, who have generally been unavailable for further comment, issued the following statement: "All of the company's theaters are operated on an autonomous basis by local subsidiaries. Their executives are responsible citizens who can be expected to work within their respective localities for the welfare of the community. The company has expressed to its theater affiliates its point of view that they should proceed with desegregation as fast as they possibly can within the limits of their responsibilities for the welfare of the particular community."

CBS Calls O&O Promotion Meeting: Promotion & information service directors of the 5 CBS-owned TV stations will hold their 4th annual meeting in N.Y. June 22-23. The agenda includes discussions on advertising, promotion, publicity, and analyses of new activity in research, on-the-air promotion and sales development. John P. Cowden, CBS information services vp, will represent the parent network and will discuss plans for CBS-TV's fall promotion campaign. Another group of "promotion clinics" will be held June 12-22 in 10 U.S. cities for CBS affiliate stations. Designed to give station publicity mgrs. a look at fall programming & promotion, the clinics will be conducted by 2 teams of CBS network representatives.

CBS Foundation Grants: Totaling $27,000, they have been awarded to 8 colleges & universities in recognition of the services of CBS execs who had attended these schools.

New CBS-TV Affiliate: KBLL-TV Helena, Mont., has joined the network. It was formerly a satellite of KXLF-TV Butte.

## NETWORK SALES ACTIVITY

ABC-TV

The Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Sept.
*Calgon* (Ketchum, MacLeod & Grove)

Daytime programming, Mon.-Fri., part. eff. June & July.
*Minnesota Mining & Mfg.* (BBDO)
*Johnson & Johnson* (Young & Rubicam)

CBS-TV

Person to Person, Fri. 10:30-11:30 p.m.; Gunslinger, Thu. 9-10 p.m., part. eff. June 30 & July 13.
*Block Drug* (Grey)

The Garry Moore Show, Tue. 10-11 p.m., co-spon. eff. Oct.
*General Motors* (Olds div.) (D. P. Brother)

Daytime programming, Mon.-Fri., part. eff. Sept. 18.
*Bon Ami* (Hoyt Associates)

Daytime programming, Tue., Fri.; part. eff. July 4, Aug. 26.
*J. B. Williams* (Parkson)
*Arnold, Schwim & Co.* (George Bond)

NBC-TV

Walt Disney's Wonderful World of Color, Sun. 7:30-8:30 p.m., co-sponsorship eff. Sept. 24.
*Eastman Kodak* (J. Walter Thompson)
*RCA* (J. Walter Thompson)

"Network" Definition Sought: Informally so far, some telecasters have been asking FCC members & staff to clarify the Commission's definition of "network." Reasons: (1) ASCAP, unions, etc. charge more for networks than for stations. (2) Many stations operate or feed satellites, boosters & translators. Some operators are concerned lest they be asked to pay higher fees for operating setups clearly not networks in the ordinary sense. The only definition extant for "networks" is that used for "chain broadcasting" in the Communications Act: "Simultaneous broadcasting of an identical program by 2 or more connected stations."

Stanton Proposes Vast Education Aid: A massive program of educational aid for underdeveloped countries was proposed last week by Dr. Frank Stanton. Speaking before the graduating class of the Mass. Institute of Technology, the CBS Inc. pres. called for a "10-year program of economic aid each year amounting to a fifth of the current U.S. foreign aid, and replacing significant parts of it." Stressing the importance of such aid Stanton said: "Only education—not manned flights to the moon, not nuclear tests, not highways & landing fields dotting half the planet—can ultimately prevent the sure collapse of a free nation unequal to its freedom. This is America's historic opportunity, the new act of faith that America can announce to a world tired of rivalries on terms dictated by Russian militarism & materialism."

28 Languages at ABC: ABC's International Div., in a survey of broadcasting units of AB-PT, found 300 employes who spoke a total of 28 foreign languages. Two or more languages (in addition to English) were spoken by 97 of them. The languages, in order of popularity: French, Spanish, German, Italian, Greek, Japanese, Portuguese, and 21 others, including Tagalog and Eskimo.

Churchill Series to Library of Congress: 16-mm prints of ABC-TV's 26-episode *Winston Churchill—The Valiant Years* have been requested and will be sent to the Library.

## Congress

**FCC Views on Ex Parte Bill:** FCC Chmn. Minow, flanked by Comrs. Ford, Hyde & Craven and top staff members, testified before Rep. Harris's (D-Ark.) Commerce Committee last week that HR-14—designed to strengthen FCC & other agencies—is generally sound. However, he said, the Commission objects to certain provisions which might tie its hands in rule-making proceedings. He asked that changes be made to give FCC clearcut authority to declare when rule-making proceedings are on the record and when off-record communications will be accepted. He said that the Commission also wanted to be sure that it retained flexibility in conducting common carrier rate-make investigations & proceedings.

**More Sec. 315 Exemptions:** Sen. Pastore (D-R.I.) has introduced a bill (S-2035) long sought by many industry leaders—to exempt not only Presidential & Vice Presidential candidates' broadcasts from the equal-time provisions of Sec. 315 of the Communications Act, but to include candidates for Senate, House and governorships. NBC Chmn. Robert Sarnoff submitted a statement, meanwhile, to the Senate Subcommittee on Privileges & Elections, urging the removal of the equal-time provisions for local elections, too. Former GOP national chmn. Sen. Thruston B. Morton (R-Ky.) agreed that the suspension should be made permanent.

**House Votes FCC Funds:** The $12.4-million FCC budget for the year starting July 1, recommended by the House Appropriations Committee (Vol. 17:23 p4), has been approved by the House. It permits a staff increase from 1,483 to 1,533, but is less than the $12,525,000 requested by the Commission. FTC was voted $10 million, which permits a staff increase from 823 to 1,050. The Senate Appropriations Committee will conduct hearings on the FCC funds June 14.

**Minor FCC Bills Favored:** The Senate Commerce Committee has reported S-1731, allowing FCC to renew safety & special radio services licenses more than 30 days before expiration, and S-1668, authorizing FCC to impose forefeitures for various violations in the common carrier & safety services fields.

**OCDM Transfer Supported:** A Congressional resolution (H. Con. Res. 323) concurring with President Kennedy's plan to shift the Office of Civil & Defense Mobilization to Defense Dept. jurisdiction (Vol. 17:22 p12) has been introduced by Rep. Hagen (D-Cal.).

## Educational Television

**Canadian ETV Needs Sound Financing:** So warned Chmn. Andrew Stewart of the Board of Broadcast Governors, addressing delegates to the NET conference June 9 in Montreal. The BBG, said Stewart, had no intention of giving sanction to "fly-by-night" ETV operations which would offer informational programs to the public for a short period of time, and would later fold for lack of funds. Serious, well-financed ETV stations were another matter, he indicated. "Any group of educators who are serious about the matter and prepared to make a real effort to develop ETV can expect their request for channels to meet with success." Such channels, however, may be uhf rather than vhf because of "the scarcities of frequencies now employed by the CBC & other stations."

**Personals:** **Gordon F. Keeble**, exec. vp of S. W. Caldwell Ltd., named exec. vp of Canada's new CTV Television Network Ltd., Toronto; **S. Ramsay Lees**, formerly bcstg. dir. for Batten, Barton, Durstine & Osborne, Toronto, appointed to the network's programming div. . . . **Burt Nodella** ex-Roncom Productions, named dir. of program development for ABC-TV's Western div.

**Henry R. Flynn**, ex-Crosley-Brown Productions vp-gen. mgr., named West Coast sales mgr. by Storer TV Sales . . . **Joe Mosbrook**, ex-radio WEST Easton, Pa., named news dir., WRCV-TV & WRCV Philadelphia, succeeding **Ernie Leiss** who resigned to become alumni relations dir., Hahnemann Medical College and Hospital . . . **Al Anderson** appointed WOAI-TV San Antonio news dir., succeeding **Frank McCall** who is joining Public Housing Administration in Washington . . . **Norman S. Marcus**, ex-Paramount TV-radio publicity dir., appointed press & PR mgr., ATAS N.Y. chapter . . . **John M. Haerle** advanced by Collins Radio to ad & PR dir. from product lines dir.

**Creutz, Steel & Snowberger**, Washington TV-radio engineers, split as of July 1, **David Steel** establishing own practice, **John Creutz & Arthur Snowberger** maintaining partnership, **Willis Beecher** setting up own practice in association with Creutz & Snowberger, all retaining present offices temporarily.

**Eugene W. Wilkin**, ex-WPRO-TV Providence, named gen. mgr., WGAN-TV Portland, Me.

**Roger L. Micheln** named acting gen. sales mgr., WFRV Green Bay, Wis. . . . **Michael Hind-Smith**, ex-CBLT Toronto, named national program dir., CTV Television Network . . . **Raymond J. Smith** named engineering mgr., WGR-TV & WGR Buffalo . . . **George Arnold** promoted from client-relations mgr. to mktg. & client relations dir., CBS Radio Spot Sales, succeeded as mgr. by **Allan Hughes.**

**William D. Stiles** resigned as vp & supervisor of broadcast operations, Donrey Media Group (KFSA-TV & KFSA Fort Smith, Ark.; KLRJ-TV Las Vegas; KOLO-TV & KOLO Reno; KGNS-TV Laredo; radios KOKL Okmulgee, Okla.; KBRS Springdale, Ark.; KORK Las Vegas).

**Dick Doty** appointed programming, news & PR vp, Rand Bcstg. Co. (WEAT-TV & WEAT West Palm Beach, Fla.; radios WINZ Miami and WINQ Tampa).

**Tom Sherlock** named news dir., KPHO-TV & KPHO Phoenix . . . **Charles Cox** named news dir., WSFA-TV Montgomery, Ala., succeeding **Bill Henry**, resigned . . . **Leland C. Bickford** retired as news dir., WNAC-TV & WNAC and the Yankee Network. He'll continue as consultant to the network & stations' news depts. **Bill Whalen** promoted from asst. news dir. to succeed Bickford.

**Michael Horton**, ex-CBS News information-services dir. and formerly in the same post at NBC, named managing dir., Howard Chase International (management counselors in public & economic affairs) . . . **George R. Snell**, ex-Informational Communications, appointed Middle Atlantic district sales mgr., TelePrompTer educational & industrial services dept., communications-systems div.

**Dr. Frank Stanton**, CBS Inc. pres., awarded an honorary LL.B. by Hamilton College for his role in making possible the Kennedy-Nixon debates.

**LeRoy Collins**, NAB pres., named by Commerce Secy. Hodges as chmn. of the National Public Advisory Committee on area redevelopment, a 25-member group including representatives of labor, management, agriculture, state & local govts. and general public . . . **Frank Fogarty**, Meredith Bcstg. Co. vp & gen. mgr. of WOW-TV & WOW Omaha, gets Americanism Citation from local B'nai B'rith.

# Television Digest

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JAMES T. QUIRK, Business Manager
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WASHINGTON BUREAU
Wyott Building
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Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

MARTIN CODEL
Associate Publisher

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**Meetings This Week:** IRE 3rd national symposium on radio-frequency interference (June 12-13). Maj. Gen. James Dreyfus (USA) will be the keynote speaker. Sheraton-Park Hotel, Washington • World Conference on Missionary Radio (12-15). Concordia College, Milwaukee • U. of Utah Speech & Theater Arts Dept. ETV workshop in conjunction with KUED (12-23). Salt Lake City • IRE conference (14-15). Sheraton Hotel, Philadelphia • Va. Assn. of Bcstrs. annual meeting (14-16). H. Preston Peters, Peters, Griffin, Woodward pres., and Carl Haverlin, BMI pres., will be among the speakers. Hotel Roanoke, Roanoke • Fla. Assn. of Bcstrs. annual convention (15-17). Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau, and FCC Comr. Bartley. Seville, Miami Beach. • Hollywood Ad Club meeting (12). James T. Quirk, *TV Guide* publisher, will speak on "Can TV Satisfy its Critics?" Hollywood Roosevelt Hotel.

**Meetings Next Week:** IRE conference on broadcast & TV receivers (June 19-20). O'Hare Inn, Chicago • Wayne State U. & RCA invitational TV conference (19-22). University City, Detroit • National Community TV Assn. convention (19-23). Jack Tar Hotel, San Francisco • Catholic Bcstrs. Assn. annual meeting (20-22). Calhoun Beach Hotel, Minneapolis-St. Paul • Colo. Bcstrs. Assn. annual convention (23-24). La Court Hotel, Grand Junction • Md.-D.C. Bcstrs. Assn. meeting (23-24). Ocean City, Md. • National ETV & Radio Center meeting of promotion dirs. of affiliated stations (18-20). Windemere, Chicago.

**Administration Appeals to Ad Council:** Vice President Johnson called upon the powerful Advertising Council last week, asking the nation's top media men for help in getting the U.S. message across. Said he: "A nation that knows how to popularize commodities ranging all the way from corn flakes to luxury automobiles certainly should be able to tell the rest of the world the simple truth about what it is doing & why it is doing it. It is a sad but true fact that our Communist adversaries have been able to convince many that humanitarian projects like Point 4 are instruments of imperialism, [and that] the simplest moves to defend ourselves from aggression, and open-hearted efforts to secure arms control are merely intended to obscure issues." Other administration officials described improvements in the economy, but warned of remaining unemployment problems.

**You Gotta Be Cultured:** UPI reports from Chicago that Mrs. Sarah Karstens won a divorce on her story that her husband, John, a textbook editor, imposed a TV censorship on her and struck her during arguments about what she should view. Mrs. Karstens, a 23-year-old brunette, told Judge Harry G. Hershenson that her husband insisted she watch only cultural & educational programs. Added her attorney: "He let her look at *Bugs Bunny* and *Mister Magoo* for diversion now & then, but that was all."

**Ed Sullivan's 13th Year:** Billing itself as "the oldest entertainment program in TV," *The Ed Sullivan Show* will celebrate its 13th anniversary this Sunday (June 18). The show claims—among other firsts—to be the first to: (1) broadcast from outside a studio, (2) use a split screen on an entertainment show, (3) use VideoScene, (4) take an American variety show to perform in Moscow, (5) present portions of Broadway musicals & dramatic shows with their original casts while still on Broadway.

**Confessions of a Quiz Winner:** Mrs. Henrietta Dudley, 51, housewife of Metuchen, N.J., pleaded guilty last week of perjuring herself before a grand jury. Mrs. Dudley, who won $4,100 on NBC's now defunct *Tic Tac Dough*, told special sessions Justice Edward F. Breslin that her claims of never having received questions & answers for the quiz show had been untrue. Justice Breslin suspended sentence, saying Mrs. Dudley had been "amply punished."

**Triangle's Philadelphia Stations to Move:** Headquarters for the radio & TV div. of Triangle Publications, Inc. (WFIL-TV, WFIL & WFIL-FM) will be moved to a 3-story office & studio building at City Line & Monument Rd., across from the hq. of CBS stations WCAU-TV & WCAU. The structure will be built on a 4-acre tract purchased for $500,000. Station transmitters will remain in their present locations.

**Bowling Endurance Marathon:** Reviving memories of flagpole sitters & dance marathons, radio KIMA Yakima, Wash. recently put on a bowling marathon. The winner—after 84 hours, 45 minutes: Pete Pallas, who rolled 322 games at 160 average and outlasted 8 other bowlers including a woman, Marge Hull, who bowled 312 games. Pallas's prize: A color TV set.

**TIO TV Talks Previewed by Women's Clubs:** Four slide-talk presentations relating to broadcasting "In the Public Interest, Convenience and Necessity" were previewed by TIO in Miami last week before the annual convention of the General Federation of Women's Clubs. The presentations, slated for distribution to TIO sponsors for use by local groups, analyze broadcasters' programming & business problems. The preview was MC'd by TIO dir. Louis Hausman.

**NAB Awards Booklet:** An updated list of 108 awards available to broadcasters, in a 48-page brochure, has been compiled for NAB by research mgr. Richard M. Allerton. Copies have been sent to members. Colleges, universities and libraries may get copies from Allerton.

## *Obituary*

**J. Harold Ryan**, 75, co-founder and senior vp, Storer Bcstg. Co., died June 6 at the Miami Heart Institute after a brief illness. He was NAB pres. in 1944-45, was past pres. of BMI, and chmn. of Bcst. Measurement Bureau.

**Emile N. Hill**, 55, chief engineer of radio WADO N.Y., who had served 15 years at WNEW, died June 5 of a heart attack at his home in Fair Lawn, N.J.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**NEW 1962 LINES, NEW 1961 OPTIMISM:** Things are looking up. Almost all returns are in on new TV-radio-stereo lines, and response—in terms of early orders—has been better than last year. Most of the lines, too, show increased emphasis on quality—if not innovation—with prices relatively firm in relation to 1961 prices. Best of all, from all quarters of the industry come reports of better business in last few weeks.

Nowhere was this feeling of optimism more evident than at Philco's convention last week in Atlantic City, which we attended. Recovering from a poor 1960 and a red-ink first quarter of this year, Philco appears to be going all-out to increase its consumer-electronics volume. Going out after the console market, Philco features heavy use of hardwood veneers even on relatively inexpensive units, and has added picture brightener & black-level restoration circuits to its TVs. Stereo line has been completely redesigned (at lower price levels) and last year's big feature—reverb—de-emphasized to being only an "optional extra" this year.

Fortified with what it believes to be one of its best product lines in years, Philco had little trouble arousing enthusiasm among its distributors over business prospects for remainder of 1961. Most of them have already felt pickup in their own businesses.

Industry business is being compared with 1959 by Philco officials—they toss off 1960 as sort of an oddball year when sales declined in the fall instead of picking up. Taking 1959 as a "normal" year, they see industry-wide TV sales this year about "normal"—or 6-6.5 million sets. As to Philco itself, "business is starting to turn," said Pres. James Skinner. "We didn't do well this spring, but I think we're out of the woods."

Industry-wide TV distributor sales for first 3 weeks of May were not only 18% ahead of the same 1960 period, but 11% ahead of "normal" 1959, electronics vp Armin Allen pointed out. Retail sales for same period were 32% ahead of last year. On top of this, inventories at all levels were the lowest since the mid-1950s. Allen predicted June-Dec. business at 4 million units, "at least as good as 1959."

Home radio business has been good right along, he noted. Through April, this year has been 5% ahead of last year, 20% better than 1959, with inventories down 500,000 units from last year. April retail radio sales, "sparked by portables & AM-FM sets," were 10% ahead of 1960. For 1961, he foresaw business "at least as good as 1959 & 1960."

In spite of the fall recession, there's been no collapse in phono sales, he pointed out. Distributor sales for April were 18% above 1960, with retail movement up 23%. Sales for rest of year, he predicted, should be better than 1960 and at least as good as record 1959. Inventories, meanwhile, are down 20% from 1960 and 25% from 1959. He saw real hope that FM stereo "will help build the business, not tear it apart."

Public is beginning to buy again, and feature-packed new lines are intended to accelerate this buying pace. For summaries of 3 lines introduced last week—by Zenith, Packard Bell & Philco—see story on p. 17.

**LAWRENCE TUBE AGAIN; PHILCO IN COLOR:** Current revival of color interest brought 2 announcements last week: (1) Paramount Pictures enthusiastically announced that the Lawrence tube & Chromatic TV receiver are now ready for production. (2) Philco unenthusiastically announced it would have color sets (RCA-built) available this fall in case anyone should want them.

Lawrence-tube set was demonstrated at Paramount stockholders' meeting by vp-secy. Paul Raibourn. Biggest change since last demonstration (on similar occasion just 5 years ago) was greatly increased brightness. Set shown last week had 21-in. rectangular single-gun Lawrence tube with 90-degree deflection angle. It was displayed alongside Zenith black-&-white set of similar proportions.

Color brightness has been stepped up to 70-75 foot-lamberts, which Raibourn told us was "3 times the

brightness" of the RCA color tube. He said Paramount was holding discussions with "3 large manufacturing & merchandising organizations," but if it reached no agreement, Paramount's subsidiary Autometric Corp. would produce 5,000-10,000 sets per year in its own N.Y.C. plant.

Raibourn ventured that prices at the start for Chromatic sets could be around $500, dropping as production increased. In another statement he estimated that the sets would cost "between 1.7 & 1.9 times" the cost of Zenith's high-end ($309) b&w set (or $525-$585) if 50,000-100,000 sets were produced a year, and "1.3 to 1.4 times the Zenith set" (or $400-$430) under mass production of about 500,000 sets a year.

Industry assumed same wait-&-see attitude it habitually takes when Lawrence tube is demonstrated —as it was in 1953, 1954 & 1956. Stock market reacted, though—Zenith & Magnavox dropping, Paramount rising 3⅞ points Wednesday, but ending the week at 78, just 2⅜ points below its Monday opening. RCA, whose stock also rose, issued this statement: "Based on the information available to us, we believe that the Chromatic tube would produce a picture inferior to the picture produced on color-TV sets currently on the market. We also believe that the cost of any set using the Chromatic tube would be higher than the cost of color sets now on the market."

We could locate no set manufacturer who had seen Lawrence tube demonstration recently. Although Zenith's name was coupled inferentially with the Lawrence tube at the Paramount demonstration (because Zenith b&w set had been used as standard for comparison), Zenith Pres. Joseph Wright later made this comment: "Paramount's color tube has been known in the industry for many years, and as far back as 1954 it was claimed to be ready for production. We would be very interested in knowing about any new development which might have solved the very serious problems which have characterized these tubes in the past."

• • • •

Philco's listless introduction of its color-TV line to distributors at its Atlantic City convention may take the prize for Frankest Announcement of 1961. Said electronics vp Armin Allen to the assembled distributors:

"Our thoughts & position on color have not changed radically. Between 125,000 & 130,000 were sold last year. We don't believe there will be much change, but we are a full-line house and you [distributors] have indicated you want it. This is far from a signal that color will take off. It should go up, but the volume will still be small, and spread over more manufacturers than last year. We are buying color-TV chassis to our own standards and will put them in our own cabinets."

Philco didn't have any color sets on hand to show—although 2 mock-ups were displayed. Its color line will feature 3 basic models—table model at $595 (deliveries in August), console at $700 (Sept.) and horizontal console with bonded tube at $750-$775 (Sept. or Oct.).

Pres. James Skinner elaborated on Philco's view of color at a news conference later. "The primary problem is price," he said. "The price levels don't attract the public to any degree—yet those prices have a built-in loss to the manufacturer." At what price will color become a mass market? "Our theory," said Skinner, "is that color is worth about $100 more than black-&-white at retail. With this black-&-white-plus-$100 formula, we could get volume sales. This is what it will take to get a 2-to-3-million-set-a-year market."

Philco's own color research & development—the "Apple" tube approach (Vol. 17:14 p18)—is continuing, he said, adding that Philco believes the single-gun approach is more likely to make possible a low-cost, acceptable set than anything now on horizon. "If we could see enough market to warrant the investment, we'd be in a position to make such a set now."

Asked about prediction of RCA Pres. John L. Burns that color set sales will approach $2.5 billion over the next decade (Vol. 17:22 p15), Skinner shrugged and said: "Go back & look at the various forecasts by RCA for the last 10 years. Every one has been wrong by 50 to 100%."

Add color-set manufacturers: Warwick Mfg. Co. this fall will be producing Silvertone color sets for Sears Roebuck (Vol. 17:20 p19).

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 2 (22nd week of 1961):

| | May 27-June 2 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 88,746 | 121,294 | 87,977 | 2,270,534 | 2,540,295 |
| Total radio | 281,120 | 312,832 | 259,116 | 6,180,010 | 7,232,495 |
| auto radio | 108,842 | 100,508 | 107,090 | 1,962,852 | 2,833,352 |

***More about***

**NEW TV-RADIO-STEREO LINES:** Although prices of most new lines are relatively unchanged from 1961 lines (Philco's stereo is an exception), it's apparent from most manufacturers' showings to date that consumers will get more value in the new lines (see p. 15). New features have been added in many cases, without price boosts. Capsule summaries of week's 3 new-line debuts:

### Philco

While retaining its "Cool-Chassis" feature, Philco has added 2 new circuits to some of its sets, resulting in a demonstrably better picture. A "beam-booster" circuit gives greater brightness (Philco claims at least 25% more) without increasing the high voltage (still 20,000 volts). By changing the characteristics of the picture tube, Philco has increased the peak current, stepping up the control-grid voltage. This approach to greater brightness, says Philco, doesn't shorten picture-tube life. Philco also has added direct coupling of the 2nd detector to the picture tube, resulting in a form of DC restoration which gives stepped-up contrast and prevents washout of details in contrasty scenes. The 90-day parts-&-labor warranty is continued.

Philco's short 23-in. TV line (13 basic models) is divided into 3 series—Super 90, De Luxe and Custom. All 23-in. sets feature bonded tubes, and 23-in. prices range from $199.95 to $399.95. Added this year is a new 2-function remote control, available on a new 19-in. table set at $219.95. Last year's multi-function remote, which is installed by the dealer, is continued. This year's most significant price change is in TV-stereo combinations. Last year Philco's sole TV combo carried a $600 list; this year there are 2—at $494 & $575. A promotional 17-in. portable, available in limited quantities to dealers buying specified quantities of higher-priced sets, can retail as low as $128.88.

Philco's stereo line is almost completely new. Reverb has been virtually dropped—available now only as a $39.95 accessory. Even the factory has been relocated. Philco now is producing its hi-fi equipment at its main TV plant in Philadelphia, having moved production from Sandusky, Ohio. This move, according to exec. vp Henry Bowes, "will cut the price $5 to $15 per unit to distributors," since the factory now can ship stereo units in same carload shipments with TV sets.

The console line, with 7 basic units, is priced from $149.95 to $385, down considerably from last year's series which ran as high as $700. All units above $199.95 are equipped with AM-FM tuner which features a transistorized AFC circuit and jack for multiplex adapter, to be available in fall for about $50. The 5-unit portable phono line ranges from $24.95 to $139.95.

Philco's radio line starts with a 5-tube table radio at $14.95, "the lowest price radio offered by Philco since World War II." Clock radios start at $19.95, FM sets at $34.95.

### Zenith

Zenith's new TV line, shown to distributors last week in Hollywood, Fla., comprises 42 basic models. Among new features: New turret tuner with individual front-of-set "perma-set" fine tuning; series of "Decorator Convertible" 19-in. sets with 2-speaker sound (one 2¼ x 6¼-in. speaker on each side of screen). Beginning with a $169.95 portable, the line is topped by 5 TV-stereo combinations from $525 to $850 (last year's top-of-line was $1,750). Bonded tubes are used on all 23-in sets. A company spokesman said the pricing of the over-all TV & stereo lines is substantially the same as last year.

The console phono line consists of 10 basic models from $179.95 to $525, all but one of them designed to accommodate Zenith's drop-in AM-FM-multiplex tuner, due on the market in about 90 days. Zenith also introduced 4 portable phonos, at $29.95 to $139.95. Unlike Philco, Zenith features reverb as standard equipment on all of its higher-priced consoles, offering it as optional with some lower-priced units.

### Packard Bell

"Convertible" TV, to which wireless remote can be added in a few minutes without tools, is featured in Packard Bell's new 13-set line. Two remote conversions are offered—2-function at $50 and 4-function at $80. Among other unique features of the line: One 19-in. portable has a built-in 3-hour automatic timer & "sleep switch" ($189.77); the "Intenna" cart or base, containing a built-in antenna, is offered in several models; 3 models have tambour doors; the line is topped by a 27-in. lowboy. The prices range from $159.77 for a 19-in. portable to the 27-in. set at $450.

* * *

**Philco's ETV Receiver:** Special 23-in. TV set designed for classroom use was demonstrated last week by Philco in Atlantic City. The "Tele-Teacher," with Corning reflection-free bonded tube, 2 plug-in 8-in. extension speakers with 50-ft. cords and uhf tuner, will sell for $240-$250. An adjustable stand with locking wheels will be priced at $35-$45. The set will be sold through Philco distributors.

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**Packard Bell's 'Wall TV':** Mock-up of a wall TV set using a new developmental tube was displayed last week to distributors at Packard Bell's Los Angeles convention. PB design dir. James Kelso said the reception was encouraging enough to warrant allocation of funds for further research on the project which could result in a consumer set in 3-5 years.

PB's wall TV, as demonstrated, isn't exactly a flat set. It's based on a "new concept of picture-tube design," developed by an undisclosed manufacturer. As described to us by Kelso, the 19-in. viewing screen of the tube protrudes 5⅞ inches from the wall, although the tube is actually 9½ inches deep. Kelso said Packard Bell will reveal full details in 6 months.

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**Magnavox Plans Tape Recorder Entry:** "We plan this year to market a tape recorder in this country, manufactured by our British subsidiary [Collaro Ltd. of London, 70% owned by Magnavox]—another field for which we have natural distribution and in which we have not engaged in the past." Magnavox thus notified its stockholders in a gala "Golden Anniversary" brochure marking the company's 50th year. "The subsidiary is presently supplying an estimated 25% of the British market with tape decks." Other new ventures described: Formation of a special department to develop hotel-motel TV business, another department to further the use of Magnavox TVs & radios in educational markets.

**Majestic in Mart:** Grundig-Majestic has taken over the space vacated by Motorola in Chicago's Merchandise Mart, and will open its exhibit at the International Home Furnishings Market, June 18-24.

**National Union Forms New Division:** The Stamford, Conn. maker of electronic devices & tubes, is setting up an Advance Science Division at Bloomington, Ill., to co-ordinate expanding activities in missiles, aircraft and ordnance.

**N.Y. Symphonic Line Show:** June 13-15 at the Park Sheraton, for Eastern distributors.

**Mergers & Acquisitions:** Howard W. Sams has purchased Stupid Inc., stationery manufacturer • Lionel Corp. has acquired Hathaway Instruments, diversified electronics manufacturer, for approximately $30 million. Lionel is the surviving company in the amalgamation, made on the basis of a 1-for-1 exchange of Lionel stock for Hathaway's approximate 1 million shares outstanding • America Corp. has acquired 265,420 shares of Republic Corp. stock to become that firm's largest single stockholder. Republic has 2,004,190 shares outstanding • Itek has acquired for an undisclosed cash sum Electronics Labs Corp. of Torrance, Cal. • Loral Electronics and Accurate Specialties Co., Hackensack, N.J., have called off their merger talks (Vol. 17:18 p15) "by mutual agreement" • Indiana General has purchased for cash BMS Carbide Specialties Co., Boonton, N.J., and Eicor, Oglesby, Ill. BMS produces carbide tools & dies; Eicor makes rotary electric products, was purchased at a bankruptcy sale for $450,000.

**Senate to Investigate Tube Pricing?** "Senate investigators, winding up hearings into price fixing in the heavy-electrical-equipment industry, are preparing to plunge into other areas of the electrical business even as they begin drafting new legislation designed to strengthen antitrust laws," reported June 7 *Wall Street Journal*, adding: "A prime target of the extended investigation: The pricing & marketing of motors and electronic tubes. Scenting possible new antitrust violations on these products, Senate Antitrust Subcommittee probers are planning in the weeks ahead to call in officials from companies heavily involved in the equipment cases, including GE & Westinghouse. GE management already has begun its own inquiry into company pricing practices on motors & TV-radio tubes, and the firm is considering a request from Senate investigators for a report on the GE findings when completed. Westinghouse, as far as it is known, is not conducting any formal inquiry."

**Resistor Firms Fined for Price-Fixing:** Four resistor makers and 2 executives were convicted June 6 of fixing prices of resistors sold to both commercial & military customers. Fined by U.S. District Court Judge Carl A. Weinman in Dayton: International Resistance (fined $15,000), Speer Carbon ($25,000), Stackpole Carbon ($20,000), Allen-Bradley ($35,000). The convicted & fined executives: Speer Carbon vp Edward W. Butler ($4,000) and Allen-Bradley's George W. Vater, sales mgr. of the electronics components division ($2,000).

**FM-Stereo Car Radio:** The first indication that multiplex-conscious industry might be rushing an AM-FM-stereo auto radio came out of Boston-based Automatic Radio Mfg. last week. Pres. David Housman told us that Automatic has such a unit "in the works" and expects to begin deliveries "within 6-to-8 weeks." Although prices have not been firmed, the stereo radio will retail in the "slightly under $100-to-$125 range," he said. Housman was reticent about technical details, even as to the mounting of speakers. Automatic plans to introduce a portable FM-stereo radio.

**Status Quo on FM Stereo:** There were still only 2 FM stations authorized to broadcast FM stereo at week's end —GE's WGFM Schenectady & Zenith's WEFM Chicago (Vol. 17:23 p1). At press time, there was only one application for station-equipment type acceptance on file at FCC. This was from WKFM Chicago, which asked the Commission to approve equipment built for it by Sherwood Electronics Labs, Chicago. Equipment must be type-accepted before stereocasting may begin.

**Trade Personals:** Ross D. Siragusa Jr., former electronics div. vp, named sales vp, Admiral Sales Corp. . . . **Arthur L. Chapman**, ex-Pres., CBS Electronics, appointed senior vp, Pacific Mercury Electronics.

**James J. McLaughlin**, ex-Sunbeam ad dir., named to new post of mktg. dir., Webcor Inc., in charge of both Webcor & Dormeyer divisions . . . **Fred H. O'Kelley**, ex-Raytheon, appointed mgr. of distributor products sales, Westinghouse electronic tube division; **Fred M. Heddinger** heads new molecular electronics dept. within Westinghouse's semiconductor dept.

**Charles W. Uhlig Jr.** promoted to accounting mgr., Du Mont Labs divisions of Fairchild Camera . . . **Edward C. Puth** named gen. mgr., selenium product line, ITT components div. . . . **Col. Samuel W. Bishop** (USAF ret.) elected pres., Electronic Communications Inc., succeeding **F. W. Godsey Jr.**, now vice chairman . . . **Albert J. Harcher** named mgr. of newly established semiconductor div., Bendix Corp. . . . **Harold H. Zander**, ex-Consolidated Electrodynamics and Beckman Instruments, appointed pres. of Amphenol-Borg's West German subsidiary.

**W. F. Wells**, ex-GE, named senior vp & gen. mgr., Midwestern Instruments . . . **Frank A. Comerci**, ex-Audio Devices, named mgr., CBS Labs magnetics research dept. . . . **John McK. McLean**, ex-General Instrument Ltd., named deputy gen. mgr., ITT Latin America area.

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**Burns Urges Inter-Sciences Communication:** RCA President John L. Burns, in a commencement address at Cal. Institute of Technology last week, called for "improved communications & understanding between scientists of different disciplines, between scientists & the public, between scientists & the forces that give order & meaning to nature." He said that the inter-dependence of the sciences has made it essential "that specialists in one branch be able to discuss their advances meaningfully with those in allied areas on which their discoveries impinge." He cited bionics —the application of biological knowledge to the design of electronic systems—as a prime example of the increasing collaborative effort in science.

**"The Trade Fair Story":** A film of that name, narrated by Chet Huntley, is being distributed by the Dept. of Commerce Office of International Trade Fairs. It's 14½-min., 16-mm, covers scenes at a dozen 1960-61 exhibitions from Poland to Ceylon, is available on loan to TV stations, industry and business groups. It's the 4th in a series which includes "Tradeways to Peace," "Showcase for Freedom," "Uncle Sam Goes to the Trade Fairs."

**Ling-Temco Moves into White Goods:** Electronics firm's Temco Industrial Division has commenced production of its first consumer product—a dishwasher line, starting at $199.95. Production at the division's Garland, Texas plant will be stepped up to 300 units daily within several weeks, reported division gen. mgr. Leon Mason.

**RCA & IUE Okay 3-Year Pact:** New contract, covering some 21,000 employes in 10 plants in 9 cities from coast to coast, provides for a 2½% annual wage increase, boosts in sickness, pension and other fringe benefits. The contract was ratified June 4, a few hours before a scheduled walkout.

**"Electron Tube Application Notes,"** a 58-page illustrated booklet that reviews "many of the do's & don'ts of tube applications," has been published by Sylvania. It's available on request to Sylvania Electric Products, 1100 Main St., Buffalo 9.

## Finance

**Oak Mfg. Posts Sales-Profit Gains:** "After suffering losses in the first 2 months of the year, revenues in March reached the highest dollar volume for any month in the past 5 years, permitting Oak to show a net profit for the quarter [Vol. 17:21 p24]." So reported the Crystal Lake, Ill. components maker to stockholders recently. "Thus far in April, billings are at a rate which, if continued, will provide the parent company with total gross sales of $20 million this year, a substantial increase over the $17.5 million reported in 1960. TV tuner production in our Elkhorn, Wis. plant also reached record proportions as the quarter drew to a close with weekly output totaling the highest in the company's history." In the first quarter of 1961, Oak's tuner production was "up 62% over the same quarter a year ago, despite 25% decline in TV production."

**Standard Kollsman Forecasts '61 Gains:** The Melrose Park, Ill. maker of TV tuners and other electronic & electrical products, expects a "substantial" gain in 1961 profit over the $1.66 a share posted last year. Pres. James O. Burke also expects sales to top 1960's record $95.6 million "by at least 10%." Burke noted, however, that Standard Kollsman does not expect to maintain in the June quarter "the same rate of improvement we had in the first [Vol. 17:18 p18]." Earnings for April-June will be adversely affected, he said, by "start-up expenses incurred in introducing a new line of portable electrical appliances and 2 new TV tuners."

**National Video Expects Profit Gain:** The Chicago tube manufacturer expects to report earnings of $1.2 million, or about $2 a share, on sales of approximately $18.5 million for its 1961 fiscal year ended May 31, according to Pres. Asher Cole. National Video posted profits of $1.1 million ($1.84 a share) on $17 million sales in fiscal 1960. Cole said the company experienced a healthy business pickup in April & May, traditionally slow months, which has continued into the current month. He termed prospects for the 1962 fiscal year "real good."

**Microwave Issue Offered:** Microwave Semiconductor & Instruments Inc., Richmond Hill, N.Y., plans public sale of 120,000 common stock shares at $3 per share through First Investment Planning Co. An SEC registration statement (File 2-18113) also listed 27,500 shares underlying 3-year warrants to be issued to the underwriter, exercisable at $3.25 per share if all of the 120,000 shares are sold. Pres. Albert Lederman holds 135,000 of 379,550 outstanding shares, which had a March 31 book value of 39¢.

**Fairchild Camera & Instrument** expects 1961 sales to jump to more than $100 million from $68 million last year. Pres. John Carter said earnings would top 1960's $3.07 a share, termed the 1961 outlook "excellent." He also told the recent annual meeting that Fairchild will substantially increase its '61 R&D budget to more than $5 million.

**American Electronic Labs Inc.,** Philadelphia communications-equipment manufacturer, proposes a subscription offering of 10,632 Class A common stock shares to stockholders at a rate of one new share for each 10 held. An SEC registration (File 2-18195) said most of the proceeds would be used to build & equip new Lansdale facilities.

**Clevite** expects its 1961 sales to top by 5-to-10% 1960's $94-million volume (Vol. 17:11 p20). Chmn. James L. Myers also told the annual meeting that earnings will exceed 1960's $6.8 million.

**Stock Offerings:** Sony Corp. of Japan placed 2 million common shares on the U.S. market June 6 (Vol. 17:19 p23), sold them within 90 minutes. The $3.5-million offering was in the form of 200,000 U.S. depository receipts (each representing 10 Sony shares) priced at $17.50 each. The offering increased Sony's outstanding common to 42 million shares • **Hallicrafters'** secondary offering of 300,000 capital shares ($23.25 a share) is being made via underwriters Paine, Webber, Jackson & Curtis and associates • **Transcontinent TV** stockholders plan to sell 400,000 shares of Class B common, at an estimated $15 a share. A registration filed with SEC notes these selling stockholders: General Railway Signal Co., 200,000 shares (its entire TTC holdings); J. D. Wrather, 124,000 in his own name; Devon Corp. (in which Wrather is a 45% stockholder), 76,000. TTC stations: WGR-TV & WGR Buffalo, WROC-TV & WROC-FM Rochester, KFMB-TV & KFMB San Diego, KERO-TV Bakersfield, Cal., WDAF-TV & WDAF Kansas City, Mo., 60% of WNEP-TV Scranton-Wilkes-Barre, Pa. • **Electronic Associates,** Long Branch, N.J. maker of electronic computers & related equipment, is offering 75,000 common shares ($33.75 a share) via an underwriting group led by W. C. Langley & Co. • **AT&T** last week sold $250 million of 37-year, 4¾% debentures, due June 1, 1998, to a group of 147 underwriters headed by Morgan Stanley & Co. • **Emertron Inc.,** wholly-owned subsidiary of Emerson Radio & Phonograph, may make a public offering. Emerson Pres. Benjamin Abrams said that a report on a possible offering of "no less than 10%" of Emertron stock will be heard by directors June 21. Any stock sold publicly would come from Emertron's authorized but unissued shares, not from the 2 million shares owned by Emerson.

**American Missiltronics Corp.:** The Newark, N.J. research & development firm, will offer 125,000 shares of Class A common stock for public sale at $4 per share on a "best-efforts all-or-nothing" basis through T. M. Kirsch Co., according to an SEC registration statement (File 2-18255). The company proposes to develop & manufacture TV camera tubes, closed-circuit TV systems and special purpose semi-conductors. Also included in the registration statement are 25,000 Class A shares to be sold to the underwriter for 10¢ per share if all registered shares are sold. The underwriter also will be entitled to purchase 10,000 Class B shares at 10¢ per share.

**Hewlett-Packard Expects Record Year:** Sales & earnings for the 1961 fiscal year (ending Oct. 31) should top fiscal-1960's record earnings of $4.2 million (43¢ a share) on peak sales of $60.2 million, Pres. David Packard believes. The Palo Alto, Cal. electronics firm increased both sales & profit in fiscal 1961's first half (Vol. 17:22 p22), "and we expect the second half to be better than the first half."


TELEVISION FACTBOOK NO. 32
OUT THIS WEEK

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOK will be mailed to all TV-service subscribers of TELEVISION DIGEST this week.

Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at our special preprint rates of $10 per copy or $8 per copy on orders of 5 or more. After publication, single copies $12.50 each; or $10 each for 5 or more.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Columbia Pictures | 1961—9 mo. to Apr. 1 | —— | —— | $ 1,673,000[1] | $1.04[2] | 1,449,030 |
| | 1960—9 mo. to Mar. 26 | —— | —— | 534,000[3] | .25[2-4] | 1,302,109 |
| Daystrom | 1961—year to Mar. 31 | $ 92,359,605 | $ 751,116 | 601,116 | .48 | 1,255,640 |
| | 1960—year to Mar. 31 | 90,609,129 | 4,271,278 | 2,271,278 | 2.48 | 915,503 |
| Electro-Voice | 1961—year to Feb. 28 | —— | —— | 111,854 | .22 | —— |
| | 1960—year to Feb. 29 | —— | —— | 255,901 | .54 | —— |
| Electronic Associates | 1961—qtr. to Mar. 31 | 2,881,000 | —— | 211,000 | .28 | 759,675 |
| | 1960—qtr. to Mar. 31 | 2,509,000 | —— | 150,516 | .21 | 722,665 |
| Jerrold Electronics | 1961—year to Feb. 28[5] | 11,935,899[5] | —— | 3,086,085[5-6] | 1.64 | 1,884,569 |
| | 1960—year to Feb. 29 | 8,416,750 | —— | 810,251[7] | .67 | 1,217,862 |
| Republic Corp. | 1961—6 mo. to Apr. 29 | 14,216,265 | 2,395,010 | 1,275,010 | 1.04 | 1,523,960 |
| | 1960—6 mo. to Apr. 29 | 14,016,422 | 2,253,077 | 1,003,077 | 1.04 | 1,486,528 |
| Taft Bcstg. | 1961—year to Mar. 31 | 11,076,717 | 3,350,003 | 2,066,255[9] | .54[2] | 2,004,190 |
| | 1960—year to Mar. 31 | 10,426,310 | 3,315,904 | 1,786,155 | .40[2] | 2,004,190 |
| Warner Bros. Pictures | 1961—6 mo. to Feb. 25 | 43,394,000 | 6,664,000[10] | 3,564,000 | 3.18 | 1,120,013 |
| | 1960—6 mo. to Feb. 25 | 45,983,000 | 6,922,000[11] | 3,422,000 | 2.27 | 1,504,000 |

Notes: [1]Includes $1,617,000 ($1.04 a share) profit on sale of land. [2]After preferred dividends. [3]Includes $202,000 (14¢) profit on sale of land. [4]Based on 1,449,030 shares outstanding April 1, 1961. [5]Record. [6]Includes $2,837,212 ($1.51) net gain from sale of CATV properties. [7]Includes $283,656 (23¢) net gain from sale of Key West CATV system. [8]Includes Harman-Kardon, merged with Jerrold last fall (Vol. 16:37 p16). [9]Includes $486,252 (32¢) gain on sale of WBIR-TV & WBIR Knoxville (Vol. 16:47 p12). [10]Includes $342,000 profit on sales of capital assets. [11]Includes $196,000 profit on sales of capital assets.

**TV-Leasing Firm Sells Debentures:** Boston Capital Corp., small-business investment company, has purchased $1 million of subordinated debentures, with warrants, of Electronics Leasing Corp. The latter leases TVs, radios and closed-circuit systems to hotels and hospitals.

**Paramount Gains in 2nd Quarter:** Athough "it is too early to predict our net profit for the 2nd quarter of this year due to higher costs & other related factors, to date we have had better gross revenues than last year," Paramount Pres. Barney Balaban told the annual meeting last week. "The month of April, however, was quite encouraging as to both gross revenue & net profit." He said the indications were that 2nd-quarter results would top those of the first quarter, which produced a profit of $2.5 million or $1.45 a share (Vol. 17:18 p18).

**Reports & Comments Available:** Pacific Industries, review, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Sangamo Electric, comment, Oppenheimer & Co., 25 Broad St., N.Y. 4 • Radio Shack, Hess, Grant & Remington, 123 S. Broad St., Philadelphia • The Hallicrafters, prospectus, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Sony Corp., prospectus, Smith, Barney & Co., 20 Broad St., N.Y. 5 • Varian Associates, prospectus, Dean Witter & Co., 14 Wall St., N.Y. 5 • Electronic Associates, prospectus, W. C. Langley & Co., 115 Broadway, N.Y. 6 • Arrow Electronics, prospectus, Arnold Malkan & Co., 26 Broadway, N.Y. 4 • RMS Electronics, offering circular, Martinelli & Co., 79 Wall St., N.Y. 5 • Electronic Aids, offering circular, R. Topik & Co., 295 Madison Ave., N.Y. 17 • Westinghouse, profile in June 7 *Financial World*.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Advance Ross Elec. .... | Stk. | 3% | Jul. 14 | Jun. 30 |
| Corning Glass ..... | Q | $0.37½ | Jun. 30 | Jun. 19 |
| Heli-Coil ..... | SA. | .30 | Jun. 26 | Jun. 19 |
| Hoffman Electronics .. | | (Omitted) | | |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 8, 1961

Electronics TV-Radio-Appliances Amusements

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Bid | Asked |
|---|---|---|
| Acoustica Associates | 19¾ | 21¾ |
| Adler Electronics | 19¼ | 21¼ |
| Aerovox | 11⅜ | 13⅛ |
| Allied Radio | 28 | 30⅞ |
| Astron Corp. | 3 | 3-9/16 |
| Babcock Electronics | 31 | 33½ |
| Baird Atomic | 20¼ | 22¼ |
| Cannon Electric | 31½ | 34⅝ |
| Capehart | 10 | 11 |
| Chicago Aerial Ind. | 22 | 24⅛ |
| Control Data Corp. | 100 | 106 |
| Cook Electric | 12⅛ | 13¼ |
| Craig Systems | 13½ | 15⅛ |
| Crosby Telectronics | 6⅛ | 7 |
| Dictaphone | 33½ | 36⅛ |
| Digitronics | 29 | 32 |
| Eastern Ind. | 18 | 19⅜ |
| Eitel-McCullough | 16¼ | 17⅝ |
| Elco Corp. | 12½ | 14⅛ |
| Electro Instruments | 22 | 24⅝ |
| Electro Voice | 12 | 13⅝ |
| Electronic Associates | 33¾ | 36⅜ |
| Elec. Capital Corp. | 42 | 46⅛ |
| Erie Resistor | 13⅝ | 14¾ |
| Executone | 21¼ | 23¼ |
| Farrington Mfg. | 14¾ | 16 |
| Foto Video | 9 | 10 |
| Four Star TV | 21 | 23 |
| General Devices | 14¼ | 15¾ |
| G-L Electronics | 8¼ | 9½ |
| Granco Products | 3½ | 4¼ |
| Gross Telecasting | 21¾ | 23¾ |
| Hallicrafters | 23¼ | 25¼ |
| Hathaway Instr. | 27¾ | 30⅛ |
| High Voltage Eng. | 179 | 185 |
| Infrared Industries | 16¼ | 18 |
| Interstate Engineering | 19¾ | 21¼ |
| Ionics Inc. | 32½ | 35⅝ |
| Itek | 52 | 56½ |
| Jerrold | 8¾ | 9¾ |
| Lab for Electronics | 54½ | 57¾ |
| Leeds & Northrup | 35 | 37¾ |
| Lel Inc. | 9 | 10¼ |
| Magna Theater | 4⅜ | 4⅞ |
| Magnetics Inc. | 10¾ | 12 |
| Maxson | 25¾ | 28 |
| Meredith Pub. | 41 | 44⅝ |
| MetroMedia | 21 | 22½ |
| Microdot | 26¾ | 29⅛ |
| Milgo Electronics | 22 | 25⅛ |
| Narda Microwave | 8¼ | 9½ |
| Nuclear of Chicago | 45 | 49¼ |
| Official Films | 3¾ | 4¼ |
| Pacific Automation | 6⅛ | 6¾ |
| Pacific Mercury | 7⅛ | 8 |
| Philips Lamp | 145¾ | 150¾ |
| Pyramid Electric | 2½ | 2⅞ |
| Radiation Inc. | 25¼ | 27½ |
| Rek-O-Kut | 2⅝ | 3-3/16 |
| Research Inc. | 5½ | 6⅜ |
| Howard W. Sams | 42½ | 46½ |
| Sanders Associates | 46 | 49⅞ |
| Silicon Transistor | 13¼ | 14⅞ |
| Herman Smith | 11½ | 13⅛ |
| Soroban Engineering | 65 | 69¼ |
| Soundscriber | 12¼ | 13⅝ |
| Speer Carbon | 31½ | 33¾ |
| Sprague Electric | 76½ | 80 |
| Sterling TV | 3⅜ | 4½ |
| Systron-Donner | 37½ | 40¾ |
| Taft Bcstg. | 20¼ | 22 |
| Taylor Instrument | 52 | 56 |
| Technology Inst. | 7 | 8¾ |
| Tele-Broadcasters | 2 | 2⅝ |
| Telechrome | 11½ | 12⅞ |
| Telecomputing | 7¼ | 8 |
| Time Inc. | 85½ | 89¾ |
| Tracerlab | 12½ | 13⅞ |
| United Artists | 7¾ | 8⅝ |
| Universal Trans. | 1¼ | 1⅞ |
| Vitro | 27½ | 29¾ |
| Vocaline | 2½ | 3-1/16 |
| Wells-Gardner | 34¾ | 37¾ |
| Wilcox Electric | 10⅝ | 11⅝ |
| Wometco | 27 | 29⅝ |

WEEKLY **Television Digest**

JUN 1 1961 MARLBRARY

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**MINOW AS A "HILL" PERFORMER** shapes up as one of best—and it's mighty good to be a Democrat among Democrats (p. 1).

**FCC's ANTITRUST STATUS REPORT** is given Celler Subcommittee by Minow. FCC is concerned about CBS compensation plan (p. 2).

**MAGNUSON BACKS MINOW** on FCC program role during appropriations hearing, defends him against "censorship" charges (p. 2).

**FAA POSTS TOWER RULES** after long hassle with industry groups over criteria for tall TV & radio antennas as air hazards (p. 8).

**CROSLEY LOSING INDIANAPOLIS CH. 13** as FCC votes to give CP to WIBC, reflecting changes in FCC membership (p. 8).

**CLEAR-CHANNEL DECISION** rides again, FCC planning to break down 13 clears, leave 12 undisturbed (p. 9).

### *Congress*

**JFK's FCC PLAN IS BURIED BY HOUSE** in 323-77 vote disapproving reorgnization by White House (p. 3).

**NETWORKS DEFEND THEMSELVES** against sex-&-violence charges at Senate juvenile-delinquency hearings (p. 7).

### *Stations*

**TV CODE IS STIFFENED AGAIN** by NAB's TV Board, which adopts 4 amendments to insure more program time (p. 4).

**NAB REORGANIZATION STARTS** with Board approval of Collins plan to put TV & Radio Codes under over-all administration (p. 5).

**NEW TV FACTBOOK—INDUSTRY'S BASIC COVERAGE GUIDE**—is now in mails, featuring first-time maps displaying ARB data on viewing patterns and Grade A & B predicted contours for all commercial stations (p. 6).

**YEAR'S 8TH U.S. STARTER:** KBMT (Ch. 12) Beaumont, Tex. debuted June 18, raising U.S. operating total to 585 (91 uhf) (p. 12).

### *Consumer Electronics*

**BONDED TUBES** take over 23-in. set market, but 19-in. sets use external shields. Pittsburgh approach wins adherents in color & monochrome; new Philips system (p. 17).

**FM STEREO RADIOS** due for first deliveries this week by Granco, as nation's 3rd stereo station starts programming in Chicago (p. 18).

**APRIL TV SALES** to consumers near the record for the month—exceeded only in 1955. Retail movement was 8% higher than April 1960, 40% above April 1959. Radio, phono sales up (p. 19).

**NEW-LINE ORDERS** set records this year, Zenith & Packard Bell announce. Philco & Admiral report increases over last year (p. 19).

**GOVT. THREATENS GE** with dismemberment for refusal to comply with a consent decree in electrical price-fixing conspiracy (p. 21).

### *Auxiliary*

**CATV CLAN GATHERS** in San Francisco convention, hopeful that Congress will find regulation no longer warranted (p. 6).

### *Advertising*

**Y&R WARNS REPS IN N.Y.** that the agency will carefully police station handling of the longer network station breaks (p. 9).

### *Films*

**SYNDICATION PRODUCTION AT NEW LOW.** Actual output is even less than we predicted in January (p. 13).

### *Finance*

**AMPEX CRISIS** results in reassignment of top management, including Pres. Long. $4-million loss spurs reappraisal and proposed organization changes (p. 23).

### *Other Departments*

**PROGRAMMING** (p. 12). **NETWORKS** (p. 16). **PERSONALS** (p. 16). **FOREIGN** (p. 21). **AUXILIARY SERVICES** (p. 22). **ETV** (p. 22).


**MINOW AS A CAPITOL HILL PERFORMER:** It's sure nice to have a friend in court and to be a member of the team. So must FCC Chmn. Newton Minow feel after a week of almost constant testimony before Congressional committees. We saw a lot of Minow in action last week. Nowhere else can public learn as much about a public figure.

Minow appeared before 3 committees. He wore well with them for several reasons: (1) He sees eye-to-eye with committee chairmen on many things. (2) He's a Democrat—and the committees are run by Democrats. (3) He's as well prepared as a newcomer can be. (4) He has the "right" Hill personality. Among post-war FCC chairmen, only Ford was comparable.

Minow's manner is mild. He shows Congressmen the kind of respectful attention without which a man is dead on the Hill. Yet he's quietly very firm, doesn't hesitate to disagree with his questioners. But he's also cagey, knowing when to talk around something without sticking out his neck unnecessarily. He's good at another valuable technique: Frank admission of lack of knowledge when he lacks it—and frequent reliance on fellow Commissioners and flanking staff members.

Minow testified on FCC reorganization before Rep. Harris's Commerce Committee; on appropriations, before Sen. Magnuson's Appropriations Subcommittee; on antitrust matters, before Rep. Celler's Antitrust Subcommitee. Details of these hearing will be found in the 3 following stories. On June 19 he appears before Sen. Dodd's Juvenile Delinquency Subcommittee.

**FCC ANTITRUST STATUS REPORT:** Two pet hates of Rep. Celler (D-N.Y.), chmn. of Judiciary Committee, are AT&T and Broadcast Music Inc. (the music licensing organization). As FCC Chmn. Minow appeared before Antitrust Subcommittee last week, Celler again made clear several points:

(1) He believes AT&T makes too much money.

(2) He fears AT&T will monopolize satellite communications.

(3) "I shall not rest until there is complete divorcement of stations and BMI"—referring to station ownership of the music licensing organization.

Minow held his own against Celler and brusque Subcommittee counsel Herbert Maletz. But, in truth, Minow got virtually kid-glove treatment, contrasted with traditional Celler-Maletz grilling.

Minow assured Celler that neither AT&T nor any other one company or companies would dominate space communications, that FCC's views aren't "frozen" to limiting satellite ownership to international common carriers, that AT&T rates are being re-examined. As for BMI, he said FCC would be "gravely concerned" if it were proved that BMI is "coercing" stations, as Celler charged.

FCC showed that it's quite concerned with "incentive compensation plan" proposed by CBS, in which affiliates' compensation increases as their percentage of network programs carried increases. Broadcast Bureau Chief Kenneth Cox said that FCC was studying proposal and that: "It could be more compelling to affiliates than option time. It well might have a more anti-competitive effect than option time." Said Celler: "Isn't it a device to get around option time?" "That's what we're investigating," said Minow.

Maletz was concerned about "non-uniform" affiliation contracts, saying it appears that multiple owners get better deal than single owners. Minow said that FCC should look into matter but it "has questions about its powers in this area."

Minow also agreed with Celler that some govt. agency should watch station time rates—"but we would need a change in the law."

Ge & Westinghouse antitrust convictions will be taken into account in their license renewals, Minow assured Celler, as reported earlier (Vol. 17:14 p1). What he didn't say, however, was what a well-informed FCC source told us: "Of course we must take that into account. But I don't know of anyone around here who thinks we'll take their licenses away." (See also p. 21.)

Minow also gave status reports on variety of other subjects, as requested by Celler—all well known to industry: Uhf, deintermixture, NBC-Westinghouse station swaps, etc.

Earlier, Justice Dept. antitrust chief Lee Loevinger gave similar run-down, adding little except to show he's not to be pushed around by Celler or anyone else: "I want to avoid grandiose statements," he said, "about what we propose to do."

**MAGNUSON BACKS MINOW ON FCC PROGRAM ROLE:** It was a honeymoon—mostly—was FCC's appearance before Senate Appropriations Subcommittee last week. Chmn. Magnuson (D-Wash.), who is also chmn. of Commission-supervising Commerce Committee, showed he's now pleased with Commission & Chmn. Minow. And FCC's appearance wasn't hurt at all by presence of Broadcast Bureau Chief Kenneth Cox, former special TV counsel to Magnuson.

Magnuson urged Minow to ask for funds for a "small" ETV staff to handle details he expects to develop when Congress gives the states funds for ETV stations (see p. 22). He expressed opinion that Commission should have "flexibility" in assigning added staff members, as provided by expanded appropriation, as it sees fit—rather than putting them where House recommended. Traditionally, House tells FCC how to use new staff members, and Commission is loathe to demur.

Most important, Magnuson defended Minow's views on FCC's role in TV programming, against charges of "censorship" raised during hearing by Sen. Allott (R-Colo.).

Allott read Jim Bishop column from Rocky Mountain News to effect that local FCC hearings on renewals would be form of "legal lynching" and "blackmail." Said Allott: "At such hearings, you get the malcontents. You're not going to hear from the hundreds of thousands who are satisfied."

Minow responded: "I respectfully disagree. I hear from PTAs, religious groups, leagues of women voters. I think they should be heard. I must be frank. That's what I intend to do." He insisted that such hear-

ings have been & will be fair. Allott complained about pressure groups, gave this example: "The CATV lobbyists packed Senate Committee meetings. They even packed the Senate." This was in reference to CATV's fight last year against federal-regulation bill, which was beaten by one vote.

"I don't want FCC setting itself up as a judge on programming," said Allott. He said he hadn't any complaints from broadcasters, but that he wanted to re-emphasize his views. "But," retorted Magnuson, "FCC has the responsibility to look over over-all programming." And Minow repeated his contention that Commission has right to hold licensees to their programming promises. Allott retreated: "If a station says it's going to do 2 hours of public service and doesn't, I believe the FCC ought to be concerned." And Sen. Bridges, also having expressed concern with "censorship," agreed that FCC has right to look into "categories" of programs.

Allott also had his complaints about programs—"I agree that the endless procession of Westerns are a low ebb in programming" and "I've seen programs on Sunday inappropriate to the Sabbath."

Comr. Ford spoke up for Complaints & Compliance Div., which he sparked, saying that it is working out well. He said that most investigations end without action against broadcasters and that Commission now is doing what Congress asked it to do, namely, investigating complaints. A couple of years ago, FCC's lame excuse about quiz-rigging & payola was that it didn't know what was going on.

Much testimony was devoted to satellite communications, which Minow reiterated was FCC's "top priority job." Magnuson was much impressed, obviously had thought much about it. He said: "The Russians will be prepared for the 1963 conference" on space-frequency allocations, and he asked Minow to come up with plans for a special satellite communications staff. Among other points of testimony:

—Comr. Craven said that direct satellite-to-home telecasts are technically possible but not practical —or needed. "It would take a very heavy satellite," he said. He also assured Committee that FCC wouldn't let any one company dominate satellite communications.

—Sen. Robertson (D-Va.), whose minister son holds CP for religious uhf WYAH-TV (Ch. 27) in Portsmouth, was concerned with future of uhf. Comr. Lee gave him details of FCC's N.Y. experiment and the well-known pros & cons of uhf.

—Magnuson said he envisioned a 4th TV network—ETV—and said that even commercial networks "believe it will elevate all TV."

—Minow described AM application backlog and said that "some people believe we ought to revise our whole engineering standards on AM."

**JFK'S FCC PLAN BURIED:** President Kennedy's ill-starred FCC reorganization plan (Vol. 17:18 p2 et seq.) was interred with few tears last week by Congress, which already had set out to replace the White House formula for streamlining Commission procedure with milder legislation.

Last rites for Kennedy plan were held June 15 in House. Led by Speaker Rayburn (D-Tex.), who said sorrowfully in rare floor speech that he opposed President on issue, House went through formalities of passing resolution of disapproval endorsed by its Govt. Operations Committee. House action was all that was necessary to bury Kennedy plan in advance of scheduled June 26 effective date. Similar thumbs-down resolution was ready in Senate, however. Senate's Govt. Operations Committee had sent it to floor—without recommendation—2 days earlier.

House vote of 323-77 against President coincided with windup of desultory 3-day hearing by Commerce Regulatory Agencies Subcommittee on bill (HR-7333) by Chmn. Harris (D-Ark.) for watered-down FCC reorganization (Vol. 17:22 p1). Promising excitement because of conflict with White House, proceedings started out with big hearing room's spectator & press seats filled. They ended with 3 stragglers in audience & one reporter (ours) at press tables.

"I have no special or particular interest in the bill I introduced," Harris said at outset of hearings, setting slow tempo for them—and for any legislative action. Harris said that he—& everyone he knows in Congress or at FCC—would like to see Commission's efficiency improved. But he indicated he didn't regard present procedural problems as urgent. "I have been very pleased with the progress that has been made," Harris said, citing self-improvement in the last several years not only by FCC but by other regulatory agencies.

More positive stance on legislative outlook was taken by Harris on House floor, however. "On the facts before us, it is undoubtedly true that something needs to be done," Harris said, "and I am sure our Com-

mittee will report a bill." He added: "I can say that in my judgment we will bring to the House a bill that will help the Commission in its work."

Support for "objectives" of Harris bill was voiced at House hearings by FCC Chmn. Minow & all other witnesses. And all had on-the-one-hand-&-on-the-other reservations about one bit of language or another. Loyal to the end to President Kennedy in controversy, Minow said "I adhere to the position I took" in backing White House plan. He also said—in one of few surprises at hearings—that if he couldn't have President's plan, he'd rather have Harris bill than Commission's own alternative "consensus" bill (S-2034) which had been introduced week earlier (Vol. 17:24 p3) by Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.). For one thing, Minow said, he preferred discretionary-review terms of Harris bill to those in Pastore measure. After Minow had finished, all 6 other FCC members were heard from in general endorsements of Harris and/or Pastore proposals.

Tempo on FCC legislation probably will pick up in Senate June 28—the date set by Pastore for start of hearings on his Commission-drafted measure, with Minow as main witness. Pastore has promised to push hard for action this session on procedural reforms. Pastore—if not Harris—may provide momentum necessary for passage.

Lead-off House witness was President's advisor James M. Landis, author of Kennedy plan who had long since acknowledged it was doomed. He made no plea for restoration of the most controversial feature of White House scheme—authority for Minow to assign fellow FCC members to specific cases & tasks. Landis said he'd go along willingly with whatever Congress wants to do about FCC. Other witnesses included Federal Communications Bar Assn. Pres. Robert M. Booth Jr. & ex-FCBA Pres. Leonard H. Marks, who raised few legislative objections. NAB Pres. LeRoy Collins filed statement lauding purposes of both House & Senate bills, but singling out Senate proposals as "workable & acceptable."

No real effort was made later on House floor by Democrats—even by ardent New Frontiersmen—to save President's plan. Joined by Harris in leading floor debate against it, Rayburn said White House proposals were attempt "to amend fundamental law"—which he pointed out is job reserved to Congress. Republican assault on plan was spearheaded by Rep. Gross (Ia.), who charged that White House was trying to seize FCC control. "I have never seen a worse grab for power," said Gross.

Note: President Kennedy has run into opposition by his own party only on his FCC plan. After defeating it, Rayburn & other Democratic leaders closed ranks to beat back (212-176) Republican attacks on SEC reorganization by White House. FTC & CAB reorganization plans will be tested in House votes this week —with similar results expected.

**TV CODE STIFFENED AGAIN:** NAB's TV Board amended 4 TV Code sections last week to put new ceilings on commercials in prime time, as recommended by Review Board. The rule-tightening changes had been in the works since June 1960, when the Review Board began turning the screws on multiple spots & opening-&-closing program "billboards" (Vol. 16:25 p9 et seq.).

"These amendments represent a significant step toward a new concept in which the Code Board directs its attention to obtaining maximum program time," said Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City). "In addition, the amendments correct certain inequities in the commercial time limitations set for programs with single sponsors & those under multiple sponsorship. We believe that both the viewer & the advertiser will gain."

Amendments are effective Oct. 29, when TV schedules generally switch from daylight to standard time. As announced June 14 by TV Board Chmn. Dwight W. Martin (WAFB-TV Baton Rouge) after the regular Washington session, the new prime-time Code rules:

(1) Reduce permissible time for commercials on participation shows from 6 to 4 minutes per half-hour.

(2) Define peak viewing times as at least 3 hours per day.

(3) Require that sponsor "billboards" & other non-program material (including public-service announcements & promotion for upcoming programs) be included in the 4-minute limitation.

(4) Cut permissible between-program commercials from 3 to 2 instead of 2 plus 10-second ID announcement allowed under Code now—and which will still be permitted in non-prime time.

In a comment typical of those heard from network sources in N.Y., NBC standards dir. Ernest Lee

Jahncke Jr. told us: "NAB, in my opinion, is eliminating much of the peculiar double standard that exists between network commercial practices and those of local & independent stations. Actually, it's a case of NAB bringing individual station members up to the level of network policies in prime time."

Leading station groups sided with the networks in saying that their commercial policies had always been stiffer than NAB's anyway, and that the changes were aimed at "the local yokels." "Broadcasters would be smart to accept self-improvement," said one Eastern station executive, "in view of the climate in Washington," And from Los Angeles came the comment of Pres. Alvin Flanagan of independent KCOP. "I'm in favor of the new regulations. Not only will they improve TV, but they will give our spots one-third more dollar value, and will have that much more value to the advertiser. It's a step forward."

Ad agencies had no immediate reaction to the NAB move late last week. There were indications, however, that agency feelings, pro & con, would eventually depend to a large extent on client TV buying patterns. One large Madison Ave. agency, which has several prestige, full-sponsorship clients in network TV, said it was "delighted to see an end to the inequity whereby a major advertiser often has less commercial time than a bunch of local participation buyers." Another N.Y. agency, with several large TV-spot accounts, felt it "might work some hardship on advertisers with multiple-product lines."

NAB's Radio Code also was revised last week. At June 15 Washington session, Radio Board endorsed Radio Code Board recommendations that its rules be brought into line with TV Code bans against commercials for hemorrhoid remedies & feminine-hygiene products (Vol. 17:23 p11). Retained in Radio Code was general caution that "all advertising of products of a personal nature, when accepted, shall be treated with special concern for the sensitiveness of the listeners."

"Clarification" of Radio Code contest rules was voted at same time. New language reads: "Contests shall be conducted with fairness to all entrants, and shall comply with all pertinent federal, state and local laws & regulations." This substitutes for: "Contests shall offer the opportunity to all contestants to win on the basis of ability & skill, rather than chance." John R. Henzel (WHDL Olean, N.Y.) replaced James L. Howe (WIRA Fort Pierce, Fla.) as Radio Code Board member. Chmn. Cliff Gill (KEZY Anaheim, Cal.) reported that Standard Rate & Data Service would start identifying Code subscribers in its August station index.

**NAB REORGANIZATION STARTS:** NAB's combined TV-Radio Board gave go-ahead last week to Pres. LeRoy Collins to take first steps in his long-developing plan to revamp organization's structure (Vol. 17:23 p13)—then took some additional steps on its own.

The major Collins proposals approved by Board were for creation of single over-all NAB authority to administer TV & Radio Codes and for start of planning for establishment of university-attached NAB Research & Training Center.

In other actions, NAB's Joint Board: (1) Created new Washington hq office of exec. vp—to be filled by Collins, subject to Board approval. (2) Designated NAB secy.-treas. Everett E. Revercomb to head up new Dept. of Administration in charge of housekeeping chores. (3) Named 7-man advisory group of broadcasters "to make future recommendations at the Board's winter meeting regarding Board & staff structure."

Action on Collins plan came after debate at June 16 Washington session which he described as "full & free discussion." Board followed up vote with adoption of resolution expressing its "appreciation" & "support" of Collins leadership.

Over-all Code authority will be headed by director on vp level. Chief qualifications for job: "Experience & familiarity with both radio & TV." Director will have TV & radio assistants, and existing Hollywood & N.Y. offices will be continued. Research & Training Center would be headed by director with NAB vp title.

New reorganization advisory committee will be headed by Joint Board Chmn. Clair R. McCollough (Steinman Stations). Other members: TV Board Chmn. Dwight W. Martin (WAFB-TV Baton Rouge), William B. Quarton (WMT-TV Cedar Rapids), W. D. (Dub) Rogers (KDUB-TV Lubbock, Tex.), Radio Board Chmn. George C. Hatch (KALL Salt Lake City), J. M. Higgins (radio WTHI Terre Haute), Richard W. Chapin (KFOR Lincoln).

Advisors were instructed by Joint Board to retain present office of NAB radio vp (now filled by John F. Meagher) in any additional hq reshuffling—and to keep concept of TV & Radio Boards as separate NAB entities. Joint Board made no recommendation on continuance or discontinuance of office of TV vp—vacant since recent resignation of Charles T. Tower.

**CATV CLAN GATHERS—OLDER, WISER, STRONGER:** Nation's CATV operators, as they meet in San Francisco's spanking new Jack Tar Hotel this week for their 10th annual convention, believe they've come a long way since last year.

National Community TV Assn. members astonished even themselves by beating federal regulation in the Senate by a one-vote margin last year, and they've been busy ever since, shoring up defenses to prove that such regulation is unnecessary. Most important area of activity has been in eliminating "hot spots" —CATV-station conflicts—coming to terms with small-station operators and getting them to take heat off their Congressmen. They have strong hopes that Congress will find no pressing need for legislation this year.

In the last year, galvanized by their whisker win in Senate, they've hiked dues heavily to hire full-time paid Pres. William Dalton, full-time house counsel Robert L'Heureux, full-time house public relations man Leonard Lieberman—and begun to take on coloration of full-fledged Washington-based trade association.

Their growth remains unimpeded. And their Canadian counterparts, who started later, are also showing strong increases. We've analyzed the exhaustive CATV directory in our new TV Factbook, fresh off presses, and find following pertinent figures:

(1) 733 U.S. systems in operation as of March 1, compared with 685 last Aug. 1 as shown in preceding Factbook. Canada has 201, vs. 172.

(2) U.S. homes served total 760,683 vs. 706,524 seven months ago. In Canada: 143,068 vs. 119,129.

(3) U.S. operators estimate potential of existing systems at 1,339,642 homes, compared with 1,219,603 in August. Canadian statistics are 323,385 vs. 319,923.

(4) Average U.S. system serves 1,132 homes vs. 1,187. Canada: 911 vs. 969.

(5) Average potential of existing U.S. systems is 2,123, according to operators. This compares with 2,155 seven months ago. Canadians say their average potential is 2,046 vs. 2,373 last year.

Again, Factbook lists installation & monthly charges, stations carried, names, addresses, phones, executives, etc. And there is our customary feature showing system group ownership as well as our valuable 19-page section listing the systems & homes served by each TV station.

**NEW TV FACTBOOK—INDUSTRY'S BASIC COVERAGE GUIDE:** We are pleased to report that our new Television Factbook is in the mail to you. Frankly, if you'll forgive our exuberance, we believe it marks a major advance in basic TV-advertising industry references. For the first time, everyone who works with the medium will have a quick, graphic guide to coverage & penetration of each commercial U.S. station. This comprises, first, a half-page map for each station, displaying 2 kinds of information:

(1) Official Grade A & B predicted contours, as filed with the FCC by each station.

(2) American Research Bureau "net weekly circulation"—showing county-by-county viewing patterns.

Next is a tabular presentation for each station, showing degrees of viewing for each county, plus total households, total TV homes and penetration percentages. And then, a map of each state—showing location of each station for geographic orientation purposes, accompanied by basic market data from Sales Management (market class & rank, county population, net effective buying income, retail sales and total households, TV homes, etc.).

Maps & ARB circulation figures are intended as basic guides. Detailed market analyses may be obtained from ARB's fundamental "1960 TV Coverage Study," based on more than 500,000 interviews, and from Sales Management's authoritative "1960 Survey of Buying Power."

The foregoing are in addition to our customary complete data on each station—executives, ownership, technical facilities, rate-card digests, etc. This expansion of the Station Directory section of the Factbook increases its size to 682 pages, enlarging the entire volume to 1,078 pages.

All of our other regular departments have been expanded & updated. They comprise more than 75 directories, including: Advertising & billings, allocations tables, applications & CPs, associations & periodicals, attorneys & engineers, brokers & services, FCC roster, foreign TV stations, manufacturing statistics & executives, networks, program sources, reps, station sales, group ownership, CATV systems, etc., etc.

Factbook is last of semi-annual editions. Hereafter, it will be published annually. Extra copies may be obtained from our Radnor, Pa. publication headquarters at $12.50 per copy—and at $10 each for 5 or more.

## Congress

**NETWORKS DEFEND THEMSELVES:** Accused of committing high crimes & misdemeanors against children by fomenting sex & violence on TV, network defendants had their day in the Senate's juvenile-delinquency court last week. It was an unhappy time for one & all.

Network chiefs were lined up apprehensively in rows 2 & 3 deep in the Old Senate Office Bldg.'s big caucus room for the 2nd sensation-studded week of Judiciary Subcommittee Hearings presided over by Sen. Dodd (D-Conn.). Among them: CBS-TV Pres. James T. Aubrey, ABC-TV Pres. Oliver Treyz, NBC exec. vp Walter D. Scott.

They got their chances to defend themselves with bulky, documented statements that the good things on TV far outweigh any bad. But before they went into the dock they had heard things from other witnesses which were enough to make any network partisan wince.

ABC-TV had been taken over Subcommittee coals a week earlier for *Cheyenne* episodes (Vol. 17:24 p2). Now it was NBC-TV's & CBS-TV's turn to feel the heat.

Biggest sensation of the week came from Ziv-UA producer Ivan Tors of Hollywood, who read a letter from NBC's Jack Ballard in which the network expressed "concern over the absence of sex" from a half-dozen outlined *Man & the Challenge* shows.

Tors also said that Joseph Daly of Doyle, Dane, Bernbach, the agency handling the TV series, had warned him that *Man & the Challenge* would have to have "a great deal of sex & violence" before it could win a prime-time spot on TV. Tors testified that Daly told him the demand for spiced-up episodes originated with "Mr. Kintner"—presumably NBC Pres. Robert E. Kintner—and NBC programs & talent vp David Levy.

### "Youth, Crime" and Ratings

Tors added that his business experiences with CBS ran along the same lines. Officials of that network, he said, had sent along word to Ziv-UA that more "youth & crime" would do things for the ratings of *The Aquanauts* (which became *Malibu Run* under another producer).

To show what *Malibu Run* was like, Dodd earlier had screened 30 minutes of "The Adventure of Frankie" from the series. "I have observed beatings, excessive speed [on the highway], entrapment for assault, scenes of a home crumbling, plus a saloon & drinking," Dodd commented.

Dodd asked another Ziv-UA witness—vp A. Frank Reel—how he liked "The Adventure of Frankie." Reel responded: "I'm not an expert on juvenile delinquency. But I personally feel this episode is no worse than many others on the air. It all comes under the heading of trash."

In rebuttal testimony on NBC's letter to Ziv-UA about *Man & the Challenge*, NBC's Scott said he thought producer Tors may have misinterpreted the word "sex." Scott told Dodd: "I would guess that word sex as used in the letter was shorthand for feminine interest."

Speaking for CBS-TV, programs vp Oscar Katz argued that the *Malibu Run* show cited by Dodd as a horrible example of bad TV programming actually taught moral lessons against juvenile delinquency. He also pointed out—as other network spokesmen did—that nobody had conducted definitive studies establishing any relationship between TV programming & juvenile delinquency.

ABC's Treyz testified that his network never would run 10 consecutive minutes of violence on any show, that no ABC-TV program was designed for any "bad effect" on viewers. "I have never deliberatedly participated in any decision to step up violence," Treyz said.

Dodd wasn't mollified. Networks need public pressure to force them to curb "brutal, sadistic" programs, he said —and he repeated that FCC licensing of the networks would help, even if this might lead to govt. controls over freedom of thought on the air. To star witness Tors, Dodd said: "I'm well aware of the risk you're taking. I hope there will be no reprisals. I think the public owes you a debt of gratitude."

Other witnesses last week included:

Pres. Clara S. Logan of the National Assn. for Better Radio & TV, who filed a statistical count of mayhem & murder on a week of Los Angeles TV shows. She said it proved that TV represented a "real danger" to children.

Evelyn Burkey of the Writers Guild East, who testified that "those who pay the bill"—sponsors & ad agencies —can be blamed for much violence on TV screens. But she also said the networks should start resisting sponsor pressures to "beef up" show with more of the same.

Dr. Albert Bandura, Stanford U. pychology teacher, who ran off a film showing kindergarten children savagely beating an oversized doll. They were aping adult behavior they had observed in another film, he said.

Hugh O'Brian of *Wyatt Earp*, who wasn't much help to Dodd in criticizing action in other shows. "I've been so busy riding my own horse that I haven't had a chance to look at others," he said.

Sylvester (Pat) Weaver, ex-NBC head now with McCann-Erickson, who also failed to provide Dodd with fiery testimony. He declined to join in the attack on current TV programming. Prodded to comment on Subcommittee tabulations indicating that half of network might-time shows are action-adventure-mystery-cowboy categories, Weaver said, "that seems somewhat high."

Next scheduled witness: FCC Chmn. Minow, who has won a reputation as a critic of TV programming. Dodd called him for testimony June 19, when the current phase of the Senate TV hearings may wind up.

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The coming season will have 25% fewer violence shows, reported June 12 *Sponsor*, pointing out that whereas the 3 networks in the 1960-61 season featured a total of 43 shows that "routinely lean on some form of mayhem," this figure will be down to 33 in the 1961-62 season.

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**Sec. 315 Repeal Urged:** NBC & CBS agree that one of the best things Congress could do to improve U.S. election procedures is to erase political equal-time requirements from the Communications Act. NBC Chmn. Robert Sarnoff & CBS Inc. gen. counsel Thomas K. Fisher made the same pitch in statements filed with the Senate Rules & Administration Elections Subcommittee during hearings on election-reform measures. Sarnoff also cautioned the Subcommittee against proposals that broadcasters should be required by law to furnish free air time to politicians. Fisher said CBS also opposes proposals for federal subsidies to pay for election-campaign broadcasts.

**Billboard Ban Voted:** Bonus payments of federal highway funds to states which ban billboards along the routes would be extended for 2 years under amended terms of a House-approved $11.4-billion road bill passed by the Senate. The measure was sent into Senate-House conference, where opponents of the billboard amendment will try to eliminate it on the ground that it discriminates against outdoor advertising in favor of other advertising media.

## The FCC

**FAA POSTS TOWER RULES:** The Federal Aviation Agency has retreated—but not much—from the tall-tower rules & regulations it proposed last September. That jurisdictional-tightening move was protested loud & long at the time by NAB & other broadcasting groups as an invasion of FCC territory (Vol. 16:38 p5 *et seq.*).

"The revised order is still bad for broadcasters," we were told by one industry-group lawyer who led in the fight against FAA's initial proposals. "It still puts them under 2 agencies when they apply for tower permits—and they can count on FAA being unfriendly." The only protest-recourse now for broadcasters from the FAA ukase will be in the courts.

In the finally-adopted form announced last week by FAA, the air-hazard rules are reduced to 35 pages from the original 54.

FAA said "substantial revision" of its original proposals is provided in the final rules, effective July 15, but that the "general form" of the first draft is maintained—and that the agency's "authority & jurisdiction" in controlling heights of TV & radio towers to protect aircraft aren't subject to challenge under the Civil Aeronautics Act.

### Lengthy Hearings Avoided

FAA backed away from proposals that would require elaborate hearing procedures on broadcasters' plans to construct or alter tall towers. Acknowledging that the procedures might be "unduly complicated" and would "consume substantial periods of time," FAA said: "In view of the public reaction, a simplified proceeding has been substituted by which these hearings may be expedited."

FAA also inserted "an affirmative requirement" in its final order that FCC must be consulted before any antenna farms are set up. Such antenna groupings can help keep other airspace clear, but the "beneficial effect could be lost if the farm areas established were not compatible with the over-all needs of the broadcast industry," FAA conceded. It promised that FCC's "views will be given full consideration prior to any FAA action," but clung to its claim to the right to designate farms.

In another change in the original proposals, FAA made it clear that the new regulations won't apply to structures already in existence on July 15.

Additional modifications in the rules included these:

On construction notices to FAA—"A provision has been incorporated in the regulation which will permit immediate action with minimum notice in any emergency involving essential public service, public health or safety."

On air-hazard criteria—"The regulation adopted does not brand immediately as hazards all proposed construction which would exceed the criteria." And the criteria themselves have been made "more lenient," such as an extension of control-zone tower elevation limitations near cities from 170 to 200 feet. Quick FAA studies will be made to see if "contemplated construction would, in fact, result in a hazard to air navigation." The initial limitation covered control areas—blanketing most of the Eastern states—as well as restricted control zones.

On aeronautical studies—"Provision is made for the possible adjustment of (1) aviation requirements to accommodate the construction proposals and (2) the location & height of the proposed structures to eliminate or minimize their effects on air navigation." It's expected that most conflicts will be resolved informally without need for hearings, FAA said.

**Crosley Losing Indianapolis Ch. 13:** In a rare & significant action, caused by the passage of time which produced a change in FCC's membership, the Commission voted 4-2 last week to take WLWI (Ch. 13) Indianapolis from Crosley and give it to original competitor radio WIBC.

The Commission merely announced that it had instructed its staff to draft the final decision. It didn't tell how the vote went or what its reasoning was. Comr. Craven abstained.

The case has a long history. Originally, Craven, who had been engineering consultant for radio WIRE (an early competitor which dropped out), wanted to refrain from voting. However, FCC was tied 3-3, and the Commission general counsel said Craven could vote to break the tie. He voted for Crosley and it won. WIBC took the case to court on another ground—that Craven voted without having heard oral argument. The court ruled that WIBC was right, sent the case back to the Commission for a retake. WLWI went on the air in 1957, meanwhile. Now, none of the Commissioners who voted for Crosley is still present (except non-voting Craven): Doerfer, Mack & McConnaughey. Originally, Hyde, Bartley & Lee had voted against Crosley.

It's understood that at least one reason for FCC's current choice of WIBC is that Crosley owns other stations in the area—WLWT Cincinnati, WLWD Dayton & WLWC Columbus. Chmn. Minow, in his hearing before Rep. Celler June 15 (see p. 2), discussing the "concentration of control" issue, said: "We instructed the staff yesterday on [a concentration case]."

The case isn't over with yet, of course, and there's bound to be considerable lengthy litigation before it is.

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**Examiner Rough on WHYZ-TV Duluth:** Some of the sharpest language used in years was employed by FCC examiner Herbert Sharfman in his initial decision recommending denial of a modification of CP for change of facilities to WHYZ-TV (Ch. 10) Duluth—tantamount to urging the FCC to take away the whole CP. He concluded that principals L. F. Gran and the late Louis E. Caster had: (1) Engaged in unauthorized construction. (2) "Trafficked" in a license in transfer of control to Ashley Robison. (3) Wilfully misrepresented facts to FCC. (4) Were guilty of unauthorized transfer of control. The 74-page single-spaced decision—outlining tremendously complex dealings—is full of such expressions as "chicanery," "guile," "cabal," "deliberate, knowing & inexcusable."

**"Summary Procedure" Asked:** FCC has given Congress the draft of proposed Communications Act amendments permitting the Commission to follow "summary procedure" in handling license application cases in which it is "unable to find that a grant would be in the public interest." Under language of the amendments—first written by FCC in February, but held up pending Budget Bureau study (Vol. 17:16 p4)—the Commission wouldn't be required to go into "full evidentiary hearings where no genuine, substantial and material issues of facts have been presented." Applicants in such cases would be entitled to additional pleadings & oral arguments, however. In a "justification" accompanying the draft bill, the Commission told Congress "it would serve to sharply reduce the number of protracted evidentiary hearings."

**Minow Gets Foreign Report:** TV Program Export Assn. Pres. John G. McCarthy met with FCC Chmn. Minow June 16 to assure him that American TV films shown abroad are giving viewers a favorable image of the U.S.

**Clear-Channel Decision Rides Again:** FCC has told its staff to draft a final clear-channel (AM) decision in the hope of bringing to a conclusion a subject that has been pending for some 15 years. The staff is being spurred to complete the work by FCC's August recess.

Essence of the decision: Allow the construction of new Class II (10 to 50 kw) stations on 13 clear channels; leave the other 12 undisturbed.

Naturally, the decision will be challenged in court. Assuming the FCC wins, hearings for the new stations—in which the "invaded" clear-channel stations will participate—will take the usual 2-3 years to complete. Here are the channels to be broken down, the clear-channel stations using them, and the states in which the new stations will be located:

670 kc, WMAQ Chicago, to Ida.; 720, WGN Chicago, to Nev. or Ida.; 750, WSB Atlanta, to Anchorage, Alaska (for shifting of an existing station); 760, WJR Detroit, to San Diego (for shifting of an existing station); 780, WBBM Chicago, to Nev.; 880, WCBS, N.Y., to N.D., S.D. or Neb.; 890, WLS Chicago, to Utah; 1020, KDKA Pittsburgh, to N.M.; 1030, WBZ Boston, to Wyo.; 1100, KYW Cleveland, to Colo.; 1120, KMOX St. Louis, to Cal. or Ore.; 1180, WHAM Rochester, to Mont.; 1210, WCAU Philadelphia, to Kan., Neb. or Okla.

The following would be unaffected: 640, KFI Los Angeles; 650, WSM Nashville; 660, WNBC N.Y.; 700, WLW Cincinnati; 770, WABC N.Y.; 820, WBAP-WFAA Ft. Worth-Dallas; 830, WCCO Minneapolis; 840, WHAS Louisville; 870, WWL New Orleans; 1040, WHO Des Moines; 1160, KSL Salt Lake City; 1200, WOAI San Antonio.

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**FCC N.Y. Hearing List:** Witnesses for FCC's program hearings in N.Y., starting June 20 (Vol. 17:23 p5), will include the following, the Commission announced: David Susskind & Daniel Petrie, Talent Associates-Paramount; Worthington Miner, NTA; George Schaefer, Compass Productions; William Todman & Mark Goodson, Goodson-Todman; Mildred Freed Alberg, Milberg Enterprises; Ernest Kinoy & David Davidson, Writers Guild; Perry Como, Roncom Productions; Dave Garroway; Bob Banner, Bob Banner & Associates; Paddy Chayefsky; Fred Coe; Sylvester L. Weaver, McCann-Erickson; Albert McCleery, CBS; Robert Saudek, Robert Saudek Associates; Irving Mansfield, Impa Productions; H. William Fitelson, Theater Guild; Fred Friendly, CBS; Henry Jaffe, Harry Jaffe Enterprises; Tad Mosel; Erik Barnouw, Columbia U.; Gore Vidal; Ed Sullivan; Irving Gitlin, NBC; Robert Alan Aurthur; Robert Gessner, NYU.

**"Plugola" Deadline Extended:** At the request of NAB, FCC has extended from June 19 to July 10 the deadline for industry comments on the Commission proposal covering "broadcast announcements of financial interests" of stations' owners & employes in broadcast promotions. Reply-comments deadline was moved from July 10 to July 30.

**FCC Information Consultant:** Michael Connelly, ex-United Press and *San Francisco Chronicle*, has been hired as an FCC consultant, for 6 weeks, to study the Commission's press information setup.

**Washington Uhf ETV:** FCC was so happy to grant an ETV station for its own home town—Ch. 26 to the Greater Washington Educational TV Assn.—that it put out a full-page press release on it.

## Advertising

**Y&R READY FOR ROUND 2:** Having lost round one in its uphill fight against 3-network adoption of the 42-sec. station break between nighttime programs, Young & Rubicam climbed through the ropes again last week, battered but unbowed. At an agency-hosted meeting June 14, media-relations vp William E. Matthews warned some 60 N.Y.-area station reps invited to the session that Y&R would ride close herd on the new station commercial policies via BAR's TV performance audits. (We have previously reported Matthews' statement—Vol. 17:23 p10—regarding the 9,514 local station violations that were uncovered by a 4th-quarter 1960 BAR report.)

Y&R's move "questions the integrity of the TV industry," charged one station representative at the meeting. "We have had many cases where stations have been careless and we have paid for something we didn't get," retorted Matthews angrily. "We shake in our boots for fear that clients will ask for proof that their commercials are going where they want them. We have a right to ask for that proof and I hope there will be no more challenging of that right."

"If we place an order with a magazine," the Y&R vp continued, "we do not pay the bill unless a tearsheet of the ad accompanies the invoice . . . We want proof of performance . . . One top agency president told me that he paid for three months for a commercial that never went on the air.

"I can't understand why broadcasters say you should take their word for what they do when no other medium makes this imposition. Certainly it is hard for television to give proof. But asking for a sample check is not an attack on the intentions or integrity of broadcasters."

The agency will also police local programming, said Matthews, to see if "the many pious statements about the beneficial effects [on programming] of the increased revenue" are realized. He asked for "co-operation to speed up the fixing of rates based on the longer breaks" and an indication from the reps of what spot-announcement patterns stations are likely to select.

Antagonistic undercurrents at the brief session surprised no one; the reps are almost unanimously in favor of the extended station breaks. Early last month, Station Representatives Assn. managing dir. Lawrence Webb sent a letter to all U.S. commercial TV stations heralding the then-proposed move as a boon for "better service."

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**First-half Magazine Slump:** Magazines may have increased their revenue from the 100 leading magazine advertisers during 1960 (Vol. 17:20 p15), but there has been a revenue slump in the first half of this year. So reported *Printers' Ink* June 16 in the latest of its periodic checkups of print-media activity. The drop amounted to a page-volume decrease of 9.1% for the first 6 months of 1961, and 10.2% for the month of June under June 1960. June 1961 represented the 10th consecutive month that has been under its corresponding year-ago month.

**Theater Booking Revolution:** TV has been the cause of a change in the pattern of booking films for theaters, reports *Sponsor*. Bookings used to be made in terms of newspaper coverage, placing pictures within a 50-mile radius. But the longer reach of TV-station coverage has made it necessary to arrange play dates simultaneously in the many suburban towns surrounding the city markets.

## THE TOP 100 TV ADVERTISERS — 1960

Supplied by TV Bureau of Advertising

| | Spot TV | Network TV | Total TV |
|---|---|---|---|
| 1. Procter & Gamble Company .... | $55,084,440 | $46,406,679 | $101,491,119 |
| 2. Lever Brothers Company ..... | 16,535,560 | 28,613,140 | 45,148,700 |
| 3. American Home Prod. Corp. .... | 9,412,110 | 33,376,057 | 42,788,167 |
| 4. General Foods Corporation ..... | 18,540,740 | 18,623,648 | 37,164,388 |
| 5. Colgate-Palmolive Company .... | 11,419,230 | 22,511,280 | 33,930,510 |
| 6. General Motors Corporation .... | 1,646,820 | 22,985,033 | 24,631,853 |
| 7. Bristol-Myers Company ..... | 10,169,560 | 10,747,288 | 20,916,848 |
| 8. Brown & Williamson Tob. ..... | 7,786,200 | 12,533,149 | 20,319,349 |
| 9. R. J. Reynolds Tobacco Co. ..... | 4,173,570 | 15,891,416 | 20,064,986 |
| 10. Sterling Drug, Inc. ..... | 2,185,890 | 15,358,919 | 17,544,809 |
| 11. General Mills, Inc. ..... | 2,569,810 | 14,651,707 | 17,221,517 |
| 12. Miles Laboratories, Inc. ..... | 8,132,990 | 8,839,446 | 16,972,436 |
| 13. P. Lorillard & Company ..... | 8,431,630 | 7,755,281 | 16,186,911 |
| 14. Gillette Company ..... | 4,031,050 | 12,075,302 | 16,106,352 |
| 15. American Tobacco Company .. | 6,056,610 | 9,701,965 | 15,758,575 |
| 16. Kellogg Company ..... | 5,795,390 | 9,900,196 | 15,695,586 |
| 17. Philip Morris, Inc. ..... | 4,149,560 | 11,245,448 | 15,395,008 |
| 18. Texaco, Inc. ..... | 514,010 | 12,161,822 | 12,675,832 |
| 19. Liggett & Myers Tob. Co., Inc. | 1,542,980 | 10,991,624 | 12,534,604 |
| 20. Warner-Lambert ..... | 6,302,760 | 5,464,060 | 11,766,820 |
| 21. National Biscuit Company ..... | 1,321,330 | 10,347,922 | 11,669,252 |
| 22. Ford Motor Company ..... | 28,520 | 11,159,933 | 11,188,453 |
| 23. S. C. Johnson & Son, Inc. ..... | 2,813,160 | 8,103,747 | 10,916,907 |
| 24. Standard Brands, Inc. ..... | 7,477,080 | 2,887,140 | 10,364,220 |
| 25. Alberto-Culver Company ..... | 1,242,160 | 8,822,038 | 10,064,198 |
| 26. Lestoil Products, Inc. ..... | 9,961,120 | — | 9,961,120 |
| 27. National Dairy Prod. Corp. .... | 1,212,650 | 8,529,811 | 9,742,461 |
| 28. Westinghouse Electric Corp. .... | 208,270 | 8,825,165 | 9,033,435 |
| 29. Chrysler Corporation ..... | 318,060 | 8,638,201 | 8,956,261 |
| 30. Pillsbury Company ..... | 3,847,110 | 4,927,310 | 8,774,420 |
| 31. William Wrigley Jr. Co. ..... | 7,810,220 | 616,248 | 8,426,468 |
| 32. Carter Products, Inc. ..... | 1,938,580 | 6,174,175 | 8,112,755 |
| 33. E. I. Du pont De Nemours ..... | 399,730 | 7,558,622 | 7,958,352 |
| 34. J. B. Williams Co., Inc. ..... | 173,840 | 7,629,626 | 7,803,466 |
| 35. General Electric Company ..... | 1,966,070 | 5,745,718 | 7,711,788 |
| 36. Nestle Co., Inc. ..... | 5,679,460 | 1,611,156 | 7,290,616 |
| 37. Corn Products Co. ..... | 3,737,550 | 3,342,356 | 7,079,906 |
| 38. American Chicle Company ..... | 2,448,910 | 4,612,913 | 7,061,823 |
| 39. Ralston-Purina Company ..... | 675,540 | 6,067,040 | 6,742,580 |
| 40. Revlon, Inc. ..... | 2,359,060 | 4,219,880 | 6,578,940 |
| 41. Campbell Soup Company ..... | 1,263,440 | 5,304,700 | 6,568,140 |
| 42. Hunt Foods & Industries, Inc. | 6,530,630 | — | 6,530,630 |
| 43. Continental Baking Co. ..... | 5,879,280 | 593,837 | 6,473,117 |
| 44. Beech-Nut Life Savers, Inc. .... | 1,220,360 | 4,819,117 | 6,039,477 |
| 45. Bayuk Cigars, Inc. ..... | — | 5,705,471 | 5,705,471 |
| 46. International Latex Corp. ..... | 5,591,010 | — | 5,591,010 |
| 47. Eastman Kodak Co. ..... | 309,690 | 5,271,794 | 5,581,484 |
| 48. Block Drug Co., Inc. ..... | 299,500 | 5,242,390 | 5,541,890 |
| 49. Scott Paper Co. ..... | 1,503,190 | 4,020,948 | 5,524,138 |
| 50. Quaker Oats Co. ..... | 2,362,270 | 3,022,574 | 5,384,844 |
| 51. Ford Motor Co., Dealers ..... | 5,275,570 | — | 5,275,570 |
| 52. Carnation Company ..... | 2,056,260 | 3,009,147 | 5,065,407 |
| 53. Armour & Company ..... | 959,990 | 3,988,370 | 4,948,360 |
| 54. Johnson and Johnson ..... | 607,230 | 4,297,630 | 4,904,860 |
| 55. Simoniz Co. ..... | 2,472,200 | 2,331,275 | 4,803,475 |
| 56. Coca-Cola Co./Bottlers ..... | 4,187,470 | 561,080 | 4,748,550 |
| 57. Richardson Merrell, Inc. ..... | 2,213,520 | 2,374,527 | 4,588,047 |
| 58. Jos. E. Schlitz Brewing Co. .... | 1,884,170 | 2,625,530 | 4,509,700 |
| 59. Kaiser Industries Corp. ..... | — | 4,448,040 | 4,448,040 |
| 60. J. A. Folger & Co. ..... | 4,387,220 | — | 4,387,220 |
| 61. Anheuser-Busch, Inc. ..... | 3,715,300 | 646,573 | 4,361,873 |
| 62. General Motors Corp. Dealers | 4,350,470 | — | 4,350,470 |
| 63. Helene Curtis Industries, Inc. | 903,420 | 3,350,042 | 4,253,462 |
| 64. Armstrong Cork Co. ..... | — | 4,181,034 | 4,181,034 |
| 65. Minute Maid Corp. ..... | 3,623,440 | 443,309 | 4,066,749 |
| 66. Avon Products, Inc. ..... | 4,000,240 | — | 4,000,240 |
| 67. Standard Oil Co. (N.J.) ..... | 3,175,400 | 786,155 | 3,961,555 |
| 68. Radio Corp. of America ..... | 135,050 | 3,735,367 | 3,870,417 |
| 69. Prudential Ins. Co. of Amer. .. | 26,270 | 3,766,861 | 3,793,131 |
| 70. Sears, Roebuck & Co. ..... | 961,070 | 2,827,765 | 3,788,835 |
| 71. Mennen Co. ..... | 2,069,180 | 1,621,120 | 3,690,300 |
| 72. Aluminum Co. of America ..... | 158,750 | 3,492,926 | 3,651,676 |
| 73. Food Mfrs., Inc. ..... | 3,651,080 | — | 3,651,080 |
| 74. Falstaff Brewing Corp. ..... | 2,403,400 | 1,236,529 | 3,639,929 |
| 75. Kimberly-Clark Corp. ..... | 89,280 | 3,524,286 | 3,613,566 |
| 76. Canadian Breweries, Ltd. ..... | 3,033,050 | 570,799 | 3,603,849 |
| 77. Drackett Co. ..... | 20,940 | 3,577,524 | 3,598,464 |
| 78. Consolidated Cigar Corp. ..... | 2,304,900 | 1,290,070 | 3,594,970 |
| 79. U.S. Steel Corp. ..... | — | 3,298,618 | 3,298,618 |
| 80. Swift & Co. ..... | 1,928,990 | 1,366,220 | 3,295,210 |
| 81. Beecham Products, Inc. ..... | 459,480 | 2,796,388 | 3,255,868 |
| 82. Chesebrough-Ponds, Inc. ..... | 1,446,150 | 1,786,149 | 3,232,299 |
| 83. Pepsi Cola Co./Bottlers ..... | 3,119,040 | — | 3,119,040 |
| 84. Mutual Benefit H. & A. Ass'n | 34,400 | 3,036,436 | 3,070,836 |
| 85. H. J. Heinz Co. ..... | 68,960 | 2,940,051 | 3,009,011 |
| 86. Pabst Brewing Co. ..... | 2,697,950 | 276,799 | 2,974,749 |
| 87. Norwich Pharmacal Co. ..... | 2,619,030 | 298,788 | 2,917,818 |
| 88. Reynolds Metals Co. ..... | 89,480 | 2,818,160 | 2,907,640 |
| 89. Shell Oil Co. ..... | 2,630,660 | 274,028 | 2,904,688 |
| 90. Andrew Jergens Co. ..... | 2,402,070 | 397,224 | 2,799,294 |
| 91. Sperry Rand Corp. ..... | — | 2,783,184 | 2,783,184 |
| 92. Theo. Hamm Brewing Co. ..... | 2,360,690 | 412,908 | 2,773,598 |
| 93. Polaroid Corp. ..... | — | 2,755,186 | 2,755,186 |
| 94. United Merchants Mfrs., Inc. .. | 2,745,640 | — | 2,745,640 |
| 95. Atlantis Sales Corp. ..... | 2,185,120 | 500,447 | 2,685,567 |
| 96. Hills Bros. Coffee, Inc. ..... | 1,706,010 | 979,556 | 2,685,566 |
| 97. Plough, Inc. ..... | 1,516,010 | 1,124,788 | 2,640,798 |
| 98. Sweets Co. of America, Inc. .... | 144,390 | 2,484,559 | 2,628,949 |
| 99. Pet Milk Co. ..... | 73,360 | 2,529,401 | 2,602,761 |
| 100. Noxzema Chemical Co. ..... | 576,460 | 1,906,269 | 2,482,729 |

**22 Categories Boosted TV Spending:** Of the 32 product categories in network or national spot TV, 22 showed increases in 1960, reported TvB in a roundup last week titled "How's Business?" Five categories (all using both spot & network) showed better than 35% increases over 1959. They were: (1) Amusements & entertainment, up 92.4% to $2.6 million. (2) Hotels, resorts & restaurants, up 70% to $1 million. (3) Household furnishings, up 35.8% to $10.4 million. (4) Publications, up 610.3% to $5 million. (5) Stationery & office equipment, up 38.2% to $2 million. In another report, TvB said that wax & polish advertisers increased their 1960 TV dollars (including local expenditures) 56% over 1959. Gross time billings for that industry were $16.9 million, with TV's share of the top 10 billings 85.6%—up from 62.9% in 1959. Leaders were S. C. Johnson ($7.8 million), Simoniz ($4.4 million), and American Home Products ($1.5 million).

**Pool Business Making Big Splash:** Swimming pool sales, including equipment & accessories, amounted to a billion dollars in 1960, reported June 9 *Printers' Ink*, and 60-65,000 new pools will be built this year. Pool contractors' ad budgets are increasing along with sales, but TV isn't getting much of the business (most pool makers use newspapers). Bruce Corolac, however, has used TV in the metropolitan N.Y. market, plans to continue in the medium as it enters other Eastern markets. General Pool Corp. (dealers in 42 states) plans to advertise nationally.

**Hemorrhoid Drugs Probed:** FTC has launched an industry-wide investigation of advertising by more than 100 makers of hemorrhoid products to see whether they are "exaggerating the efficacy" of the remedies. In letters to the manufacturers, FTC has demanded samples of all advertising in all media and quantitative formulas for each product. Commercials for hemorrhoid remedies are banned by NAB's TV & Radio Codes (see p. 4).

**Ad People:** Gordon H. Lusty and Robert Herzbrun elected BBDO vps . . . **William B. Lewis**, Kenyon & Eckhardt chmn., named also creative services dir.; **W. Stephens Dietz** elected senior vp & mktg. services dir.; **Howard M. Wilson** elected senior creative services vp . . . **Dr. Herbert E. Krugman** named a Ted Bates vp.

**Kenneth McAllister**, ex-Benton & Bowles, named ad vp, Thomas J. Lipton Inc.

**Henry P. Stockbridge**, ex-Young & Rubicam, named to new post of new product planning dir., B. F. Goodrich . . . **Wilford Thunhurst** appointed TV-radio dir., Erwin Wasey, Ruthrauff & Ryan Pittsburgh office.

### *Obituary*

Charles F. Hanser, 78, Donahue & Coe vp, died June 14 of cancer at his home in Red Bank, N.J. He had been with the agency since 1934. Surviving are his wife, 2 children, 4 grandchildren and 9 great grandchildren.

### TELEVISION FACTBOOK NO. 32 IS OUT

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOOK went into the mail to all TV-service subscribers of TELEVISION DIGEST last week. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at $12.50 each; or $10 each for 5 or more.

## Stations

**FAB URGES TV-RADIO EDITORIALS:** The Fla. Assn. of Bcstrs. gathered in Miami last week (June 14-17) for its 26th annual convention. Pres. Lee Ruwitch, WTVJ Miami exec. vp-gen. mgr., set the theme in an opening address that stressed (1) the status-building importance of editorializing, (2) the need to improve the quality of programming & broadcasting techniques, (3) the strength in numbers. FAB's membership includes all of the state's TV stations & 85% of its radio.

Highlights of the 4-day session included a recital by former FCC Broadcast Bureau Chief Harold Cowgill of the "Inside Story of FCC's Probe in Florida," a banquet address by FCC Comr. Robert T. Bartley, and panels, workshops and addresses on subjects ranging from automation & stereo to ratings & editorializing:

**FAB Pres. Ruwitch:** "The FAB is one of the few state organizations that has urged its members to editorialize. Almost a year ago we mailed kits to all members containing sample editorials and urged that all responsible stations consider this course of action. I hope that we can truthfully boast that more stations in the state of Florida—both TV & radio—now editorialize than elsewhere in the country." Emphasizing the importance of membership strength, Ruwitch noted that when FAB speaks to state & national leaders it gets "a very attentive ear."

**FCC Comr. Bartley:** It's time for broadcasters to act —either individually or collectively—to reclaim programming controls from networks & national advertisers, Bartley told a June 16 session. "Are you gentlemen, you local licensees & program directors, going to let this potentially greatest of all media for mass communications continue to drift into control of a few hands?" he asked.

Bartley's answer: "I just can't believe that it is an economic necessity that you have to capitulate. For if stations are too weak individually to exercise their responsibility, they should figure out some way to do it together. Now, whether it would be desirable that licensees be afforded some relief from the anti-trust laws in their 'combined dealings' with the networks is a question the affiliates should explore."

**Harold Cowgill:** The former FCC staffer told the broadcasters that in his opinion Florida licensees which have not yet been renewed are being delayed by the paperwork involved in spelling out specific citations against the stations. He does not believe that the delay necessarily means that the licenses involved are in jeopardy.

**Eugene B. Dodson, WTVT Tampa-St. Petersburg vp-mgr.:** "Make no mistake about it, editorializing is a headache to any broadcaster who undertakes it. The problems it presents are not minor ones. [However] I am firmly convinced that regular editorials have been one of the most worthwhile additions to our schedule and to our operation. I know they have greatly enhanced our stature in the community. Considered strictly as programming material, they have been good. The latest ARB gives our editorial an average rating of 30, in a 3-station market, with its competition being the major evening newscasts on both other stations. Its share-of-audience among the 3 stations is 60%. Otherwise, I feel we are performing a genuine community service with the editorials . . . We are stimulating thought & action."

**ARB-Nielsen:** Representatives of 2 major rating firms, ARB Dir. James W. Seiler and A. C. Nielsen vp George E. Blechta, gave a friendly back-pat to the report on rating services prepared for the House Commerce Committee by Stanford's William G. Madow (Vol. 17:13 p3). Seiler volunteered ARB "co-operation" in any effort to set up a TV-industry audience-research committee. But he also warned the FAB meeting that it was up to broadcasters as research buyers to accept a "full share of responsibility" for improvements in the research field. Audience measurement, he said, should be bought "to learn facts, not for the most attractive numbers." Nielsen's Blechta commended the Madow report for having "put an end to much of the confused thinking on the subject of ratings." The report, Blechta said, "put things back into focus . . . ratings are only the tools, not the masters . . . the few complaints about the complex language of the report are either studied or extremely naive. Broadcast ratings aren't simple."

**Abel Mestre:** A surprise guest & speaker at the FAB convention was the one time chairman of Cuba's CMQ Network, seized by Castro. Mestre, unscheduled speaker at the June 16 luncheon, recounted his broadcasting problems with the Castro government.

**New officers:** Lee Ruwitch and Norman Protsman (radio WNER Live Oak) were re-elected as FAB president & secretary-treasurer respectively.

**New directors:** Elected to 2-year terms as directors for TV—Joseph L. Brechner, WLOF-TV Orlando; George W. Harvey, WFLA-TV Tampa; Fred P. Shawn, WSUN-TV St. Petersburg-Tampa. Elected to 2-year terms as directors for radio—George Friend, WPLA Plant City; Robert M. Weeks, WADE Tampa; Warren Blackmon, WVCG Coral Gables; William J. Ryan, WNOG Naples; Earnest R. Currie, WZOK Jacksonville.

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**TV Information Group Named:** Appointments by the networks & NAB Pres. LeRoy Collins of members of the 9-man TV Information Committee for 1961-62 were confirmed last week by NAB's TV Board. They are: Lester Bernstein (NBC), John P. Cowden (CBS), Michael Foster (ABC), Roger W. Clipp (Triangle Stations), Joseph C. Drilling (WJW-TV Cleveland), Clair R. McCollough (Steinman Stations), C. Wrede Petersmeyer (Corinthian Bcstg. Corp.), Joseph S. Sinclair (WJAR-TV Providence), Willard E. Walbridge (KTRK-TV Houston).

**Hatch Heads Radio Board:** NAB's Radio Board has elected George C. Hatch, pres. of KALL Salt Lake City, as chairman, succeeding Thomas C. Bostic (Cascade Bcstg. Co.), whose term expired in May. The new vice chairman of the board is Joseph M. Higgins (WTHI Terre Haute).

**NAB Hits Another High:** An all-time peak of 2,378 radio station members (1,776 AM, 602 FM) has been reached by NAB. And NAB's new Radio Code, activated last July, already has won 1,272 station subscribers.

**Cox & Sweeney Talk to Broadcasters:** Speakers at the Maryland-District of Columbia Broadcaster's Assn. convention in Ocean City, Md. June 22-24 include: Kenneth Cox, chief of FCC's Broadcast Bureau; Charles Sweeny, FTC advisor; Charles Stone, NAB Radio Code-affairs dir.

**U.S.-Mexican AM Agreement:** With the exchange of "instruments of ratification" by diplomatic officers in Mexico City June 9, the new U.S.-Mexican AM agreement became effective.

**Power Emergency Stops Only 1 Station:** New York City's TV braved the blackout which beset the city June 13. WNEW-TV was the only local station which was forced to go black and ABC o&o WABC-TV had moments of difficulty.

**NEW & UPCOMING STATIONS:** KBMT (Ch. 12) Beaumont, Tex. received its program-test authorization from FCC on June 14 and planned to start with ABC-TV programming on Father's Day, June 18. It thus became this year's 8th U.S. starter and raised the on-air total to 585 (91 uhf).

The station has a 50-kw GE transmitter and a 998-ft. Kimco tower with a 12-bay antenna ½ mi. S. of Sabine, Tex. Its owners are oilmen Randolph C. Reed and N. D. Williams, each holding 50% of the stock. John H. Fugate is gen. mgr., A. R. (Pete) McCausland is program dir. and Vernon L. Dillaplain is chief engineer. Base hourly rate is $450. Rep is Hollingbery.

Canada also had a new starter when satellite CHBC-TV-4 (Ch. 5) Salmon Arm, B.C. began repeating parent CHBC-TV (Ch. 2) Kelowna, B.C. on June 15. It's the country's 90th TV outlet and the 5th in a string of automatic unattended satellites operated by CHBC-TV. CHBC-TV-4 has a 5-watt Benco transmitter and uses a 50-ft. wood pole for a tower.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

CHSJ-TV-1 (Ch. 6) Bon Accord, N.B. plans to start Sept. 25 as a satellite of parent CHSJ-TV (Ch. 4) St. John, N.B. Construction of the transmitter house at a site 8 mi. SE of Perth, N.B. began May 25. A 500-ft. tower has been purchased from Ocean Steel & Construction Co. Ltd., Saint John. The station will operate as an unattended automatic repeater and will be sold as a bonus to CHSJ-TV.

WBJA-TV (Ch. 56) Binghamton, N.Y. has set Oct. 1 target, reports owner Alfred E. Anscombe. Studios will be in the Arlington Hotel, with the tower on the roof. Base hour will be $300. Rep not chosen.

WEPA-TV (Ch. 66) Erie, Pa. has an Oct. 1 programming target, writes owner Alfred E. Anscombe. Studios and transmitter will be in a new building at 35th & State Sts. Base hour will be $300. Rep not chosen.

KLRN (Ch. 9, educational) San Antonio, Tex. plans to start early in 1962, according to asst. gen. mgr. Harvey Herbst, on leave of absence from U. of Tex. The station will have a 900-ft. tower on a hill at the Leonard Voges ranch, about 9 mi. NW of New Braunfels, from which it is planning to cover Austin as well as San Antonio. KLRN will also reach Laredo by way of a microwave relay that the city school system is installing. The station will be built & operated by U. of Tex. under contract from the CP-holder Southwest Texas Educational Television Council. Studios will be at the U. of Tex., Austin, and offices in Austin and at San Antonio College. Robert F. Schenkkan, radio-TV dir., U. of Tex., will be station mgr. on a part-time basis. N. W. Willett, also from the U., will be chief engineer.

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NAB Seminar Enrolls 63: At least 63 broadcasters from 29 states & Puerto Rico—plus students from station-rep & ad-agency fields—will be on the campus of Harvard's Graduate School of Business Administration for NAB's 3rd annual executive development seminar July 9-21. Reporting the advance enrollment figure, NAB's broadcast personnel & economics mgr. James H. Hulbert said 2 non-broadcasting applicants had been accepted for the first time. They are Avery-Knodel's Lewis H. Avery & J. Walter Thompson's Norman A. Varney Jr.

## Programming

**Minow as Clearance Aid:** Has the pressure for more & better informational shows by FCC Chmn. Minow made things easier for the networks in clearing lineups for public-affairs shows? "No—not at the moment," we were told by all 3 networks, which said generally that "there's been no noticeable change in the station-clearance problem since Minow sounded off."

Will the long-standing problem of getting affiliates to take the networks' informational shows (Vol. 17:13 p3) be eased this fall as a delayed-action result of Minow's pressure? There was some network evidence last week that the answer may be "yes"—but a very qualified "yes." None of the network sources we contacted was willing to trace a direct cause-&-effect link between the clearance outlook for prestige shows and Chmn. Minow's recent pleas for industry improvement. But an NBC-TV station-relations official said there would "definitely" be longer lineups of public-affairs shows on that network in the 1961-62 season.

A CBS source was more cautious, saying that "it's too early to tell if there's been any radical change-of-heart on the part of affiliates toward clearing public-service shows." An ABC spokesman told us that there was likely to be "some" improvement in the length of lineups for informational shows, although "clearing such programs in 2-channel markets is still a problem."

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ABC-TV May Drop Reruns: The standard industry pattern of fall-winter first-run episodes in film shows, followed by a summertime rerun period, may be broken in the next few years by ABC-TV. This was strongly hinted-at by ABC-TV program vp Thomas W. Moore in N.Y. last week, just before his departure for a European vacation. Said Moore to Marie Torre: "The elimination of reruns in summer is in the realm of possibility." Moore also admitted that Procter & Gamble was considering just such an experiment in the summer of 1962 with a P&G-sponsored film show on ABC. Moore said he doubted, however, that a first-run-only plan could get under way in general fashion before the middle of 1963.

Production Team Buys Delaware Daily: Producers Mark Goodson & William S. Todman last week furthered their newspaper holdings through the purchase of a Chester, Pa. newspaper, the *Delaware County Daily Times*. As chmn. & pres. respectively of the Central States Publishing Co., the Goodson-Todman duo purchased the newspaper outright from its ex-pres. & publisher Robert S. Howard. The producers also own the Pawtucket *Times*, Pawtucket, R.I., and have controlling interest in 2 N.J. papers—the Elizabeth *Daily Journal* and *The Trentonian*.

Philharmonic to Get Top-to-Toe TV: A built-in complex of TV-radio facilities—"more modern & extensive than any other in the world"—is being included in the new Philharmonic Hall currently under construction as the first unit of N.Y.'s Lincoln Center of the Performing Arts. CBS technicians are advising architects Harrison & Abramovitz on the equipment, which includes: (1) Provision for 12 cameras which can be swung around to pick up audience reactions, plus a permanent remote-control camera above the stage to focus on the instruments. (2) 9 TV terminal outlets where cameras will pick up audience activity during intermissions. (3) A closed-circuit TV system. (4) A 15 x 23-ft. screen which can be lowered above the stage for close-ups and a 20 x 40-ft. screen which can be rolled up from a trough in the stage.

**$3.6 Million in AFTRA Aid:** The industry-financed Pension & Welfare Fund of the TV-radio industry's live-talent union, American Federation of TV & Radio Artists, has paid out $2,048,000 in medical-surgical benefits and $1,529,000 in hospitalization expenses in the past 5 years. So said AFTRA's national exec. secy. Donald F. Conaway last week as he reviewed the union's various benefit plans in the period between Jan. 1, 1956 (when the benefits became available) and May 31, 1961. Reserves for the pension fund are now $9,358,991 and for the welfare fund, $2,045,992. They are financed by producer payments totaling 5% of each performer's gross compensation.

As of June 1, the number of AFTRA performers eligible for benefits reached 6,351. Because the benefits are also available to wives & children of eligible members, AFTRA estimates that approximately 20,000 people participate. AFTRA's pension fund, which went into effect on Jan. 1, 1958, has paid out a total of $41,154. At present, 23 AFTRA members now receive annuity benefit checks.

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**Viewers Protest "Play's" Demise:** WNTA-TV N.Y. has received "over 1,000 letters" from outraged *Play of the Week* watchers, protesting plans to suspend production of the award-laden drama series. Reasons for the show's shelving are numerous: (1) Internal upheaval at NTA resulting from the resignation of former Pres. Ely A. Landau, a moving force behind the series. (2) The pending purchase of the station by a citizens group for an ETV outlet . . . "We couldn't afford to continue production at the current rates (about $50,000 per play)," according to an NET spokesman. (3) The difficulty of syndicating a 2-hour show.

**Emmy Award Correction:** English Electric Valve Co. Ltd., of Great Britain, shared in the technical award by ATAS (with RCA & Marconi) for independent development of the 4½-in. image orthicon camera & tube. In our coverage of the awards (Vol. 17:21 p15), the name of English Electric Valve Co. was inadvertently omitted. EEV pioneered the commercial development of the 4½-in. tube and has been supplying it commercially since 1954. We regret the omission.

**Quiz-Show Kickbacks:** 2 "warmup men" on NBC-TV's former quiz show *Treasure Hunt* pleaded guilty last week to commercial bribery for assuring contestants they would win if they agreed to a 50-50 split of their prize money after taxes. The men, Bernard P. Martin and Artie Roberts, were given suspended 1-year sentences by N.Y. Special Sessions Justice Edward Breslin.

**TV Guide Awards:** CBS-TV and NBC-TV took 4 silver bowls each in the 2nd annual *TV Guide* competition, in which the magazine's readers nominate & elect their favorites in 8 categories. The winners: Favorite male performer, Raymond Burr. Female, Carol Burnett. Favorite series, *Perry Mason*. New series, *Andy Griffith Show*. Best single musical or variety program, "Sing Along with Mitch," (first show). Best single dramatic program, "Macbeth." Best news or information series, *Huntley-Brinkley News*. Best single news or information program, NBC Election Night coverage. The Awards Show (NBC-TV June 13) was sponsored by Lipton Tea.

**"National AGVA Week":** The Senate has approved a Congressional resolution (S. J. Res. 34) designating Oct. 9-15 as "National American Guild of Variety Artists Week." The House Judiciary Committee endorsed the proposal.

## Film & Tape

**Syndication Production At New Low:** Production of syndicated film—which we predicted in January would dip to a new low (Vol. 17:1 p11)—is unfortunately justifying the prognosis. Some of the series planned at that time have not jelled, and some companies which had planned syndication series have quit production altogether. In Hollywood, only 5 syndication films are in production: Screen Gems' *Shannon*, Filmaster's *The Beachcomber*, and Ziv-UA's *Ripcord*, *King of Diamonds* and *Sea Hunt*. Only a year ago there were approximately 15 such series in production.

Cal. National Productions, which had plans for 7 pilots at the first of the year, has gone out of business (Vol. 17:23 p6). CBS Films, which made 4 pilots and didn't sell one, has quit production. And Ziv-UA's 2 new entries, represent a considerable drop from the 8 it had planned on.

Adding to syndication's bleak picture is the fact that Desilu Productions, which a year ago filmed 3 syndicated series, has none now; Revue Studios, which had 2, has temporarily quit syndication production.

Producers today are far more interested in off-network sales of their properties to recoup investments on their series. They see no point in gambling on a speculative syndication venture when the market is glutted, and station buyers indicate no particular desire for such first-runs.

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**Revue Studios Hits Record $45 Million:** That's the approximate production tab for Revue's 16 series in the 1961-62 season—a staggering total for any TV-film company, and easily the largest chalked up to date. It's based on what Revue has firmed for next semester, and pickup of options in mid-season would of course raise the total still higher.

Revue, which began in TV film a decade ago by renting space for a series at Eagle-Lion Studios (now Ziv-UA), today owns its own studio—the former Universal-International lot in Universal City.

Revue's series are eight 60-min. shows, 7 half-hours, and one combo of both lengths. The substantial gain in over-all production volume recorded over last season's 14 shows is due mainly to the increase in 60-min. series.

New hour shows are *The Investigators*, *Frontier Circus*, *87th Precinct*, and *Wells Fargo* (expanded from 30-min.). Holdover hours are *Wagon Train*, *Checkmate*, *Thriller* and *Laramie*.

New half-hours: *Ichabod & Me*, *The Bob Cummings Show*. Holdovers: *Alfred Hitchcock Presents*, *GE Theater*, *Bachelor Father*, *Leave It to Beaver*, *The Tall Man*.

In addition, Revue has the Fred Astaire-Hosted *Alcoa Show*, which consists of 14 hours & 14 half-hours.

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**TV Film's Unlucky 13:** That's the number of production companies left without any series today, as a result of the annual cancellations. Out of film production are Goodson-Todman Productions, which lost *Rebel* and *One Happy Family*; Shunto Productions, *The Tab Hunter Show*; Roncom Productions, *Happy*; Toreto Productions, *The Loretta Young Show*; ESW Enterprises, *The Barbara Stanwyck Show*; Spartan Productions, *Peter Gunn*; Paramount TV, *The Garlund Touch*; One Step Beyond Productions, *One Step Beyond*; CBS Films-Burlingame Productions, *Angel*; Filmcraft Productions, *The Groucho Marx Show*; Wyatt Earp Enterprises, *Wyatt Earp*; Cal. National Productions, *The Jim Backus Show*; Beejay Productions, *Westinghouse Show* starring Nanette Fabray.

**20th-Fox Economy Wave Rolls On:** The belt-tightening drive begun this month by 20th Century-Fox (Vol. 17:24 p11) continued in N.Y. last week—behind closed doors. The movie-TV firm's N.Y. hq was the scene of a series of executive conferences between parent-firm Pres. Spyros Skouras, 20th-Fox TV Pres. Peter Levathes, operations-committee Chmn. Milton S. Gould and other top officers.

As reported earlier, the firm's TV activities—on an upbeat this fall as contrasted to last season's modest activity—will probably continue without cutbacks, and with Levathes & TV production vp Roy Huggins continuing to hold the reins. Possibly inspired by the relative production economies achieved by the studio's TV staff, Skouras was said (by a 20th-Fox N.Y. source) to be contemplating a shuffle of the production brass in charge of feature activity. Robert Goldstein, who has held the top feature production post since the death of Maurice (Buddy) Adler, will be shifted to head 20th-Fox's European production. Many of his production functions will be taken over by Levathes, it's rumored.

One question asked—was the economy drive Skouras's idea, or did it originate with board member Gould, a N.Y. attorney?—produced nothing concrete in the way of an answer. In fact, nobody knew (or would say) just what had triggered the 20th-Fox house-cleaning. An interesting speculation, however, could be drawn from the fact that Pres. Skouras announced—after the efficiency probe began—that he would spend "at least 9 months a year" at the studio in Hollywood, with occasional business trips to N.Y. & Europe. Recently, the balance of Skouras's at-home-&-away schedule has been virtually the reverse.

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**No Slump at ABC Films:** Although the syndication subsidiaries of NBC-TV & CBS-TV have recently undergone a round of cutbacks (Vol. 17:24 p10), ABC Films is now "in the black," we were told last week by ABC Films vp Howard Anderson. He said that the ABC syndication arm had boosted its production-distribution grosses in the first quarter of 1961 to "111% over last year's total for U.S. syndication." In foreign sales, Anderson pointed to a first quarter syndication gain of "62% over 1960's total," and to a gain of "74% over last year's Canadian total."

One reason for ABC Films' upbeat: A sales score of 2 network shows *(Expedition* and *The Racers)* for the coming fall season. By contrast, NBC's Cal. National Productions (now NBC Films) and CBS Films each had nearly a half-dozen pilots prepared for the 1961-62 season, but not a single sale was made. Why has ABC Films been successful in such a difficult season? Anderson described his firm's success formula thus: "Don't concentrate on any one distributor sales area—network sales, domestic syndication or foreign sales—at the expense of any other."

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**TV Impact vs. Income:** USIA Dir. Edward R. Murrow has cautioned U.S. exporters of TV & movie film to exercise "some care" in the selection of shows sent abroad. "I am on very dangerous grounds," he said in a recorded interview with Sen. Keating (R-N.Y.) which was distributed to N.Y. TV & radio stations. "However, it does seem to me that in both TV & in the movies the people who produce the material might very well have regard not only for the income but for the impact." Murrow added that neither he nor anybody else in the administration is going to suggest "any regulations prohibiting the free export of news or information," but that USIA is concerned when the U.S. image is damaged abroad.

## HOLLYWOOD ROUNDUP

**MGM-TV** is preparing a 60-min. anthology, *Jeopardy*, for 1962-63. It will use unproduced mysteries owned by MGM, and written by such authors as Sinclair Lewis, Graham Greene, Ben Hecht, J. P. Marquand, Agatha Christie.

**Four Star Television's** *Robert Taylor's Detectives*, 60-min. series for next season, has gone into production under the aegis of the production combine of Jules Levy, Arthur Gardner and Arnold Laven.

**20th Century-Fox TV** is filming *Follow the Sun* in the Hawaiian Islands. Barry Coe & Gary Lockwood star, Marion Hargrove is producer. The series resumes production at the Westwood studio this week.

**QM Productions** will begin filming its 60-min. *The New Breed* at the end of June, at Samuel Goldwyn studios. Quinn Martin is producer of the ABC-TV series.

**Four Star Television** has signed producer Vincent M. Fennelly to a new contract, to produce some segments of *The Dick Powell Show* and *The Corrupters*, and create & develop series ideas.

**Robert** *(The Untouchables)* **Stack:** "The Italians *do* like our show. We get a lot of letters from Italian-American groups saying they like it."

**Revue** has begun production on next season's *Checkmate*, the initial segment being "A Study in Scarlet," starring Vera Miles. Revue has re-signed Anthony George, Doug McClure and Sebastian Cabot to star for another season.

**Guy Stockwell** has been added to the regular cast of 20th Century-Fox TV's *Adventures in Paradise*, currently filming in Tahiti. Gene Levitt is producer.

**Warner Bros.** has begun filming next season's *Maverick*, starring Jack Kelly & Robert Colbert, and produced by William L. Stuart.

**Revue Studios'** *Bachelor Father* series is using guest stars for next season, the first of whom is Frankie Laine. Production for next season was resumed this week.

**Home Entertainment Inc.**, pay-TV company of which Martin Leeds is pres., has opened offices at 9025 Wilshire Blvd., Los Angeles.

**Famous Artists TV** is packaging *Into the Unknown*, a series about astronauts and outer space, for Don Durant.

**Wardson Productions** is developing the pilot for *Rodeo*. Hal Hudson & Ralph Edwards are partners in the company.

**Rocco Productions** has been formed by Vic Damone and his manager, Maury Samuels, to produce TV & movies.

**MGM-TV** has begun production on *Dr. Kildare*, and starts filming *National Velvet* this week.

**People:** James J. Gillis of Washington, named asst. to Frank Morris, asst. dir. of TV Code Affairs for NAB on the West Coast . . . New producer of Jackie Cooper's *Hennesey* series: Jackie Cooper . . . Henry Miller, ABC-TV technical film co-ordinator, appointed network program co-ordinator for Western div., replacing Eugene Gordon, who has resigned . . . James Kern, ex-Desilu productions, named associate producer of CBS-TV's *Pete & Gladys* . . . Louis Heyward signed as senior staff writer on 20th Century-Fox TV's *Follow the Sun*.

## NEW YORK ROUNDUP

**Better Deal for Japanese Sales:** U.S. export film shows are receiving a "markedly increasing" amount of playing time in Japan, and revenue to syndicators is "rising toward an equitable level." That's the latest word from TV Program Export Assn. Pres. John G. McCarthy who recently surveyed TVPEA members concerning what has long been a problem market for U.S. telefilm salesmen. McCarthy's group has periodically protested the "stringent numerical limitation & the low price ceiling on American TV imports" placed by Japan's Ministry of Finance. Japanese broadcasters still make a neat markup on the re-sale of U.S. shows to Japanese advertisers, but the situation has been considerably improved (see also Vol. 17:16 p2), according to McCarthy. One of his strongest diplomatic weapons during his trips to Japan has been to remind Japanese buyers that the U.S. has placed no restrictions or quotas on shipments of Japanese-made transistor radios & cameras.

WBC, which is syndicating a 12-part Intertel documentary series domestically, has scored 3 station sales in addition to Westinghouse Bcstg.'s 5 o&o stations and the 51 NET outlets. The 60-min. series, result of an international TV venture by Westinghouse, NET, Associated-Rediffusion, CBC and Australian Bcstg. Commission, got under way last week with "The Quiet War—South Viet-Nam," produced by A-R. Upcoming shows, to be telecast at 6-week intervals (thus making it a 72-week series) include "The Heartbeat of France" (A-R), "Britain in Transition" (WBC-NET), "Where Is Cuba Going?" (CBC), "Living with a Giant" (ABC) and "Africa on the Move" (WBC-NET). In the 3 markets where Westinghouse and NET both have stations (San Francisco, Pittsburgh, Austin), both outlets will carry the series. The 3 outside-Westinghouse-NET sales: KABC-TV Los Angeles, WABC-TV N.Y., WFLA-TV Tampa.

**Add syndication sales:** Seven Arts has sold its 2nd group of Warner Brothers post-1950 films in 16 markets to date, with latest sales including WJAR-TV Providence, WSB-TV Atlanta, KLRJ-TV Las Vegas, KSYD-TV Wichita Falls . . . MCA-TV has scored 6 more sales for its 4 off-network, 60-min. series, upping the total to over 50. New sales include WXYZ-TV Detroit, WSJV Elkhart, KFDA-TV Amarillo, KFYR-TV Bismarck, WBAP-TV Ft. Worth, KTUL-TV Tulsa . . . Ziv-UA's latest regional deal (with Standard Oil of Texas) has upped the market total on *Ripcord* to 78.

Filmways has opened new offices in London & Rome "to service the company's full-scale foreign operations & activities which include TV commercials, industrials, programs and features." Richard B. Sage, overseas production head, will supervise the 2 European offices.

NBC Telesales, the network's tape-commercial offshoot, has transferred its production facilities to N.Y.'s RCA Building, following the recent leasing of NBC's Columbus Ave. studio to Videotape Productions (Vol. 17:23).

UAA has released a 32-picture package of post-1950 United Artists features to TV. Titled "The A-Okay's from UAA," the package includes "Paris Holiday," "Paths of Glory," "Alexander the Great," and "12 Angry Men."

**People:** Steven Kabourian has been named Transfilm-Caravel production div. vp . . . Frank Reel, Ziv-UA vp for legal affairs, has been named to the new post of business-affairs vp (which includes business and legal functions).

**MGM-TV Plots 22 Projects for 1962-63:** This company's record total of projects for next season will include 11 hour & 11 half-hour shows, we are informed by MGM-TV vp Robert Weitman. When asked if this meant 22 pilots Weitman said, "We hope so," indicating that the final tally would depend on conversations with the networks.

This upsurge in activity undoubtedly results from the studio's encouraging picture for next season, when it will have 4 network series—*Dr. Kildare, Cain's Hundred, National Velvet* and *Father of the Bride.*

It has also signed Project III Enterprises, formed by Blake Edwards and ex-MCA vps Freddie Fields and David Begelman, to create & produce 6 series with the studio beginning in the 1962-63 season. Properties are now being selected, and the unit will turn out three 60-min. and 3 half-hour series, with Edwards as exec. producer. (He is the creator-producer of *Peter Gunn.*)

Fields said Project III will develop & produce live & filmed TV series & specials, Broadway plays and movies, and will operate independently as production consultant & advisor to various artist-controlled corporations. Among companies for which it will develop TV & movie properties are Judy Garland's King's Row Ltd., Henry Fonda's Top Gun Inc., Polly Bergen's Kam Productions, and Phil Silvers' Patrick Productions and Tranan Corp.

## Networks

**It's S.R.O. at NBC for News:** NBC-TV's fall roster of network-produced newscasts reached sell-out status last week—representing gross billings "in excess of $27 million." What caused sales vp Don Durgin to post the sold-out sign on the network's news shows (although not on its fall lineup of public-affairs specials & one-shots) was a renewal of *Chet Huntley Reporting* by Mutual of Omaha, Sun. 5:30-6 p.m. slot. Previous newscast purchases for the 1961-62 season have been: *NBC News Day Report,* Mon.-Fri. 12:55-1 p.m. by General Mills; *The Huntley-Brinkley Report,* Mon.-Fri. 6:45-7 p.m. by Texaco & R. J. Reynolds; *David Brinkley's Journal,* Wed. 10:30-11 p.m. by Douglas Fir Plywood Assn. & Pittsburgh Plate Glass; *Frank McGee's Here & Now,* Fri. 10:30-11 p.m. for Gulf Oil.

* * *

NBC News achieved another distinction last week. In a top-level decision, NBC decided to turn over the production responsibility of the *Dave Garroway-Today Show* —currently worth at least $7 million annually in billings— to NBC News. The show had become a minor headache to NBC in recent weeks; host Dave Garroway plans to leave the show shortly, and the regular NBC program dept. has so far failed to provide a satisfactory replacement (John Daly was a strong contender). Taking over as a "temporary" host on the *Today* series will be John Chancellor, NBC's Moscow correspondent.

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**Another CBC Affiliate Wants Out:** Unprecedented move by CHCH-TV Hamilton last month to free itself of its CBC network ties (Vol. 17:22 p13) was followed last week by CJSS-TV Cornwall, Ont. BBG will hold hearings June 20 on the applications of the 2 stations for permission to quit CBC. In Toronto, Spencer Caldwell, pres. of the independent CTV Television Network, said CJSS-TV wants to join his network. Also slated for BBG's June 20 hearing: Application by radio CKNW New Westminster, B.C. Pres. Frank A. Griffiths, on behalf of a company to be formed, to purchase for approximately $1 million radio CJOB from Black Bcstg., Winnipeg.

**ABC-TV Plans $2 Million West Coast Expansion:** A major remodeling of a production sound stage at the network's TV Center in Hollywood will be completed by fall. In addition, a new administration building will be built by early 1962, according to James G. Riddell, Western div. vp, and Frank L. Marx, engineering vp. The 10,000-square-foot sound stage, largest in Hollywood, is being modernized.

## NETWORK SALES ACTIVITY

### ABC-TV

Daytime programming, Mon.-Fri., part. eff. July 7, 10, 11, 13, & Oct. 9.
*Lehn & Fink* (Ted Bates)
*Johnson & Johnson* (Young & Rubicam)
*Calgon* (Ketchum, MacLeod & Grove)
*Lehn & Fink* (GMM&B)
*Armour* (Foote, Cone & Belding)

Steve Allen Show, Wed. 7:30-8:30 p.m., part. eff. Sept. 27.
*Brillo Mfg.* (J. Walter Thompson)
*Consolidated Cigar* (EWR&R)
*Maybelline* (Post & Morr)
*Pepsi Cola* (BBDO)

Follow the Sun, Sun. 7:30-8:30 p.m., co-sponsorship eff. fall.
*Kaiser Industries* (Young & Rubicam)
*Liggett & Myers* (McCann-Erickson)

Ichabod and Me, Tue. 9-9:30 p.m., co-sponsorship eff. fall.
*Quaker Oats* (J. Walter Thompson)

### CBS-TV

Father Knows Best, Tue. 8-8:30 p.m., part. eff. July 25.
*Warner-Lambert* (Lambert & Feasley)

Pro Football, Sat. Sept. 23, 10 a.m.-conclusion, parts.
*Ford Motor* (J. Walter Thompson)

The Investigator, Thu. 9-10 p.m., Frontier Circus, Thu. 7:30-8:30 p.m., part. eff. Oct. 5.
*Vick Chemical* (Morse International)

P.G.A. Tournament, Sun. July 30, 4:30-6 p.m., parts.
*Wilson Sporting Goods* (Campbell-Mithun)
*Renault* (Kudner)
*William-Dickie* (Fuller, Smith & Ross)

Daytime Programming, Mon.-Fri., Thu., part. eff. July 3 & 6.
*Chesebrough-Ponds* (Compton)

Daytime Programming, Sat., part. eff. Sept. 6.
*Idcal Toy* (Grey)

### NBC-TV

Car 54, Where Are You?, Sun. 8:30-9 p.m., full, eff. Sept. 17.
*Procter & Gamble* (Leo Burnett)

Daytime programming, Mon.-Fri., participations eff. June.
*Green Giant* (Leo Burnett)

Thriller, Mon. 10-11 p.m., Laramie, Tue. 7:30-8:30 p.m., Outlaws, Thu. 7:30-8:30 p.m., Robert Taylor's Detectives, Fri. 8:30-9:30 p.m., Cain's Hundred, Tue. 10-11 p.m., part. eff. Sept.
*Block Drug* (Gray)

Thriller, Mon. 10-11 p.m., participations eff. Sept.
*Union Carbide* (William Esty)

Michael Shayne, Fri. 10-11 p.m., Laramie, Tue. 7:30-8:30 p.m., Outlaws, Thu. 7:30-8:30 p.m., part. eff. July. *Walt Disney Productions* (Direct)

Michael Shayne, Fri. 10-11 p.m., participations eff. July.
*Lanolin Plus* (Daniel & Charles)

Shirley Temple's Storybook, Sun. 7-8 p.m., part. eff. August.
*Binney & Smith* (Chirurg & Cairns)

Sound of the 60's, Mon. Oct. 9, 10-11 p.m., full-sponsorship.
*Westinghouse* (McCann-Erickson)


# Television Digest

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Herbert S. Schlosser named NBC-TV talent & program administration dir. following the closing of Cal. National Productions (Vol. 17:23 p6), where he was vp-gen. mgr. . . .Carl Lindemann Jr., CNP programs vp, named special projects vp, NBC News. He'll supervise the *Today Show* (see story p. 15).

Eugene N. Aleinikoff, NET business & legal affairs dir., promoted to new post of gen. counsel . . . Toby David, CKLW-TV & CKLW Windsor-Detroit personality, named program consultant to Hathaway Watson, bcstg. vp, RKO General.

Lawrence H. (Bud) Rogers, Taft Bcstg. vp, named a director of the company . . . Johnston F. Northrup, ex-Corinthian Bcstg. Corp., named a vp, EBS Development Corp. . . . S. Ramsay Lees, ex-BBDO, Toronto, joins the programming div. of Canada's CTV Network . . . Henry F. Hines resigns as ad & promotion dir., WBAL-TV & WBAL Baltimore to study for Holy Orders of the Episcopal Church . . . Bob Belmar named news dir., WCHU, Champaign-Urbana, Ill.

J. Leonard Reinsch, exec. dir. of WSB-TV & WSB Atlanta and President Kennedy's TV advisor, and Jonathan Daniels, editor of Raleigh, N.C. *News & Observer*, nominated to U.S. Advisory Commission on Information, by the President . . . Warren D. Quenstedt, Washington communications lawyer (Smith, Hennessey & McDonald), tapped by President Kennedy for appointment as deputy administrator of National Capital Transportation Agency at $18,500 salary . . . Milton J. Shapp, Jerrold Electronics pres., named a member of Commerce Secy. Hodges National Public Advisory Committee on Area Redevelopment headed by NAB Pres. LeRoy Collins . . . John F. White, NET pres., awarded honorary degree by alma mater Lawrence College.

***Obituary***

Chester H. Lang, 68, who retired 6 years ago as PR vp of GE, died June 15 in Schenectady of a heart attack. Having started with the company in 1919, he became mgr. of advertising & sales promotion in 1932. After World War II, he directed the pioneering ETV activities of WRGB.

T. W. Duvall, 67, pres. of Springfield Newspapers Inc., major stockholder of KVTV & KGBX Springfield, Mo., died June 14 in an automobile collision near Springfield. Survivors include his wife and 2 daughters.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**BONDED TUBES TAKE OVER 23-IN. MARKET:** Corning's bonded-on implosion shield has solidified its hold on the 23-in. market in the new 1962 lines. Other approaches to picture-tube safety plates are still in the running, however—and the 19-in. field can be anybody's game in 1963. Most tube & set makers are still willing to consider any practical new method which can be used on 23-in. tubes.

Here's how the battle over implosion shields stands now:

Corning bonded shield is becoming almost universal in most 1962 lines of 23-in. sets. There are still major exceptions, however. Magnavox continues to use flat external glass, tipping the chassis 2 degrees downward to eliminate reflections; Motorola is expected to make only minimal use of bonded tubes in its new line, to be shown in Chicago next week.

In 19-in. lines, bonded glass hasn't caught on, although a few manufacturers are using it. Most popular are various versions of external safety plates—glass or plastic. Corning hasn't given up this market, however, and you can expect big drive for it now that position of 23-in. bond has been solidified. Recent reduction in price of Dow resin, used to bond Corning cap to tube, is making process more palatable to tube makers, and Corning is now analyzing set makers' resistance to 19-in. bonded tubes.

Pittsburgh Plate Glass's improved process for bonding grey glass to faceplates (Vol. 17:5 p15) is being used by RCA on its color tubes for deluxe sets (RCA & other manufacturers). It's said that the tube is such an improvement over old flat-glass system that changeover may be made across the board for 1963 color models. (Corning makes no "cap" for 21-in. round color tubes.)

First manufacturer to use Pittsburgh bonded tube in black-&-white sets may be Setchell Carlson Inc., Minneapolis, which is understood to be planning to put it in 19-in. set. National Video Co. recently made test run of 1,200 Pittsburgh bonded tubes—about half 23-in. & half 19-in.—and officials say process appears to be "competitive" in price with Corning method, at least in 19-in. size. National Video is planning 2nd test run.

Sylvania and other tube makers also are evaluating Pittsburgh method. Sylvania, incidentally, already offers line of industrial & military cathode-ray tubes using Pittsburgh bonded implosion plates.

DuPont's bonded Mylar polyester film process (Vol. 16:52 p16) is undergoing scrutiny & testing by tube manufacturers, too—but isn't ready yet for commercial use. Tests are being conducted in tube plants and at Comet Industries, Chicago, manufacturer of drape-forming equipment used to affix Mylar shields to tubes. It's understood several improvements in the film are in the works by duPont and by Lassiter Co., which makes the tube shield material (in rolls) from duPont Mylar. There's optimism that improvements in materials & production techniques may make this lightweight approach particularly applicable to portable sets.

Another system, the dry-seal method, which uses plastic gasket to separate tube from curved safety glass (Vol. 16:48 p14), will be used in 1962 sets by Motorola and Wells-Gardner, we understand. Gasket seals are manufactured by Conneaut Rubber & Plastic Co., Conneaut, Ohio.

There's an entirely new system on the horizon, and tube makers are anxious to get a look at it. Developed by Philips, the Dutch electronics giant, little is known about it in this country. It's understood to involve use of a molded plastic safety plate, held in place by a steel band. We'll give you details soon.

To sum up—here's how things look for 1962: Corning caps on vast majority of 23-in. tubes; external glass on most 19s; Pittsburgh caps on some color tubes. For 1963 models, our guess is that bonding will spread in big way to 19-in. tubes—with Corning & Pittsburgh perhaps sharing this market, and Mylar and other bonded plastic approaches given only an outside chance of showing up by then. Whether Pittsburgh process can make inroads on Corning's buttoned-up 23-in. market seems to depend largely on economics of production.

**FM STEREO TABLE MODELS READY:** First complete line of FM stereo table models was shown to distributors last week and is due for delivery beginning this week. It was Granco's completely new series, premiered at Emerson's N.Y. distributor meeting. Also last week, Symphonic showed its line of AM-FM-stereo combinations, all including built-in multiplex—the first line shown to date with FM stereo priced inboard.

A 3rd FM station was poised to begin stereocasting at press time, meanwhile—WKFM Chicago, having received FCC type approval June 15 for the stereocasting equipment made for it by Sherwood Electronic Labs. WKFM will be the first station to stereocast while also broadcasting background music on an FM subcarrier. It plans to program in stereo 3-4 hours daily, was due to start over the weekend. Thus Chicago now has 2 FM stereo outlets—Zenith's WEFM having gone on air June 1. Also starting June 1 was GE's WGFM Schenectady.

Stereo adapters are scarce in Chicago—even big dealers have very few on hand, and they're unwilling to part with them, since they're needed for demonstrations. Now on market in Chicago are token quantities of component hi-fi adapters by Scott and by Crosby. Due today (June 19) is Fisher's adapter, to be followed this week by Sherwood's. Granco's sets begin going to distributors this week, and presumably Chicago will be a No. 1 target.

Granco's FM stereo table-model line features "convertible" approach. Customer can buy mono FM set for as little as $29.95, later add matching "stereo companion" with stereo decoder & complete audio channel, easily connected to master set by plug-in cable. The pair of units also will play monaurally, using both amplifiers & speakers. Granco's sets are priced at $29.95 & $39.95 (AM-FM) for use with $19.95 companion; units with AFC at $39.95 & $49.95 (AM-FM) with $29.95 companion; and $59.95 (AM-FM) with $34.95 companion; even a stereo FM-AM clock radio at $49.95 (companion $19.95).

Piece de resistance in Granco table-model line is complete AM-FM stereo radio in wood cabinet. The $99 set is 19-in. wide, has speakers mounted at both ends. For greater separation, either or both speakers (with baffles) may be pulled out and placed as far as 6 ft. from cabinet, to which they're connected by cable. Set has jacks for 2 additional speakers, which may be used to supplement regular speakers or placed in another room for 2-room stereo. Phono jack accommodates stereo changer to make unit a combination.

"Stereo is the greatest advance in radio since the beginning of radio," Emerson Pres. Benjamin Abrams told distributors, as he accepted the "one-millionth Granco radio" from Granco Pres. Henry Fogel. He said Emerson plans to exercise its option to buy controlling interest in Granco soon, and will operate the company as a subsidiary. Abrams scored manufacturers who urged public to "wait for stereo." He said: "The important thing is when are they going to deliver? Granco is ready to deliver now."

Emerson & Du Mont AM-FM-phono consoles are adaptable to FM stereo with the addition of a self-powered adapter, to be available at $29.95 in August.

• • • •

Scorning the adapter approach, Symphonic last week showed Eastern distributors a series of AM-FM-stereo-phono consoles which will be sold with multiplex built-in. Consoles which include FM stereo are priced at $189.95, $229.95, $269.95 & $329.95, although Symphonic's basic line starts with stereo phono console (without radio) at new low of $99.95.

[For details of new lines—Emerson, Du Mont, Symphonic, GE phonos & radios,—see story on p. 20.]

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 9 (23rd week of 1961):

| | June 3-9 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 124,307 | 88,746 | 99,432 | 2,394,841 | 2,649,594 |
| Total radio | 322,858 | 281,120 | 316,421 | 6,502,868 | 7,549,335 |
| auto radio | 101,224 | 108,842 | 123,364 | 2,064,076 | 2,956,762 |

RCA & AFTE Settle on 3-Year Pact: After a short-lived midnight-to-5 a.m. strike June 16 at 4 Philadelphia-area RCA plants, the company and the American Federation of Technical Engineers settled their differences with a new 3-year contract. The pact covers some 1,750 draftsmen, designers and technicians at plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. Similar to the RCA agreement signed June 4 with IUE (Vol. 17:24 p18), the AFTE pact provides for an immediate 2½% wage boost, 2½% increases in 1962 & 1963.

NBC Slates Color Seminar for Set Makers: EIA officers and 20 TV-set manufacturers have been invited by NBC to a special presentation on network color plans this week (June 21) at Chicago's Kungsholm Restaurant Theater. Network sales vp Don Durgin will MC the presentation. The invitees: Admiral, Andrea, Emerson-Du Mont, GE, Hallicrafters, Magnavox, Motorola, Muntz, Olympic, Pacific Mercury, Packard Bell, Philco, RCA, Setchell-Carlson, Sylvania, Trav-Ler, Warwick, Wells-Gardner, Westinghouse, Zenith.

**APRIL SALES NEAR RECORD:** Upbeat TV business (Vol. 17:24 p15) was officially reflected last week as EIA released April retail sales figures. The unit sales total for April 1961—378,275 sets—has been exceeded only once before in any April. This occurred in April 1955, when 411,748 TVs were sold. In that record year, a total of 7,421,084 sets were sold at retail.

April traditionally is the year's slowest month for retail TV sales—historically only 5.1% of the entire year's TV sets are sold in April. While this year's April sales showed increases from previous Aprils, they nevertheless reflected the customary drop from March.

While both TV & radio sales were up in April over April 1960, comparisons with the more "normal" year of 1959 may have more meaning (1960 was atypical, business having been exceptionally good during the first half and poor during the 2nd):

For the month of April 1961, retail TV sales were up 8% over April 1960, but they were 40% above April 1959. Radio sales, 10% higher than the April 1960 figure, topped April 1959 sales by 55%. For the first 4 months of 1960, TV retail sales were running 10% behind 1960's pace, but 7% ahead of the comparable 1959 period. Radio sales for 1961's first 4 months were 3% ahead of 1960 and 30% ahead of 1959.

The EIA data on TV-radio retail sales & production, with 1960 comparisons:

TELEVISION

| Month | Total Production 1961 | Total Production 1960 | Uhf Production 1961 | Uhf Production 1960 | Retail Sales 1961 | Retail Sales 1960 |
|---|---|---|---|---|---|---|
| January | 367,935 | 526,494 | 25,270 | 50,119 | 399,791 | 590,867 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 452,282 | 507,673 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 530,105 | 501,829 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 378,275 | 351,214 |
| TOTAL | 1,715,619 | 2,001,998 | 90,409 | 178,307 | 1,760,453 | 1,951,583 |

RADIO

| Month | Total Production 1961 | Total Production 1960 | Auto Radio Production 1961 | Auto Radio Production 1960 | Retail Sales (excl. auto) 1961 | Retail Sales (excl. auto) 1960 |
|---|---|---|---|---|---|---|
| January | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 580,680 | 803,388 |
| February | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 666,228 | 611,479 |
| March | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 853,821 | 664,441 |
| April | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 603,489 | 547,839 |
| TOTAL | 4,714,078 | 5,096,029 | 1,454,906 | 2,263,057 | 2,704,218 | 2,627,147 |

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816). Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196). Four-month total: 218,082 (260,960).

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**Phono Sales Up, Too:** Retail sales of phonographs were on the upgrade in April, showing an increase over the comparable 1960 month for the first time this year. April 1961 phono sales were 23% greater than those of April 1960 and 13% greater than April 1959. Retail phono sales for the first 4 months of this year, however, continued to lag behind both 1960 & 1959—23% lower than the 1960 figure and 14% below 1959.

Here is the phono factory & retail sales picture for 1961's first 4 months, based on EIA figures:

PHONO FACTORY SALES

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,649 | 324,666 | 417,315 |
| March | 62,398 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| TOTAL | 246,546 | 796,464 | 1,043,010 | 305,275 | 1,050,927 | 1,356,202 |

PHONO RETAIL SALES

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 105,753 | 271,124 | 376,877 | 150,688 | 368,964 | 519,652 |
| February | 61,646 | 255,722 | 287,368 | 102,063 | 347,860 | 448,128 |
| March | 64,138 | 237,537 | 301,675 | 61,249 | 249,497 | 310,746 |
| April | 56,312 | 182,773 | 239,085 | 41,503 | 152,141 | 193,644 |
| TOTAL | 287,849 | 917,156 | 1,205,005 | 356,629 | 1,117,337 | 1,473,965 |

Picture & Receiving Tube Sales: April factory sales of both picture & receiving tubes dwindled sharply both in units & dollar volume from the preceding month, EIA reported last week. Compared with April 1960, TV picture tubes gained slightly in unit sales & dollar volume, but receiving tubes declined in both categories. April picture-tube sales totaled 722,110 units valued at $14,293,375—compared with 707,252 units at $13,782,769 a year earlier. For year to date, units & dollar volume ran ahead of the pace set in 1960's first 4 months. April receiving-tube sales totaled 28,687,000 units at $24,392,000—down from 29,737,000 units at $25,759,000 in April 1960. For 1961's first 4 months, dollars & units trailed 1960's Jan.-April volume. Here are EIA's tabulations:

| | Picture Tubes Units | Picture Tubes Dollars | Receiving Tubes Units | Receiving Tubes Dollars |
|---|---|---|---|---|
| January | 707,833 | $14,430,602 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| March | 936,098 | 18,725,011 | 36,635,000 | 30,719,000 |
| April | 722,110 | 14,293,375 | 28,687,000 | 24,392,000 |
| Jan.-Apr. 1961 | 3,095,030 | $61,844,969 | 117,468,000 | $99,203,000 |
| Jan.-Apr. 1960 | 3,038,110 | 59,763,960 | 130,154,000 | 111,772,000 |

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Canadian TV Sales to Dealers: April sales of TVs declined sharply to 15,969 units from the preceding month's 25,310 and April 1960's 20,777, EIA of Canada reported last week—but the April 1961 figures do not include the sales of an unidentified manufacturer who resigned from EIAC at month's end. Total sales for 1961's first 4 months tallied 93,864 units—compared with 100,578 in Jan.-Apr. 1960. The 4-month breakdown (1960 figures in parentheses): Portables, 19,041 (19,527); table models, 16,847 (19,572); consoles, 52,170 (56,945); combinations, 5,788 (4,534). For April (vs. April 1960): Portables, 4,146 (6,166); table models, 2,869 (3,578); consoles, 8,064 (10,293); combinations, 890 (740).

**New-Line TV Orders High:** Two TV manufacturers last week reported record-breaking orders for 1962 merchandise at their recent summer conventions, and 2 more have reported substantial improvements over last year.

Zenith Sales Corp. Pres. Leonard C. Truesdell announced all-time high orders by distributors at Zenith's convention. "Shipments of Zenith products to distributors for June are expected to be the largest for any June in Zenith history," he said, "and we have over-sold scheduled production through the month of August." The record orders don't include 2 new lines of products which will be introduced later in the year—color TV & FM stereo.

Truesdell added that sales by Zenith distributors to dealers have established records for March, April & May, and, as a result, Zenith distributor inventories are 25% lower than a year ago.

Packard Bell reported 2 records as a result of its recent convention—a 10% increase over 1960 in orders and a 45% increase in the number of dealers sold—setting new marks in both departments. "I attribute it basically to the fact that we have had the most drastic design changes in history," Packard Bell Sales Corp. Pres. Richard D. Sharp told us, "while the bulk of the industry has gone only to minor innovations."

Philco distributors ordered 44% more TVs than in 1960 and 35% more than in 1959 at the company's recent Atlantic City convention, Pres. James M. Skinner Jr. said last week. Stereo & radio orders were also up substantially, he added.

Admiral has previously reported that its convention orders this year topped last year (Vol. 17:22 p19).

***More about***

**NEW TV & STEREO LINES:** Emerson introduced its short (17-model) TV line to distributors in N.Y. with the rather remarkable announcement by Pres. Benjamin Abrams that the lowest-priced set in the line will carry a list price of $178. This is $50 higher than the 17-in. leader introduced just a year ago at $128. Abrams promised, however, that there will be better discounts all along the line, pledged that Emerson will have no part of "no-profit portables" listing at $159-$169.

Emerson's 23-in. table models start at $198, consoles at $258. The entire line is transformer-powered. Remote-control prices have been reduced, so that the differential is now $55-$60 vs. $75 last year. The $178 leader portable is equipped with 3-hour timer and personal listening jack for earphone or pillow speaker. This year's line features 4 TV-stereo-radio combinations at $299-$568, down from last year's $328-$598. There is one color set in the line, at $750.

Emerson's phono line features portables from $19.88 to $168 (with AM-FM). It has 3 consoles (all with FM-AM) at $128, $178 & $228, adaptable to multiplex for $29. Highlighting the radio line is a new 8-transistor vest-pocket radio at $29.88.

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Du Mont's new line starts with a portable ($189.95) for the first time since Emerson took over the Du Mont brand. A new color set has been added, for a total of 3 (all at $795). With carry-overs from last year, there are now four 27-in. sets, one new one at $475 having been dropped in. Three new series of 23-in. sets—consoles from $300 to $350, lowboys from $380 to $395 and TV-AM-FM-phono combos from $750 to $795 have been added.

A new "automatic brightness contrast control" ("ABC") is featured in all new 23- & 27-in. sets. Similar to the feature in Magnavox & RCA sets, this adjusts brightness & contrast automatically to room light by use of a light-sensitive element mounted below the screen.

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GE's phono line, due to debut this week at the International Home Furnishings Market in Chicago, has increased furniture emphasis and a new type of stereo balance control. Termed "the most complete ever marketed by GE," it is composed of 14 models, each with optional AM-FM (stereo-convertible) tuner, ranging from $159 to $600.

Most unusual model in the line is a stereo combination which can be mounted on the wall. The cabinet is 30-in. wide, 20-in. high, 16-in. deep. It can also be mounted on a bench, bookcase or table, or can be purchased with legs. Portable phonos (7 new models) range from $29.95 to a $169.95 model with self-storing detachable legs. Some models feature new vinyl-clad steel cases and space-saving "drop-down" changers.

GE also announced 12 new radios, including the industry's first plug-in transistor clock radio ($39.95 & $49.95) and GE's first FM-AM transistor portable (no list price given). List prices of radios ranges from $14.95 to $125.

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Symphonic introduced a new shorter phono line last week with portables from $19.95 to $199.95, consoles from $99.95 to $349.95, with most prices lower than last year. Some deluxe stereo portables are equipped with jacks for extra speakers to provide 2-room stereo.

All Symphonic AM-FM-stereo units will be delivered completely equipped for stereo-FM reception—no adapter will be required (see p. 18). The $199.95 top-of-the-line portable phono will include an AM-FM-multiplex tuner.

Symphonic's console line begins at a surprisingy low $99.95 for phono only, with other basic phono-only models at $129.95, $179.95 & $239.95. The same units with AM-FM multiplex tuners run $90-$100 higher. Two combinations with AM tuner are priced at $129.95 & $159.95.

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Zenith has introduced a shirt-pocket radio at $26.95—a new low—"to counter Japanese competition as well as low-priced sets that are being offered by some American manufacturers."

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**"Flat Speaker" Progress:** Developmental models of a wafer-thin speaker system mounted in a picture frame were displayed by Emerson last week at its distributor convention in N.Y. In a progress report on the "Isophase" speaker, developed by Emerson, Israel's Weizmann Institute and France's CSF (Vol. 16:25 p18), Emerson Pres. Benjamin Abrams said: "We have completed development & pre-production on 2 types of tweeters which could be released for production immediately . . . In the course of our research on the woofers this year, we have discovered a new principle for which we are now applying for a new patent. This new invention should permit us to devise speakers & enclosures which could reduce the size of enclosures now on the market by approximately two-thirds, and yet produce sound which will be superior to the type of speakers now available." The speakers demonstrated were approximately three-eighths of an inch thick.

**Stereo Disc Compatibility:** Most stereo records can supply satisfactory monophonic as well as stereo FM program material, the Record Industry Assn. of America has reported. Rebutting the contention that the quality of monophonic FM listening will be impaired by the use of stereo discs on FM, RIAA Engineering Committee Chmn. E. H. Uecke said: "The standards for stereophonic records formulated by the RIAA provide not only the optimum stereophonic quality but also the best monophonic quality possible by summation of left & right signals, where such compatibility does not deteriorate the stereo effect." He quoted the final report by the National Stereophonic Radio Committee which indicated that 75% of all stereo recordings were acceptable for both stereo & mono broadcasts.

**"Are You an Independent Dealer or a Puppet?"** This question headlines a full-page trade ad by Transistor World Corp., U.S. representative for Toshiba radios. The text says, in part: "It is no trade secret that many manufacturers have attempted to increase their share of the [transistor-radio] market by advertising reduced prices to the consumer without making equitable reductions in dealer cost . . . Dealers not in the key-account category enjoying special concessions have to all purposes become non-profit retail outlets for manufacturers." Illustrating Toshiba's "stay-in-business profit margin," the ad compares 6-transistor prices of "Brand X" and Toshiba. Brand X lists at $19.95 (radio only), costs dealer $15.95, resulting in a 20% profit margin. Toshiba's list is given at $24.95 (with batteries, earphone, case), dealer cost $13.75, profit 45%.

**Kierulff Affiliates with Ducommun:** Kierulff Electronics Inc. of Los Angeles has become a wholly owned electronics division of Ducommun Metals & Supply Co., Los Angeles marketing organization. Kieruff name & management will be unchanged.

**FCC Buys RCA Sets:** A $22,095 contract for 125 uhf-vhf receivers, 10 of them color, has been awarded to RCA Sales Corp. by FCC for its N.Y. uhf test.

**GOVT. THREATENS TO SPLIT GE:** The Justice Dept. has warned GE that it may go to court in an attempt to dismember the electrical giant. This new chapter in the electrical price-fixing conspiracy (Vol. 17:7 p18) stems from GE's refusal to sign a consent decree that would settle out of court the govt.'s pending civil suit against 5 convicted concerns.

Four of GE's fellow defendants signed the decree by the June 15 deadline: Westinghouse, Federal Pacific Electric, Allis-Chalmers and I-T-E Circuit Breakers. (Similar decrees are now being prepared for others among the total 29 companies convicted of price fixing.)

GE is balking at a major provision in the decree that would bar it from selling its products at "unreasonably low" prices that might quash competition from smaller companies. The provision, GE declared, would in effect "create a govt.-sponsored price-support program in the electrical industry."

Explaining its refusal to sign, GE stated: "The company is prepared to consent to a decree which has as its purpose the preservation of vigorous competition. The provisions proposed by the govt. will not serve this purpose but, in fact, will limit competition."

The decree would prevent signatories from "selling at unreasonably low prices with the purpose or intent, or where the effect is, or where there is a reasonable probability that the effect will be, substantially to injure, suppress or stifle competition or tend to create a monopoly."

Prior to the June 15 deadline, GE reported that it had been warned by Assistant Attorney General Lee Loevinger that the Justice Dept. was considering divestment proceedings against the company unless it complied with the consent decree. Because of GE's "dominant" position in the industry, he reportedly advised company attorneys, the only "effective" way to prevent recurrence of the price-fixing conspiracy "might be to break up GE into a couple of smaller companies."

Westinghouse, which signed the order, noted that it "contains many tough & stringent provisions," but decided that "it was in the best interests of the company and its stockholders to accept the decree." (For Congressional interest in the price-fixing conspiracy, see p. 2.)

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**Mergers & Acquisitions:** **International Rectifier** has agreed to purchase for $2 million the **Industrial Research Labs Division** of Honolulu Oil. The acquisition is subject to approval of Honolulu's stockholders. The division produces bimetalic extruder cylinders for the plastics & rubber industries • **American Electronics** has sold its Ground Support Division at El Monte, Cal. to **Astro-Science Corp.**, Los Angeles, for about $1 million cash • **Precision Radio Instruments**, Los Angeles maker of hi-fi equipment & records, has acquired for undisclosed stock & cash **Allied Mfg.**, producer of custom records.

**Texas Instruments' Thermoelectric Unit:** An 8-watt power generator that has no moving parts and operates from natural gas, propane or butane is now commercially available for industrial applications. TI expects that initial uses will be for operation of valves on transmission lines. It weighs 65 pounds, measures 12 in. wide & 17 in. high.

**First FM-Stereo Commercials:** Two-channel commercials have been recorded on stereo tape by H. H. Scott Inc., manufacturer of component hi-fi equipment, for use on stereocasting FM stations. First use of the commercial is scheduled to be on WKFM Chicago.

**Trade Personals:** **William E. Davidson**, former gen. mgr. of the photo lamp dept., named gen. mgr. of GE's TV receiver dept.; **Hershner Cross**, who heads GE's Radio & TV div., has been also acting as head of the TV receiver dept. since the death of **Herbert Riegelman** in March.

**Charles M. Mooney** elected vp, ITT's U.S. defense group, succeeding **Adm. Ellery W. Stone**, who continues as vp & dir. of the parent corp., and as asst. to the pres. as well as chmn., ITT's American Cable and Radio Corp.

**Arthur E. Davis** promoted from vp-treas. to exec. vp-treas., Allied Radio Corp., **Alfred W. Preskill** vp-gen. mgr.

**Manuel E. Haskins Jr.** appointed mgr., management science, RCA's electronic data-processing div. . . . **Theodore R. Swenson**, ex-Sylvania, named distributor sales mgr., Eitel-McCullough . . . **Bernard R. McCarthy** named district sales mgr., Sylvania semiconductor div. . . . **William A. MacDonald**, Hazeltine Corp. chmn., named a director of Western Union.

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**Westinghouse Awards Scholarships:** Ten high-school seniors who plan to major in engineering or the physical sciences have been awarded 4-year, $4,800 George Westinghouse scholarships to Carnegie Institute of Technology. The new awards increase to 242 the number of aspiring engineers & scientists who have been aided by the Westinghouse scholarship program since its inception in 1938.

**Educational FM Stereo Coming:** In a few weeks, FCC will formalize rules for stereo multiplexing by non-commercial educational FM stations. The technical specifications will be the same as for commercial stations. The present rules apply to commercial outlets only. Several educational stations—including WGBH Boston, which broadcasts live Boston Symphony concerts, and Fordham U.'s WFUV-FM N.Y. have contacted the Commission and are anxiously awaiting the new educational rules so they can prepare for stereocasting.

**Sylvania's TV-Brightening Phosphor:** The company's Chemical & Metallurgical Div. has developed a new phosphor, CR408, which improves the brightness of TV picture tubes by 10% over other commercially available phosphors, according to product sales mgr. David E. Lundy. The phosphor can be produced in a range of particle sizes & colors required by tube makers.

**Welbilt Shows Thermoelectric Refrigerator:** Appliance manufacturer demonstrated in N.Y. recently the prototype of a 1½-cu.-ft. thermoelectric unit which it plans to produce in quantity next year. Chmn. Alexander P. Hirsch said the refrigerator would be priced at approximately $150, "competitive" with conventional refrigerators of the same size.

## Foreign

**Russian TV Progress:** The number of TV transmitters (studio centers and repeaters) in the Russian Federation (the largest of the 15 republics of the USSR) will increase from today's 160 to more than 400 by the end of the 7-year plan in 1965, *Sovietskaya Rossiya* reports. Among the major activities now under way is the construction of a TV network in Siberia "on the initiative of local public organizations." Concluded the Russian publication: "Our TV network now covers 56 regions of the Federation, and the number of viewers could increase to 50 million if there were enough TV sets available. Unfortunately, the output of these sets lags considerably behind the rate of TV network development."

## Auxiliary Services

**H&B Shovels Out for More CATV:** H&B American Corp. has sold its interest in Quick-way Truck Shovel Co. to Universal Marion Corp. in order to use the funds for purchase of additional CATV systems. Chmn. David E. Bright said last week that the move was part of a policy of divesting H&B of all interests not connected with CATV.

Acquisition of CATV systems in the U.S. & Canada for an aggregate cash consideration of $4 million will be announced periodically in the next few months (Vol. 17:24 p7). Purchase agreements on the properties have been signed, and the expenditure brings H&B's CATV commitments to more than $9 million—making it the nation's largest CATV owner & operator, said Bright. Operations are presently in 20 cities from coast to coast. H&B CATV purchases are made via its subsidiary, Transcontinent Communications Systems Inc.

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CATV Sales: Daniels & Associates reports 3 CATV sales negotiated, prices of none disclosed: Community TV System Inc., in Cisco & Eastland, Tex., to Jack R. Crosby, owner of a system in Del Rio, Tex.; TV Transmission Inc., Martinez, Cal., to Casper, Wyo. oilman N. K. Harris. Daniels notes that it has negotiated sales totaling $9,065,500 during the last 3 years.

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Down to the Sea in Sponsorships: The advertiser's dream of a "captive audience" is approaching reality, thanks to Fremantle International, syndication firm specializing in foreign TV sales. Fremantle recently sold the "foreign nautical rights" of the Filmaster-produced *The Beachcomber* series to a British concern called Programme Exchange Ltd. PEL, in turn, sold the show to the Peninsular & Orient Lines, which operates a pair of big new liners on the England-to-Australia run. The show, along with others from PEL, will be piped over the liners' closed-circuit TV systems. Commercial policy will be participations, sold by PEL, and the product list will feature those readily obtainable on the ships or at next ports of call. Just how a pale-green passenger might react to an inside-your-stomach pill commercial or a spot for peanut butter when one of the P&O liners is battering through a brisk gale in the Bay of Biscay or rolling in the Indian Ocean is something on which audience research is not yet available.

Eidophor Projectors in Production: Last week's story (p7) that Ciba had used Eidophor projectors "for nearly 2 years" referred only to the single prototype model that has been used for medical TV, not to the individual units which will be used in TNT's nationwide network. New Eidophor projectors are now being manufactured to TNT's order by Gretag Ltd., Ciba's electronic subsidiary at Zurich, Switz.

Translator "Reviews" Sought: NAB's staff has been instructed by the TV Board to seek FCC reviews "of the public interest considerations" involved when translator stations are licensed in regular TV stations' coverage areas. The staff was told to intervene "when appropriate & advisable" in cases where translators would have the same impact on existing stations as community-antenna systems.

Vhf & Uhf Translator Starts: Kϕ4AC, Imlay, Nev. began repeating KOLO-TV Reno on May 26 • K73AU, K75AV & K83AO Wellington & Dodson, Tex. began tests with KGNC-TV, KVII & KFDA-TV Amarillo on May 31 • K82AN Carroll, Ia. began repeating WHO-TV Des Moines on June 8.

## Educational Television

**ETV Prospects Brighten:** Long-stalled federal-aid-to-ETV legislation in the House finally is moving toward a floor vote. Endorsed by the Commerce Communications Subcommittee following off-&-on hearings, a modified ETV bill (HR-132) by Rep. Roberts (D-Ala.) may be cleared to the floor by the full Committee this week. Pending since January, the Roberts measure was revised by the Subcommittee to carry out Kennedy administration recommendations for a $25-million program of matching grants to the states to activate educational stations (Vol. 17:21 p8).

With White House backing—and active support of Commerce Chmn. Harris (D-Ark.)—the matching-grant plan probably will win House approval when it reaches a vote. Final enactment of ETV legislation at this session would then depend on the Senate, which already has approved a bill (S-205) by Sen. Magnuson (D-Wash.) providing $51 million in outright ETV grants to the states. Likely outcome: Senate acceptance of the House substitute.

## Finance

**CRISIS FOR AMPEX:** Ampex Corp., which revolutionized the TV industry in 1956 with the development of the Videotape recorder (Vol. 12:16 p1), is stripping down for action after an agonizing fiscal reappraisal of what went wrong & why.

Gone is almost the entire team which developed, promoted & sold the Videotape recorder—from Pres. George I. Long Jr. on down. Among those who have left or changed to other jobs in the Ampex organization, in addition to Pres. Long are: Ross Snyder, former mgr. of the Professional Products Div. (Videotape), now with Eitel-McCullough; Jack Hauser, ex-mktg. services mgr., now with WNBQ Chicago; exec. vp Robert Sackman, senior vps Phillip L. Gundy & Thomas L. Taggart, vp Neal K. McNaughten—the latter 4 now assigned to other Ampex posts.

Ampex's estimated loss for fiscal 1961 (ended April 30) is $4 million, compared with net earnings of $3,959,000 for the preceding year (see financial table, p. 24).

What happened seems to have been a monumental overestimation of the market potential of Ampex's relatively narrow line of products. From a small Redwood City, Cal., company making high-quality audio tape recorders, Ampex rapidly over-expanded with a fantastically large list of important executives—many of them extremely well-known in the industry.

Outgoing Pres. Long reported that the fiscal-1961 loss "results from operating expenses & costs initially geared to support sales projected at substantially higher levels than those actually attained, the adverse impact of a strike of production workers in mid-April, and the cumulative effect of special provisions for inventory revaluation and other non-recurring adjustments during the year's 2nd half."

Into the presidency of Ampex Aug. 1 will step William E. Roberts, former exec. vp of Bell & Howell, chmn. of Consolidated Systems Corp. and chmn. of the executive committee of Consolidated Electrodynamics Corp. A 25-year veteran of Bell & Howell and its subsidiaries, Roberts undoubtedly was selected as a result of the success of that company in reorienting itself into an outstanding manufacturer of precision equipment.

Long revealed that Ampex "is now engaged in a critical review of its operations, and several months ago retained the services of Cresap, McCormick & Paget,

[management consultants,] to assist in this analysis." He added: "Some important proposed organizational changes are now being carefully studied and steps are being taken to strengthen our key management groups."

Long said his own resignation was the result of "fundamental differences [during] the past several years between the directors and me over management & organizational policies." Long will continue to serve as a director, according to Chmn. Alexander M. Poniatoff.

The company's consolidated sales for fiscal 1961 totaled $70,105,000, compared with the record $73,434,000 the preceding year (adjusted to include operations of now-merged Telemeter Magnetics Inc.). Long said consolidated inventories on April 30 were $21 million, down from $25.4 million one year before. Working capital is "adequate," he said, "and the ratio of current assets to current liabilities is greater than 2 to 1." Consolidated backlog of unfilled orders is more than $31 million, a record high, and 45% greater than a year ago."

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**International Rectifier's 1961 Forecast:** Pres. Eric Lidow believes operating earnings for the fiscal year ending June 30 should be "about the same or possibly a little higher" than the $1.2 million earned in fiscal 1960. However, because of anticipated year-end inventory adjustments "necessitated by a sharp decline in military demand," total net income may drop below the year-earlier level. Fiscal-1961 sales should rise 8-to-10% above last year's $13.2 million, due, primarily to gains in foreign sales of TV-radio components. Outlook for fiscal 1962: "Our target is a 20% sales increase & roughly the same increase in earnings," Lidow said. "If we don't get it, we'll consider a change in personnel."

**ECC Increases Portfolio:** Electronics Capital Corp., San Diego small business investment firm, has added a 17th company to its portfolio with an $800,000 investment in Universal Microtron Corp. of Los Angeles. The investment comprises a $300,000 long-term loan and the purchase of $500,000 of 8%, 7-year convertible debentures (convertible into 62% of Universal's total common stock). Universal was formed to produce specialty electronic devices researched & developed by Electro Radiation, another ECC portfolio company. ECC's commitments to its 17 portfolio companies total more than $14 million.

**Oak Mfg.** has been listed for trading on the American Stock Exchange. Symbol: OAK.

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**Officers-&-Directors** stock transactions as reported to SEC for May:

**Allied Artists.** Samuel Broidy sold 6,000, held 76,506. George D. Burrows sold 5,900, held 23,786. Sherrill C. Corwin sold 5,500, held 6,500. Maurice Goldstein sold 3,000, held 13,100. Roger W. Hurlock bought 1,000, held 23,100. Edward Morey sold 9,200, held 3,350. Herman Rifkin sold 4,500 personally and 1,500 more tbrough corporation, held 9,561 personally, 11,507 in corporation. Norton V. Ritchey sold 1,049, held 2,200. Albert Zugsmith sold 12,400, held 163,400.

**American Bosch Arma.** Sidney E. Miller bought 200, held 200.

**Ampex.** John Jipp sold 700, held 1,500. Neal K. McNaughten bought 2,130, held 3,048. Robert Sackman sold 5,000, held 1,600.

**Arvin Industries.** Robert S. Schaerges sold 800, held 1,138. Glenn W. Thompson sold 500, held 5,000.

**Audio Devices.** Bryce Haynes exercised option to buy 3,024, held 3,107. Henry E. Mendes sold 100, held 1,975.

**Avco.** Earl H. Blaik bought 6,667, held 7,667. Frank S. Larson sold 800, held 3,703.

**Capital Cities Bcstg.** Harmon L. Duncan sold 2,000, held 22,199. James Floyd Fletcher sold 5,000, held 32,901 personally, 20,125 for wife. John P. McGrath sold 2,000 from trust, held 2,000 in trust, 38,066 personally.

**Clarostat.** George J. Mucher sold 9,400 from trust, held 19,610 in trust, 15,906 personally. Victor Mucher sold 9,400 from trust, held 19,610 in trust, 17,203 personally.

**CBS Inc.** William S. Paley bought 150 as trustee, held 2,456 as trustee, 763,772 personally, 136,094 in holding company.

**Columbia Pictures.** M. J. Frankovich bought 1,049 under stock purchase plan, held 2,291. Alfred Hart sold 8,873, held 1,200. Abraham Montague sold 400, held 3,966 personally, 104,189 in Fico Corp.

**Corning Glass.** William H. Armistead sold 700, held 1,300. William C. Decker sold 800, held 18,137. John L. Hanigan sold 200, held 1,825. Frederick H. Knight exercised option to buy 500, held 3,585.

**Crowell-Collier.** George P. Brett Jr. received 2,360 in exchange for Macmillan Co. shares in merger, sold 350, held 2,114. Joseph Schwarz sold 600 in joint venture, held 25,358 in joint venture, none personally.

**Daystrom.** Louis H. Aricson bought 100, held 100. John B. Montgomery bought 370, held 380.

**Decca Records.** Albert A. Garthwaite sold 500, held 3,000.

**Electronic Specialty.** Richard H. DeLano sold 1,000, held 6,063. Stephen D. Shelton exercised option to buy 1,000, transferred 600 in property settlement, held 1,600.

**Electronics Corp.** John A. Long sold 1,400, held 133,890.

**Electronics International Capital.** Jerome Kohlberg Jr. bought & sold 250 through Bear Stearns & Co. in transactions correcting errors in execution of customer orders, held 24,000 in Bear Stearns & Co., 1,000 personally.

**Emerson.** A. A. Vogel exercised option to buy 7,697, held 7,697.

**Esquire Radio & Electronics.** Joshua Levine bought 400, held 800.

**General Dynamics.** Ellsworth C. Alvord sold 2,880, held 2,615 personally, 14,568 in holding company, 10,484 in trust. William M. Blair sold 585 in partnership, held 2,490 in partnership, 3,700 personally. Robert D. Meiklejohn sold 700, held 2,000.

**GE.** Donald K. David bought 500, held 1,100. William H. Dennler received 189 as incentive compensation, sold 595, held 2,414. Lyman R. Fink received 400 as incentive compensation, held 926. Milton F. Kent received 112 as incentive compensation, held 2,193. Arthur F. Vinson sold 1,867, held 12,881 personally, 545 as custodian. William C. Wichman sold 950, held 5,883. Laurence I. Wood sold 470, held 2,684.

**General Instrument.** Fred C. Rummel sold 500, held 1,756.

**General Precision Equipment.** Raymond L. Garman exercised option to buy 200, held 300 personally, 28 for wife. Edwin A. Link sold 3,700, held 32,442.

**General Telephone & Electronics.** George W. Griffin Jr. sold 1,820, held 2,359.

**Globe-Union.** H. M. Sauers sold 400, held 654 pers., 1,970 for wife.

**Hazeltine.** Neil K. Dietrich sold 300, held 367.

**Hoffman.** C. E. Underwood sold 5,900, held 100.

**IBM.** Herbert T. Hansford bought 252, held 1,465.

**International Resistance.** Walter W. Slocum exercised option to buy 500, held 1,500. Charles Weyl sold 2,600, held 91,150. Edward S. Weyl sold 1,000, held 20,825.

**ITT.** Charles D. Hilles Jr. sold 2,000, held 12,062. M. Richard Mitchell sold 100, held 2,670. Paul F. Swantee sold 100, held 3,094.

**Lear.** William P. Lear Jr. exercised option to buy 250, held 14,149. William P. Lear Sr. exercised option to buy 500, held 463,520. G. C. Warman exercised option to buy 250, held 363.

**Ling Temco.** D. H. Byrd bought 838, held 75,791.

**Litton Industries.** Roy L. Ash transferred 2,000 in community property interest, sold 1,000 and 500 more as custodian, held 104,769 personally, 785 as custodian, 14,178 in partnership. Alfred B. Connable sold 4,000, held 4,000. Norman H. Moore exchanged 3,000 for mutual fund shares, held 18,322. Carl A. Spaatz sold 200, held 4,825. Charles B. Thornton sold 1,200, held 267,916 personally, 31,191 in partnership.

**Loral Electronics.** Bernard Herman exercised option to buy 1,500, held 1,500. William Lorenz sold 2,900, held 325,050. Emanuel M. Siegel exercised option to buy 3,000, held 3,150. Sheldon Simon exercised option to buy 3,000, held 3,225.

**MPO Videotronics.** Charles L. Hewitt bought 250, held 1,000.

**Magnavox.** Richard A. O'Connor sold 3,000, held 80,697.

**P. R. Mallory.** H. C. Buell sold 300, held 1,119. J. Taylor Foster sold 2,450, held 1,382. Leon Robbin bought 956, held 1,677.

**MGM.** Nathan Cummings sold 18,700, held 35,600.

**National Theatres & TV.** Leonard Davis bought 2,300 through holding company, held 5,000 in holding company, none personally. Eugene V. Klein bought 28,702 in Aug. 1959-April 1961 transactions, sold 37,200 in Jan. 1960-Jan. 1961 transaction, held 43,823. Richard W. Millar sold 500, held 500.

**National Video & Rico.** Harold Cole sold 100, held 500.

**Packard Bell.** Jean P. Gleis exercised option to buy 510, held 1,020.

**Pentron Electronics.** William H. Attschuler bought 1,500, held 6,500. T. Rossman sold 2,000, held 116,000 personally, 9,000 in trusts.

**Philips Electronics & Pharmaceutical.** James J. Colt bought 150 through Omo Mfg. Co., held 65,263 in Omo Mfg. Co., 3,834 personally.

**RCA.** Elmer W. Engstrom exercised option to buy 4,200, held 8,199.

**Raytheon.** Paul F. Hannah sold 1,500, held 1,642.

**Reeves Bcstg. & Development.** J. Drayton Hastie sold 2,000, held 74,100. Hazard E. Reeves sold 14,000, held 582,772.

**Rollins Bcstg.** John W. Rollins exchanged 15,000 for Class B common, sold 1,800, held 13,200 personally, 2,425 as guardian.

**Servomechanisms.** Ernest A. Wester sold 7,000, held 6,000.

**Storer Bcstg.** George Haggarty bought 10,000 Class B common, held 10,000. George B. Storer sold 10,000 Class B common, held 873,540 personally, 207,750 in trusts.

**TelePrompTer.** Fred Barton sold 2,000, held 40,643. Milton Hendler sold 857, held 1,900. N. C. Myers Jr. sold 600, held 3,350. H. J. Schlafly Jr. sold 5,057, held 30,299.

**Texas Instruments.** Cecil H. Green sold 2,100 in private transaction, held 271,210. J. E. Jonsson sold 2,100 in private transaction, held 361,231. W. F. Joyce sold 500, held 5,545. Eugene McDermott sold 2,100 in private transaction, held 271,013. E. O. Vetter sold 900, held 5,375.

**Textron Electronics.** George William Miller sold 1,000, held 5,000 personally, 59,037 in trusts.

**Thompson Ramo Wooldridge.** Pierce T. Angell sold 500, held 600. F. C. Crawford sold 200, held 36,174. H. L. George sold 2,300, held 23,135.

**Varian Associates.** Harold C. Booth exchanged 12,500 for open end investment company shares, held 155,097. Clifford V. Heimbucher sold 1,400, held 26,559. Paul B. Hunter sold 1,000, held 29,957 personally, 200 in joint tenancy. Henry J. McCarthy exchanged 12,500 for open end investment company shares, held 155,672. H. Myrl Stearns sold 200, held 27,050 personally, 10 in trust, 3,800 in joint tenancy. Sigurd F. Varian sold 600 from community property, held 72,048 in community property, 28 personally.

**Walt Disney Productions.** George L. Bagnall bought 100, held 100.

**Westinghouse.** George G. Main sold 500, held 4,700 personally, 800 in trust. Carlisle P. Myers exercised option to buy 350, held 1,054.

**Zenith.** J. E. Brown sold 400, held 200. Leonard C. Truesdell sold 300, held 1,200.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Ampex | 1961—year to Apr. 30[3] | $70,105,000 | — | $(4,000,000) | — | 7,718,257 |
| | 1960—year to Apr. 30[4] | 73,434,000 | — | 3,959,000 | $0.55 | 7,270,000 |
| Capital Cities Bcstg. | 1961—qtr. to Mar. 31 | — | $ 442,255 | 206,107 | .18 | 1,149,798 |
| | 1960—qtr. to Mar. 31 | — | 311,807 | 205,916 | .18 | 1,149,798 |
| Capital Film Labs | 1961—year to Mar. 31 | 1,614,025 | — | 25,270 | .05 | 200,000 |
| | 1960—year to Mar. 31 | 1,595,852 | — | 44,684 | .07 | 200,000 |
| Consolidated Electronics Industries | 1961—qtr. to Mar. 31 | 22,869,373 | — | 738,103 | .26 | 2,828,597 |
| | 1960—qtr. to Mar. 31 | 23,218,116 | — | 1,052,382 | .38 | 2,798,150 |
| Digitronics | 1961—year to Mar. 31 | 1,988,384 | 188,242 | 103,242 | .26 | 446,066 |
| | 1960—year to Mar. 31 | 821,839 | 35,652 | 35,652 | .10 | 396,066 |
| Famous Players Canadian | 1961—qtr. to Mar. 31 | — | 829,089 | 545,742 | .31 | 1,737,072 |
| | 1960—qtr. to Mar. 31 | — | 998,905 | 593,518 | .34 | 1,737,072 |
| Hallicrafters | 1961—2 mo. to Apr. 30[1] | 9,815,000 | — | 278,000 | .13 | 2,218,600 |
| | 1960—2 mo. to Apr. 30[1] | 4,730,000 | — | 109,000 | .10 | 1,005,000 |
| Movielab Film Labs | 1961—qtr. to Mar. 31 | 1,436,580 | — | 64,539 | .21 | 312,500 |
| | 1960—qtr. to Mar. 31 | 1,278,129 | — | 68,493 | .27 | 250,000 |
| Radio Shack | 1961—9 mo. to Mar. 31 | 12,536,157 | — | 294,733 | .45 | 649,741 |
| | 1960—9 mo. to Mar. 31 | 9,613,048 | — | 314,165 | .73 | 430,560 |
| Transcontinent TV Corp. | 1961—9 mo. to Mar. 31[1] | 12,515,401 | 2,635,421 | 907,597 | .51 | 1,768,612 |
| | 1960—9 mo. to Mar. 31[1] | 9,358,875 | — | 814,470 | .46 | 1,767,712 |
| United Artists | 1961—13 wks. to Apr. 1 | 26,965,000 | — | 879,000 | .51[2] | 1,713,621 |
| | 1960—13 wks. to Apr. 1 | 23,188,000 | — | 788,000 | .46[2] | 1,664,218 |

Notes: [1]From SEC report. [2]Based on 1,713,621 shares outstanding April 1, 1961. [3]Preliminary. [4]Adjusted to include Telemeter Magnetics, merged into Ampex Dec. 1960.

**Standard Kollsman Weighs Stock Split:** The Melrose Park, Ill. maker of TV tuners & other electronic products is considering a stock split, but "it depends on a lot of factors," and a decision won't be made until late this year, secy. Arthur Richenthal told the annual meeting. A decision on a stock dividend also will be made later this year. Standard issued 3% stock dividends in 1960 & 1959.

**Reports & Comments Available:** Westinghouse, report, Reynolds & Co., 120 Broadway, N.Y. 5 • **AB-PT,** discussion, Cooley & Co., 100 Pearl St., Hartford 4, Conn. • **Raytheon** and **Transitron Electronics,** profiles in June 15 *Forbes.*

## Recent Stock Issues

| Stock | Offering Price | June 15, 1961 Bid | Asked |
|---|---|---|---|
| Arrow Electronics | 5 | 8⅜ | 9¼ |
| Empire Devices | 12 | 15¾ | 17¼ |
| RMS Electronics | 3 | 3½ | 4⅛ |
| Sony Corp. | 17½ | 22 | 23⅝ |
| Warner Bros. | 16 | 19½ | 21 |

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Axe Science & Elec. | — | $0.10 | Jul. 14 | Jun. 23 |
| ITT | Q | .25 | Jul. 15 | Jun. 23 |
| Motorola | Q | .25 | Jul. 17 | Jun. 30 |
| MPO Videotronics "A" | Q | .10 | Jul. 14 | Jun. 30 |
| Howard W. Sams | Q | .15 | Jul. 25 | Jul. 10 |
| Sonotone | Q | .07 | Sep. 29 | Sep. 1 |
| Terminal-Hudson Elec. | Q | .06 | Jul. 20 | Jul. 7 |
| Webcor | (Omitted) | | | |
| Western Electric | Q | .90 | Jun. 30 | Jun. 20 |
| Western Union | Q | .35 | Jul. 15 | Jun. 23 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 15, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 19¾ | 18¼ | 20⅛ |
| Adler Elec. | 19¼ | 18¾ | 20⅝ |
| Aerovox | 11¾ | 11¼ | 12⅝ |
| Allied Radio | 28 | 29¾ | 32 |
| Astron Corp. | 3 | 2¾ | 3-5/16 |
| Babcock | 31 | 28 | 30⅜ |
| Baird Atomic | 20¼ | 19½ | 21¼ |
| Cannon Elec. | 31½ | 27 | 30⅜ |
| Capehart | 10 | 9 | 10 |
| Chicago Aer. | 22 | 23 | 25⅝ |
| Control Data | 100 | 95 | 101 |
| Cook Elec. | 12⅛ | 11⅛ | 12⅛ |
| Craig | 13½ | 13 | 14⅝ |
| Crosby Tel. | 6⅛ | 6¼ | 7 |
| Dictaphone | 33½ | 34½ | 37¼ |
| Digitronics | 29 | 28 | 30⅞ |
| Eastern Ind. | 18 | 16¾ | 18⅜ |
| Eitel-McC. | 16¼ | 14¾ | 16 |
| Elco Corp. | 12½ | 12 | 13⅝ |
| Electro Instr. | 22 | 21½ | 24⅛ |
| Elec. Voice | 12 | 11½ | 12⅞ |
| Elec. Assoc. | 33¾ | 32½ | 35⅛ |
| Elec. Cap. Corp. | 42 | 42 | 46⅛ |
| Erie Resistor | 13⅝ | 14 | 15⅛ |
| Executone | 21¼ | 19½ | 21½ |
| Farrington | 14¾ | 13¾ | 14⅞ |
| Foto Video | 9 | 7 | 8¾ |
| Four Star | 21 | 20¾ | 22¾ |
| Gen. Devices | 14¼ | 13½ | 14⅞ |
| G-L Elec. | 8¼ | 7¾ | 8⅞ |
| Goodwill Sta. | — | 10¾ | 12⅛ |
| Granco | 3¼ | 3½ | 4¼ |
| Gross Tel. | 21¾ | 21¼ | 23¼ |
| Hallicrafters | 23¼ | 22¼ | 23¾ |
| Hathaway | 27¾ | 26 | 28⅞ |
| High Voltage | 172 | 148 | 163 |
| Infrared | 16¼ | 15 | 16¾ |
| Interstate Eng. | 19¾ | 18¾ | 20⅜ |
| Ionics | 32½ | 31 | 34⅝ |
| Itek | 52 | 50 | 54½ |
| Jerrold | 8¾ | 8¾ | 9⅝ |
| Lel Inc. | 9 | 8¾ | 10 |
| Lab for Elec. | 54½ | 51¼ | 54¾ |
| Leeds & North. | 35 | 34¼ | 37 |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 4⅜ | 4¼ | 4¾ |
| Magnetics Inc. | 10¾ | 11 | 12¼ |
| Maxson | 25¾ | 23½ | 25⅝ |
| Meredith Pub. | 41 | 39 | 42½ |
| MetroMedia | 21 | 19¾ | 21¼ |
| Microdot | 26¾ | 26 | 28¼ |
| Milgo Elec. | 22 | 21 | 24⅛ |
| Narda Micro | 8¼ | 8¼ | 9⅛ |
| Newark Elec. | — | 15⅝ | 16⅞ |
| Nuclear Chi. | 45 | 43½ | 47¼ |
| Official | 3¾ | 3¾ | 4¼ |
| Pacific Aut. | 6⅛ | 5¾ | 6½ |
| Pacific Merc. | 7⅛ | 7⅝ | 8⅜ |
| Philips Lamp | 145¾ | 148¼ | 153 |
| Pyramid | 2½ | 2⅜ | 2⅞ |
| Radiation | 25¼ | 24¾ | 27 |
| Rek-O-Kut | 2¾ | 2¼ | 2⅞ |
| Research Inc. | 5½ | 5⅛ | 6 |
| H. W. Sams | 42½ | 42 | 45⅜ |
| Sanders Assoc. | 46 | 45¾ | 49 |
| Sillcon | 13¼ | 12½ | 14⅛ |
| H. Smith | 11½ | 10½ | 12⅛ |
| Soroban | 65 | 58 | 63⅝ |
| Soundscriber | 12¼ | — | — |
| Speer Carbon | 31½ | 30¼ | 32⅜ |
| Sprague | 76½ | 77¼ | 80⅝ |
| Sterling TV | 3¾ | 3⅝ | 4¼ |
| Systron-Don. | 37½ | 39 | 42 |
| Taft Bcstg. | 20¼ | 17½ | 19⅜ |
| Taylor Instr. | 52 | 51 | 55 |
| Technology | 7 | 6½ | 7⅝ |
| Tele-Bcstrs. | 2 | 1½ | 2⅝ |
| Telechrome | 11⅛ | 11⅛ | 12¼ |
| Telecomp. | 7¼ | 6⅞ | 7⅝ |
| Time Inc. | 85½ | 83 | 87¼ |
| Tracerlab | 12¼ | 10⅜ | 12 |
| United Art. | 7¾ | 7⅞ | 8¼ |
| Universal | 1¼ | ¾ | 1-5/16 |
| Vitro | 27¼ | 24½ | 26½ |
| Vocaline | 2½ | 2⅜ | 2⅞ |
| Wells-Gardner | 34¾ | 34¼ | 37⅝ |
| Wilcox Elec. | 10¾ | 10¼ | 11¼ |
| Wometco | 27 | 26 | 28¼ |

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WEEKLY

# Television Digest

JUNE 26, 1961

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VOL. 17: No. 26

**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** 1961 Supplement No. 7—Updated ARB estimates of TV households by states & counties as of Jan. 1, 1961 (story on p. 1)

## SUMMARY-INDEX OF WEEK'S NEWS


### *Auxiliary*

**EXPANSION, REGULATION & PAY TV** were the top topics of NCTA convention in San Francisco. "Biggest yet" gathering insists federal regulation unnecessary (pp. 2, 8 & 9).

### *Congress*

**GIVE CODE A CHANCE,** Minow & Collins urge at Senate hearing on TV violence & juvenile delinquency. Industry can effect own program reforms, they say (p. 3). Dept. (p. 14).

**FCC WINS REFORM-PLAN ROUND IN HOUSE,** where Commerce Subcommittee junks reorganization bill by Chmn. Harris (D-Ark.), goes along with Commission's own proposals (p. 4).

### *Programs*

**FCC's NETWORK HEARINGS** bring forth much nostalgia for TV's "Golden Age," some sharp criticism of everything from network brass to slide-rule wielders (pp. 5 & 7).

### *NETS*

**GOVT.-SUPPORTED NETWORK** proposed by Dr. Du Mont as solution to programming ills (p. 5).

**ABC RATINGS DROP IN NIELSEN'S MNA REPORTS,** reflecting gains for CBS and NBC on Saturdays, Mondays & Tuesdays (p. 6).

### *Stations*

**COLLINS CRITICS LASHED** by NAB staffer William Carlisle, who brings broadcasters' complaints out into open, says they stem from industry's do-nothing tradition (p. 10).

### *Consumer Electronics*

**"MOLECULAR" RADIO, hi fi and even TV**—without components—is next breakthrough. Principal to be used in consumer goods within 5 years (p. 15).

**"BENT GLASS"** external safety plates now dominate 19-in. lines at expense of flat glass & plastic. Glass temperers pledge fight for 23-in. market (p. 16).

**FM STEREO:** Stations in N.Y., Detroit, Seattle, Dallas & Boston area receive first pre-production RCA broadcast-equipment shipments (p. 16).

**LOW-END MARKET** and "bargain-basement" selling blasted by Truesdell, citing figures showing heavy sales concentration on low-priced models (p. 17).

**PLANT SHUTDOWNS** for vacation now in effect at some TV-radio-electronics companies. Vacation dates listed (p. 17).

### *Films*

**NETWORK-PRODUCED TV FILM AT LOW EBB.** CBS-TV, with 7 series, and NBC-TV, with 2, are down from last season as production resumes for next fall (p. 12).

### *Finance*

**DESILU INCOME DOWN.** Arnaz blames WGA strike, rising labor costs and reduction of syndicated films (p. 19).

### *Other Departments*

**ADVERTISING** (p. 12). **PERSONALS** (p. 13). **FCC** (p. 14).


**TV NOW IN 90% OF U.S. HOMES:** The number of TV households in the U.S. increased by nearly 2 million last year to 47.9 million, and the penetration of TV in total U.S. homes rose from 88% to 90%. These trends are shown in new county-by-county estimates of TV households as of Jan. 1, 1961, compiled by American Research Bureau and included with this issue as 1961 Supplement No. 7.

This compilation makes a valuable addition to your new Television Factbook, and updates the ARB figures on pages 39-54. We suggest that you place this supplement in your Factbook for reference. If you wish an extra copy to include with your file of Newsletters, we'll be happy to send you one gratis, on request to our publication office in Radnor.

New figures represent statistical updating of Jan. 1, 1960 survey-based estimates of TV households (Vol. 16:25 p2 & 1960 Supplement No. 6, June 20, 1960). The 1960 figures, most complete ever compiled, were based on 500,000 telephone interviews covering every county in the U.S., using scientific sampling & statistical techniques. For the Jan. 1, 1961 figures, ARB used new estimates of total U.S. households from Sales Management's Survey of Buying Power, and applied a "growth factor" (in terms of percentage) to TV household figures in the 1960 survey-based estimates.

Changes in the last year were relatively small. As of Jan. 1, 1961, ARB's figures indicate 47,886,000 TV households, or 90% of the total 53,239,500 U.S. homes. One year earlier, ARB's tabulation showed 46,019,980 TV households—a penetration of 88% of the 52,207,800 U.S. households at that time. This indicates, therefore, a growth of 1,866,020 TV households during 1960, while total U.S. households increased by only 1,031,700.

Next updating of ARB's TV households figures—due about a year from now—should be more meaningful than the current one. At that time, 1960 U.S. census data will be available—and this fresh measurement of U.S. households (to be projected to Jan. 1, 1962) will give an even more accurate picture of TV penetration on county-by-county and state-by-state basis.

**EXPANSION, REGULATION & PAY TV TOP TOPICS OF NCTA:** With growing sophistication, the small but profitable CATV industry tackled its problems during 10th annual convention of National Community TV Assn. in San Francisco last week. Main topics included: (1) Threat of federal regulation. (2) Possibilities of pay TV. (3) Expansion of existing systems & services and move into larger markets (see p. 8). (4) Active market in system sales (p. 9). (5) Relations with broadcasters. (6) Problems with the Bell system—in pole-line attachment rights and microwave services.

New Pres. William Dalton, a long-time trade association executive much at home in convention surroundings, set tone in his keynote address as he attacked those demanding federal regulation of CATV.

Bills pending in Congress, he said, "would empower the FCC to regulate a situation that no longer exists." He asserted that conflicts between CATV and stations remain in only 4-5 cities, and that these are being eliminated, too. Actually, Congress doesn't seem to have a sense of urgency about the legislation—but NCTA members are prepared to fight it all the way again if situation gets warm.

Pay-TV sessions attracted great (and skeptical) interest, drawing most of the 570 registrants. Home Entertainment System, now independent of NTA, headed by ex-Desilu producer Martin Leeds, repeated the pitch made to newsmen in April (Vol. 17:15 p3)—asserting its cost advantages over other systems.

There was a good panel discussion, featuring Telemeter's Kenneth Easton, TelePrompTer's Irving Kahn, Midwest Video's George Morrell and Leeds. Easton said that the Toronto experiment, with 6,000 homes, wasn't designed to "see how cheaply it could be run" and isn't profitable now. Rather, he said, it was intended to test public acceptance—and he made it clear that parent Paramount believes project to be successful. "We have now designed the system for economy," he said, "and we're in position to make projections on realistic figures. The plant was designed to serve a substantial part of Toronto." He also stressed that the system has had no adverse effect on theater exhibitors' receipts.

Kahn plumped for his Key TV "participation TV" concept, with which subscribers can send information back to a central office—to order goods, respond to polls, play games, etc. He reiterated announcement of plans to start with his Liberal, Kan. CATV system. He reported that 100,000 CATV homes carried the last Patterson-Johansson fight—and "AT&T was considerably more conciliatory in offering circuits to CATV systems than it was for the first fight." Kahn said that many CATV systems have more "seats" than local theaters and will therefore "be able to outbid theaters for feature films." Kahn was frank to say, however, that the CATV audience would be small compared with pay TV in big cities. Right now, he said, "you are the tail wagging the dog"—important initially. He believes pay TV will be able to offer only about 26 important events a year.

Morrell, whose organization plans pay TV in Little Rock, said that "pay TV will be here not later than June 1962." He said he was sure that pay TV must operate on a "pay-as-you-see" basis—not on credit.

All panelists were quick to say that pay TV wouldn't hurt either exhibitors or free TV. Said Easton: "I'm not keen about outbidding exhibitors. We don't purpose to cut them out of product. We create a new audience." Leeds: "We won't take anything from anyone. We'll give more entertainment for less money."

Why wired pay TV and not telecast? Kahn said there are 2 main reasons: (1) Political. You can't take any free channels from the viewer and convert them to pay. (2) Economic. Coders & decoders for telecasting are complicated, troublesome & costly.

Both Kahn & Easton urged CATV operators to watch their contracts with phone & power companies. Easton noted that many contracts preclude use of pay TV, said that Canadian operators managed to get this phrase into their contracts with phone company: "Services of a type which otherwise might be broadcast" may be carried on CATV.

Unspoken situation behind all this is that AT&T fully intends to provide pay-TV cable facilities if business ever amounts to anything. (AT&T certainly has hands full of fights currently. Rep. Celler, D-N.Y., is always out to get it—Vol. 17:25 p2. FCC is currently questioning whether phone rates are too high; GE & other manufacturers accuse AT&T of trying to dominate satellite communications; telecasters & CATV operators claim AT&T is squeezing their private microwaves. However, AT&T is not without ability to protect itself.)

One of most important comments made on pay TV was by J. Seibert Worley, shrewd operator of both CATV & theaters in Shamrock, Tex. He warned CATV operators that movie producers are in driver's seat and indicated that CATV wouldn't be in any better bargaining position for movies than exhibitors are.

He described how producers lease movies on basis of percentage of exhibitor's gross—and then read a new contract which provides that the gross include not only admissions but receipts from auto heaters, baby-sitting facilities "and popcorn."

After the session, one major CATV operator who has had plenty of pay-TV discussions with movie producers exclaimed: "When pay TV has signed & sealed contracts with producers, then all this discussion will mean something. Did you ever hear such nonsense as went on in that meeting room?"

Significant development in cable operations is rebirth of closed-circuit operations. Ex-NCTA Pres. Lloyd Calhoun offers audio-only "Sigmet" on his Hobbs, N.M. system. It's a frequent weather report—for which he was given NCTA's public relations award. Advertising-promotion award was shared by Douglas Danser, Naples, Fla., and Ben Conroy, Uvalde, Tex. Special "award for distinguished service to CATV" was given to Dorothy Mugford, promotion mgr. of WNEP-TV Scranton-Wilkes-Barre, who vigorously promoted use of city's uhf signals by area's CATV operators. She told us that some 100,000 CATV homes get the signals now. For new officers & directors, see p. 9.

The 1962 convention will be held in Washington's Shoreham Hotel, June 18-22.

**GIVE CODE A CHANCE, MINOW & COLLINS URGE:** Two of TV's severest critics —FCC Chmn. Minow & NAB Pres. LeRoy Collins—told Senate Juvenile Delinquency Subcommittee investigators last week that one of best hopes for better programming is in stepped-up operations of industry's self-regulating Code.

"Particularly significant" in agitation for less crime & violence on TV is "increased activity" by NAB's TV Code Review Board in missionary work with networks, advertisers and program producers, Minow said in FCC statement. And in personal comments at hearing winding up 3-week probe of TV's impact on youth (Vol. 17:25 p7), critic Minow added: "Gov. Collins is as dedicated to better programs for children as any man in the country."

"Broadcasting has performed magnificently and is performing even more magnificently with each passing year," Collins assured Judiciary Subcommittee headed by Sen. Dodd (D-Conn.). He called on Congress to resist demands that TV's problems be resolved by more federal intervention. Within industry, Collins said, there's "growing recognition that the Code principles must be adhered to." Code already has been effective in raising program standards—and such NAB moves as establishment of over-all TV-radio Code authority (Vol. 17:25 p5) promise even more effective self-control, Collins added. He reported that he had already conferred with "most cooperative" Attorney General Robert F. Kennedy on additional Code enforcement measures which might be invoked by broadcasters "consistent with the federal antitrust laws."

Nation is fortunate in having Minow at FCC and Collins at NAB, Chmn. Dodd said, but he took dimmer view of Code's efficacy. "It is difficult to conclude that the TV industry is making a real effort to improve its programming," Dodd observed. Citing sex-&-mayhem episodes in TV series excerpts screened at hearings, Dodd said "every provision of the Code was violated a hundred times." Subcommittee is expected to recommend FCC regulation of networks and more direct program-supervision by Commission.

FCC itself will have some program-reform recommendations for Congress as result of Commission's 2-year network study which reached final phase in N.Y. last week (see p. 5), Minow told Dodd. But meanwhile, he said, "I think the industry should have a chance to work things out."

Minow took Dodd "behind the scenes" to show that individual telecasters have little control now over what they put on air. "The modern broadcast licensee is often little more than the end of a chain that starts with the network, the studio, the producer, the writer, and so on," Minow said. Result: "The TV licensee often has only the most remote connection with the source of the program. The broadcaster nowadays is often just another member of the audience, as little aware of 'what comes next' as the children who watch in our homes." He added that "broadcast licensees should be required—or perhaps, empowered—to listen & to see, before they broadcast."

Collins warned Dodd not to jump to conclusions about any correlation between crime & violence on TV and juvenile delinquency. Such conclusions aren't supported by much sociological opinion, Collins

said, suggesting that Dodd call conference of Subcommittee members, representatives of communications & entertainment media and HEW Secy. Abraham Ribicoff to get authoritative studies under way. NAB & networks will help underwrite research, Collins assured Dodd.

Influence of ratings on programming was deplored by both Minow & Collins. Minow said one insurance company-sponsored TV program "describing American colleges & universities" was rejected because of network fears of ratings—"the watcher may leave the network & not come back." Collins cited the Walter Lippmann interview on CBS Reports June 15. He said only 6.6% of sets were tuned to Lippmann while The Untouchables won 63% and Groucho Marx picked up 23%.

Both decried TV violence, too. "Children will watch anything," said Minow. "And when a broadcaster uses crime & violence and other shoddy devices to monopolize a child's attention, it's worse than taking candy from a baby—it is taking precious time from the process of growing up." Collins said "violence merely for the sake of violence" can't be justified, that it "is offensive to simple good taste, seriously downgrades the television art, and should be eliminated."

Note: On ABC-TV's Issues & Answers show, preceding his Senate testimony, Minow reiterated the warnings in his "wasteland" speech at NAB convention (Vol. 17:20 p1) that "licenses will no longer be renewed automatically" if station programs are loaded with violent action. And Washington Evening Star quoted Minow in interview as saying "there's nothing wrong with the industry that a few non-renewals of licenses won't cure." Less-than-3-year renewals also can be invoked by FCC, Minow told the N.Y. Herald Tribune.

**FCC WINS REFORM-PLAN ROUND:** Any FCC reorganization legislation voted by this Congress to cure procedural ills probably will be just what the Commission itself ordered.

Tactical victory for FCC & its self-reform prescription was won June 23 when House Commerce Regulatory Agencies Subcommittee, mulling over testimony at hearings preceding week (Vol. 17:25 p3), voted to scrap alternative plan (HR-7333) by Chmn. Harris (D-Ark.).

Harris Subcommittee wrestled 3 days in closed redrafting sessions on Harris measure, then gave up. It decided to write new bill conforming almost line-for-line with language of Commission bill (S-2034) introduced in Senate (Vol. 17:24 p3) by Commerce Communications Subcommittee Chmn. Pastore (D-R.I.), who'll hold one-day hearing on it June 28.

Main difference in otherwise similar reorganization bills is that FCC-drafted Pastore measure provides more appeal rights to contestants in Commission cases. Both authorize delegation of decision-making authority by FCC to panels & staffers. But Pastore bill provides for mandatory review by Commission of exceptions to lower-level decisions, whereas Harris bill made such reviews discretionary only. And Pastore bill sets up machinery for discretionary 2nd appeals if FCC sustains decisions.

Harris didn't hold out for his own reorganization plan. He said at outset of hearings that he had no pride of authorship. And Harris told House in floor speech last week that he was working with Subcommittee to make change in plan. New bill probably will be introduced early this week. Full Commerce Committee may report it to floor for vote before the week ends.

Senate hearing on Pastore bill is expected to be perfunctory. Just-for-record witnesses lined up are from same cast which performed for Harris Subcommittee and before that for House Govt. Operations Committee, which started President Kennedy's FCC reorganization on its way to House defeat.

Lead-off Senate witness will be FCC Chmn. Minow (who preferred Harris bill to Commission's own measure), flanked by other Commission members. Others will be Federal Communications Bar Assn. Pres. Robert M. Booth Jr. & ex-FCBA Pres. Leonard H. Marks.

White House suffered another reorganization defeat meanwhile. In House, President's plans for FTC & CAB survived (221-178 & 213-178) Republican attempts to put through disapproval resolutions killing them. But in Senate, many Democrats joined Republicans to kill SEC plan, which went down 52-38 after opponents protested it would permit SEC to delegate rule-making authority to staff underlings.

Senate Republicans also are gunning for FTC plan, and it may go down, too. Sen Schoeppel (R-Kan.) already has served notice on floor that Kennedy administration will have fight on its hands when FTC resolution comes up.

**REQUIEM FOR TV's 'GOLDEN AGE':** Mass-appeal network TV programming, abetted by rising costs & advertiser preoccupation with TV cpm's and spurred by 3-network nighttime rivalry, got a verbal working-over in N.Y. last week. The scene was FCC's network-control program hearings (Vol. 15:8 p4), which once again set up shop in N.Y.'s Foley Square to hear testimony from a blue-chip parade of witnesses (for summaries, see p. 7).

Much was made in hearings of TV's "golden age," a period considered (mostly by TV writers of original dramas) to run from 1950 to 1956. Several witnesses, ranging from producer David Susskind to Writers Guild of America Chmn. David Davidson, decried the artistic loss of "excitement" when anthologies were killed off in a network search for big audiences. (Other witnesses, such as TV producer Bob Banner, held to the view that TV's "golden age" wasn't really that golden in the first place.)

Ratings, Hollywood influence, talent agencies—all received harsh criticism from witnesses. Also under fire: Network program officials (for relying heavily on formula fare); sales brass (for selling on the basis of big rating numbers); FCC (for lack of control over network program responsibility); and govt. in general (for reluctance to turn TV-radio hearing findings into firm regulations).

Did the opening week add to industry knowledge? It did & it didn't. Much of the testimony was a for-the-record rehash of the shift from live to film, and from anthology to set-character series in the past decade. But into clearer focus also came some recent industry program patterns:

(1) Networks have a firm grip on programming, which they sometimes use to promote quality public-affairs or drama shows, but which they more often use to develop & program shows that are more likely to win mass audiences than critical approval.

(2) Producers are at the mercy of networks, in many ways. If a network doesn't want to buy a show, or if a producer refuses to part with a proprietary interest in exchange for pilot financing, or if the network sales dept. thinks it can't find clients for a show, a producer's chances are grim.

(3) Talent agencies contribute little, if anything, to an upgrading of anything except the prices of program packages and working talent. Fettered by fewer govt. controls than even the networks, their function —as described by hearing witnesses—is primarily to make money, not maintain TV as an art form.

Hearings received heavy press play in N.Y. and other cities. Newspapers tended generally to capitalize on sharpest attacks on TV's shortcomings (Susskind on network lowbrow shows, George Jessel on ratings, Worthington Miner on Hollywood, etc.). N.Y. Times critic Jack Gould termed the testimony, as drawn by FCC counsel Ashbrook P. Bryant, "the disturbing narrative of the silent surrender of the medium to the forces of commerce and the relentless suppression of the craftsman's spark."

## Networks

**Du Mont Urges Govt. Network:** Dr. Allen B. Du Mont took up an old fight last week—for a 4th TV network. But there was a new twist this time: The TV pioneer and former head of the 4th TV network urged that the new net be govt.-supported to provide an antidote & alternative to commercial programming. In an address at Ithaca, N.Y., accepting honorary membership in AIEE, Dr. Du Mont said he felt like "the creater of a Frankenstein" when he watched TV, and added:

"Where shall the minority go then for intellectual stimulus from the phosphor screen? I think that they must turn to the U.S. government. All my life I have advocated as little govt. as possible in the personal & economic life of America. My friends—both in & out of the TV industry —may be shocked, but I believe that the govt. of the United States is the only possible sponsor for programming of a non-commercial, intellectual and informative type."

He urged FCC Chmn. Minow to "start swinging an axe within the FCC" to allocate channels for a 4th network, and to "start his personal lobby with Congress and the President" for funds to launch & operate it. The proposed govt. network should be completely removed from political control—even that of the President—he added. He suggested a separate corporation such as BBC.

Brinkley Hits at Hagerty: ABC vp for news, special events and public affairs James C. Hagerty "doesn't know what he's talking about" when he charges that many TV newsmen are performers rather than reporters (Vol. 17:8 p5), according to NBC's David Brinkley. In a taped interview on WSAZ-TV Huntington-Charleston, W. Va., Brinkley said: "Everyone at NBC—and I'm confident at CBS—covers the news every day. That's our job." As for Hagerty himself, Brinkley said he had "a generally low opinion" of him. "Hagerty's actual experience in the news business is somewhat lacking," Brinkley went on, pointing out that Hagerty had been a "political press agent for the last 20 years." (Before holding the post of President Eisenhower's press secy., Hagerty worked for ex-N.Y. Gov. Thomas E. Dewey.) The NBC commentator was in West Virginia to receive a commission as colonel on Gov. W. W. Barron's staff and dedicate "David Brinkley Bridge" near Huntington. He was honored for "fair & sympathetic" treatment of West Virginia's economic needs in an NBC news show filmed during last year's primary election campaign. Barron's predecessor in office, Cecil Underwood, had denounced the show for downgrading the state.

Birthday Party: NBC-TV will combine its annual affiliates meeting with a celebration of the network's 35th anniversary Dec. 5. A 3-day ceremony will be held in Hollywood, including a junket for TV editors & columnists.

**CBS'S STRONG MNA SCORE:** Even as witnesses before FCC's program hearings bemoaned the loss of network program "diversity" and the Hollywood boom in slam-bang formula shows (see pp. 5 & 7), new indications emerged which suggested that the public taste may be shifting.

The evidence came in the form of a CBS-TV victory on one of ABC-TV's favorite research battlegrounds: The "multi-network area" Nielsen reports. These reflect the viewing in 24 markets where all 3 networks have full-schedule competition. While CBS has been exceeding ABC (and NBC) in drawing larger national audiences (Vol. 17:23 p6), ABC, in rebuttal, has been citing its strong MNA ratings. This retort could be generally stated as: "Things would be different for ABC if we had the kind of no-delay line-ups that CBS has in the 2-station markets. Where facilities are equal, we're ahead."

In general, MNA ratings for the full 1960-61 season indicate a victory for CBS's nighttime lineup of 30-min. comedies (*Danny Thomas, Andy Griffith, Dobie Gillis*, etc.) and veteran weekend suspense & Western shows (*Perry Mason, Have Gun*, etc.) over ABC's lineup of 60-min. filmed action-adventure packages (*Cheyenne, Roaring 20's, Stagecoach West*, etc.). NBC has made some gains at the expense of ABC, several of which have been scored, interestingly enough, with nighttime public-affairs shows.

For 11 out of 12 bi-weekly MNA reports between October 1960 and March 1961, ABC placed more shows in the top rating brackets to lead the other networks. But, in the 2nd MNA report for March, ABC slipped to 2nd place, behind CBS (NBC took 3rd spot), and ABC has continued in this runner-up slot in the 5 subsequent reports.

### MNA Rating Patterns

(1) Hardest-hit are ABC's MNA ratings for Saturday, Tuesday and Monday nights, in that order. The percentage MNA rating drops for these nights, in a comparison of the network's MNA ratings from early January through early March vs. late March through late May of this year, are 15%, 12% and 10%.

(2) Gains in MNA ratings by CBS, and some by NBC, are being made over ABC on each night of the week. At best, ABC is down only 3% & 1% (see above) on Thursdays & Fridays and has a 1% drop on Wednesday nights. Sunday MNA levels are off 5%, and the 7-night average drop is 9%.

(3) ABC's Monday-night MNA troubles are traceable to a 7-point audience-share drop taken by *Cheyenne* between February and April. This slump, by all indications, has pulled down the share levels of shows following *Cheyenne*; *i.e.*, the closer an ABC show is to *Cheyenne* the poorer is its MNA share trend.

(4) On Tuesdays, the share slip has, to some extent, shaped up as an audience battle between ABC (with *Bell & Howell Close-Up*) and NBC (with various *White Paper* shows) in the field of public-affairs specials. This rating battle has see-sawed between ABC's line-up of Westerns (*Rifleman, Wyatt Earp, Stagecoach West*) and NBC's suspense anthologies (*Hitchcock, Thriller*), depending on the pull of individual NBC public-affairs specials.

(5) On Saturdays, there's been an audience-share drop of 10 points (from 30 down to 20) for ABC's *The Roaring 20's*. As in the Monday-night situation, ABC shows which follow *The Roaring 20's* (*Leave It to Beaver, Lawrence Welk, Fight of the Week*) are also off, and the closer they are to the 60-min. Warner Bros. series the harder-hit are the share levels.

## Network Television Billings

April 1961 and January-April 1961

For March report, see TELEVISION DIGEST, Vol. 17:22 p13

**April Billings Up 6.9%:** Network TV's April 1961 gross time billings totaled $59.8 million, compared with $55.9 million in April 1960. TvB's latest compilation also shows a 6.4% jump in January-April this year over the same 4 months of 1960, from $227.8 million to $242.3 million.

ABC-TV was the biggest percentage gainer, both in the 4-month period (up 21.3% to $63.2 million from $52.1 million) and in April alone (up 24.3% to $15.8 million from $12.7 million).

NBC-TV, which has consistently led in monthly dollar volume this year, scored a 6.6% rise in April billings (to $22 million from $20.6 million in 1960) and a 9.2% increase for the first third of 1961 (to $90.2 million from $82.6 million).

Traditional leader CBS-TV trailed NBC during the January-April 1961 period, as its billings declined 4.5%.

Biggest all-network increase was reported in Monday-Friday daytime hours, with April billings up 15.8% to $15.8 million and January-April billings up 21.1% to $67.6 million. Over-all daytime gain in the 4-month period was 18.8% to $81.5 million while nighttime inched up 1% to $160.8 million.

NETWORK TELEVISION

| | April 1961 | April 1960 | % Change | Jan.-April 1961 | Jan.-April 1960 | % Change |
|---|---|---|---|---|---|---|
| ABC | $15,791,220 | $12,701,240 | +24.3 | $63,205,850 | $52,125,820 | +21.3 |
| CBS | 21,989,913 | 22,580,032 | — 2.6 | 88,898,971 | 93,078,360 | — 4.5 |
| NBC | 22,012,410 | 20,642,038 | + 6.6 | 90,199,041 | 82,618,811 | + 9.2 |
| Total | $59,793,543 | $55,923,310 | + 6.9 | $242,303,862 | $227,822,991 | + 6.4 |

1961 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| January | $15,898,310 | $22,894,855 | $23,031,118 | $61,824,283 |
| February | 14,939,180 | 20,928,850 | 21,203,055 | 57,071,085 |
| March | 16,577,140 | 23,085,353 | 23,952,458 | 63,614,951 |
| April | 15,791,220 | 21,989,913 | 22,012,410 | 59,793,543 |

Note: Figures revised as of June 9, 1961. These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates or before frequency or cash discounts.

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ABC Affiliates Laud Network: Following a meeting last week between the board of governors of the ABC-TV Affiliates Assn. & executives of the network, the station organization's chmn., John F. Dille Jr. (pres. of WSJV South Bend-Elkhart), had words of praise for the network. The group, he said, had "congratulated the network on a number of vital steps being taken to assure ABC-TV's position of leadership in the industry . . . especially on its progress in the news & public-affairs area." Looking ahead to fall, Dille also said the board was "encouraged" by other new ABC plans, "including the projected programs designed for the nation's youth." Dille also reported that "the network revealed to the board that it has considerably increased its West Coast staff."

ABC-TV Starts Own Rep Firm: Following in the footsteps of NBC-TV and CBS-TV, both of which represent their o&o stations in spot sales, ABC-TV is dropping Blair TV and the Katz agency and will soon set up its own o&o rep organization. It will be called National TV Sales, and will be headed by Theodore F. Shaker, who's resigning as program sales mgr. at CBS-TV. Edwin T. Jameson, formerly national dir. NBC-TV spot sales, has been named national sales mgr., reporting to Shaker.

## NETWORK SALES ACTIVITY

ABC-TV

**Daytime programming**, Mon.-Fri., part. eff. July 7.
*Chesebrough-Pond's* (Compton)

**Naked City**, Wed. 10-11 p.m., part. eff. April 1962.
*Haggar* (Tracy-Locke)

**The Untouchables**, Thu. 9:30-10:30 p.m., part. eff. Sept. 21.
*Block Drug* (Grey)

**Guestward Ho!**, Thu. 7:30-8 p.m.; **Cheyenne**, Mon. 7:30-8:30 p.m., part. eff. Aug. 28 & July.
*Simoniz* (Dancer-Fitzgerald-Sample)
*Lanolin Plus* (Daniel & Charles)

**College All-Star Football**, Fri. 10 p.m.-conclusion, Aug. 4.
*Carling Brewing* (William Esty)
*R. J. Reynolds* (Lang, Fischer & Strashower)

**Asphalt Jungle**, Sun. 9:30-10:30 p.m.; **Roaring Twenties**, Sat. 7:30-8:30 p.m., part. eff. July 8.
*Lanolin Plus* (Daniel & Charles)

**Ozzie & Harriet**, Tue. 8-8:30 p.m.; **Maverick**, Sun. 6:30-7:30 p.m.; **Roaring Twenties**, Sat. 7:30-8:30 p.m.; **Leave It to Beaver**, Sat. 8:30-9 p.m., part. eff. Sept. & Oct.
*Peter Paul* (Dancer-Fitzgerald-Sample)

CBS-TV

**The Spike Jones Show**, Mon. 9-9:30 p.m., full-sponsorship eff. July 17.
*General Foods* (Benton & Bowles)

**Daytime programming**, Mon.-Fri., part. eff. June 26, July 4 & Sept. 18 respectively.
*Curtis Publishing* (BBDO)
*Lever* (SSC&B)
*Continental Baking* (Ted Bates)

**Checkmate**, Wed. 8:30-9:30 p.m., part. eff. Oct. 4.
*Colgate-Palmolive* (Ted Bates)

**I've Got a Secret**, Mon. 10:30-11 p.m., part. eff. Sept. 25.
*Polaroid* (Doyle Dane Bernbach)

NBC-TV

**The Jimmy Durante Show**, Wed. Aug. 9, 10-11 p.m., full-sponsorship.
*U.S. Brewers Assn.* (J. Walter Thompson)

**Thriller**, Mon. 10-11 p.m., part. eff. Nov.
*Corning Glass* (N. W. Ayer)

**Dick Powell Mystery Theater**, Tue. 9-10 p.m., part. eff. Oct.
*Hertz* (Norman, Craig & Kummel)

**Laramie**, Tue. 7:30-8:30 p.m., part. eff. Oct. 3.
*A-C Sparkplug Div., GM* (D. P. Brother)

**All-Star Golf**, Sat. 5:30-6 p.m., part. eff. Oct. 14.
*Kemper Insurance* (Clinton E. Frank)

**Daytime programming**, Mon.-Fri., part. eff. Sept.
*Eldon Industries* (Zlowe)

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**CBC Opposes Dissidents:** The Canadian network last week opposed before the Board of Best. Governors applications for disaffiliation filed by CHCH-TV Hamilton and CJSS-TV Cornwall (Vol. 17:25 p15). BBG's decisions are expected this week. CBC Pres. Alphonse Ouimet said that CHCH-TV's departure would decrease CBC's network coverage by 50,000 homes. He asked BBG either to order CHCH-TV to stay or to defer judgment for at least a year. CJSS-TV pleaded financial difficulties, said it planned to join Canada's private TV network and to share programming with its parent stations CJOH-TV Ottawa and CFCF-TV Montreal. CBC said it would consent to separation only if it could be proved essential to the station's survival.

## Programming

***More about***

**FCC'S NETWORK INQUIRY:** The hearings were held in N.Y.'s Federal Court Bldg. (as were the 1959 sessions), with Col. James D. Cunningham presiding as chief hearing examiner and with Ashbrook P. Bryant, chief of FCC's Office of Network Study, handling questioning of the first week's witnesses (see p. 5). Highlights of the testimony:

**David Susskind**, possibly the most vehement of the hearing's witnesses and the one with the broadest target list, said he considered that "this season marked the nadir of TV if I hadn't seen next fall's shows." There was, he said, a "death grip of networks on programming" and a "paranoic race" for ratings. ABC has "debased standards" of programming, he added, and FCC has aided the *status quo* by "serving as the handmaiden of broadcasting." Soaring costs, Susskind said, have helped stifle TV; a 60-min. dramatic show he might have turned out in 1948 for $14,000 now would cost $75,000. Susskind also related that a planned documentary series with ex-President Harry S. Truman had been turned down, for various reasons, by all 3 networks, but said he planned production anyway even if he had to sell on a syndication basis. MCA, at one time Susskind's employer, was described by the producer as "a giant monopoly in restraint of trade."

**William Todman**, producer-partner in Goodson-Todman, gave a rare financial insight into the often-clouded financial relationships between networks & independent producers. Citing a typical case, involving the 30-min. *The Rebel* series, Todman said that ABC-TV had gotten "10% of the profits, all syndication rights and the right to complete client negotiations." He recalled "no situation where networks have asked to participate in the profits of a live show."

**Ed Sullivan**, TV host & columnist, blamed "Hollywood, not TV" for introducing violence as a program theme. He had not suffered, he said, from sponsor interference on his weekly variety show, and added that "rising costs of production make it a necessity for the networks to finance pilots."

**Worthington (Tony) Miner**, veteran TV producer most recently supervising *The Play of the Week*, also scored movie-studio program philosophies, stating that "as long as Hollywood remains the heartland of TV production, you'll have a wasteland." NBC and CBS, he declared, were competing "at a high intellectual level in public-affairs shows but not in entertainment." One Miner-proposed solution to TV's ills: "Local stations could underwrite good shows, then thumb their noses at networks."

**Bob Banner**, producer of the *Garry Moore* and (with CBS and Allen Funt) *Candid Camera* shows, said he hadn't faced network pressure to revise his shows. "Networks have commented in a general way on [my] shows, but there's been no creative interference." Referring to TV's "golden age," Banner stated that he'd seen recent shows on the *Play of the Week* which couldn't have been done during TV's palmiest original-drama days.

**David Davidson**, Writers Guild of America chmn., painted a picture of today's writers as literary birds in TV's gilded cage. "Never in history has the writer been paid so much for writing so badly." Some portion of TV, he said, should be turned back to "the 20 million viewers who want something better." Daytime TV, he said, "is the only field in which you can write freely any more."

Robert Saudek, producer of *Omnibus*, complained that networks had "received $9 million on sales of *Omnibus* and didn't pour back one cent." TV, he said "is a betrayal of its own birthright . . . with brass-knuckles competition in the market place." Networks should be licensed as program distributors only, and the magazine concept of advertising should be adopted to eliminate control, he urged.

George Jessel, producer-entertainer, blasted researchers with the statement that "the rating survey is the curse of TV and the thing that's distorted what America wants. They [the ratings] are cruel & inaccurate. TV has taken people away from everything else and the networks are not fulfilling their responsibility."

Paddy Chayefsky, possibly TV's best-known playwright, termed TV "the step-child of writing," "anyone who wants to be a writer must go to the stage."

Gore Vidal, another TV writer-turned-playwright, dismissed today's TV programming by saying that "most of the art & passion go into the commercial," but admitted that "TV's 'golden age' wasn't all that golden."

Not on FCC's witness stand, but from her column in the *N.Y. Herald Tribune*, Marie Torre offered this refreshing change of pace at week's end:

"The parade of industry carpers at the Federal Communications Commission hearing into programming practices reminds us of those action shows in which two hoodlums hold a victim by the arms while a third punches away. Both rub our sense of fair play!

"Surely, broadcasting is not above reproach, and it cannot be denied that certain practices in TV cry for correction. But for a federal agency to give an open platform to the angry mob, while the accused (or industry officials) must hold their defense until a later hearing in the fall—long after the seeds of criticism have been sown—strikes us as downright wrong!

"After reading some of the testimony given at the public hearing, the layman must get the impression that all television is 'a sausage factory operation,' 'an artistic dead end,' 'a travesty, a waste, a gigantic comic strip, and a huge ho-hum,' as some of the witnesses have testified.

"How can the average person who knows nothing about the inner workings of broadcasting make an evaluation, sort out the soreheads from the legitimate complainants, distinguish fact from fiction?"

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**Twist:** Gen. mgr. Thad M. Sandstrom did an editorial June 13 over WIBW-TV & WIBW Topeka on the subject of the Kansas Turnpike. To his surprise, the editorial was reprinted in full—with a display credit line—in the *Junction City Daily Union* 4 days later. This is possibly the first time in the history of broadcasting that a print medium has reproduced a broadcasting editorial. Or do you know of another case?

**Local Public Affairs on WJZ-TV:** That station is offering *The Urbanites* (Sat. noon-12:30), a new 13-week series in co-operation with the Baltimore Urban League on the problems of the modern urban family. Also invited to participate are the Dept. of Welfare, Morgan State College, Health & Welfare Council of Baltimore, the Archdiocese of Baltimore, the Pratt Library, and other civic & welfare agencies. The station is doing the first half of each show on film. The second half consists of a live panel discussion.

**Program Casualty List:** A total of 44 1960-1961 network shows will not reappear next season, according to *Sponsor*'s tally. NBC-TV leads with 20 casualties, ABC-TV and CBS-TV have 12 apiece.

## Auxiliary Services

***More about***

**CATV MOVES TO BIGGER MARKETS:** A significant development in CATV expansion, little known outside the industry, impressed us greatly as we questioned the prime movers during NCTA's convention in San Francisco last week (see p. 2).

It's the move to larger & larger markets—to markets which have one or two stations. We've learned, for example, that within the last year or so systems have been built, are being built or are seeking franchises in such cities as Wilmington, N.C.; Johnstown & Altoona, Pa.; Tallahassee & Ft. Myers, Fla.; Santa Barbara, Cal.

Jerrold Electronics Corp., for one, among system builders, reports construction of systems in the following cities in 1960 (including some smaller markets): Chippewa Falls & Eau Claire, Wis.; Escanaba-Gladstone & Munising, Mich.; Glasgow, Mont.; Haskell, Tex.; Johnstown; Manhattan, Kan.; Maysville & Somerset, Ky.; Mountain Home, Ark.; Ocala, Fla.; Roswell, N.M.; Salisbury, Md.; Stamford, N.Y. Jerrold just opened its own system in Ottawa, Ill.; is building for other owners in La Salle, Ill.

Also recently constructed or near the starting stage are: Laredo, Tex.; El Centro, Yuma, Brawley & Del Norte, Cal.; Concordia, Kan. Ameco's Ed Whitney reports recent equipment sales to Buffalo, Okla.; Waynesville, Mo. & Yates Center, Kan.

### TV vs. CATV in Johnstown

The main reason for the move into markets with stations is simply that viewers are prepared to pay for a variety of signals. Take Johnstown, for example. It has WJAC-TV (Ch. 6) & WARD-TV (Ch. 56). Here's how Lee Zemnick, Jerrold community-systems div. mgr., described what happened:

"There must have been 10 operators who looked Johnstown over and decided against it. Then Stan Fulton, whose father owns a system in Hancock, Md., surveyed the U.S. for 3 or 4 months—and decided to go into Johnstown. He strung his first piece of cable exactly a year ago. He now has 3,500 connections and his cable is in front of 20,000 homes." The system offers 5 channels, including the 2 local stations, charges a $10 connection fee and $3.50 monthly.

Also highly conducive to the trend to larger markets is the change in equipment economics & techniques. In CATV's early days, amplifiers for 1-3 channel systems ran $125 per channel. Now, a broadband amplifier (6-220mc) costs $315 and provides all the TV channels one can find plus closed-circuit channels, FM, background music, or what have you. And there's a large body of installation know-how to wire up a city quickly & efficiently. As an index of CATV growth last year — including expansion & modernization of existing systems—Jerrold's equipment sales were up 60% last year, Zemnick said.

This development lends more significance to FCC's constant efforts to solve its allocations problem, to bring more stations to more communities, to make uhf work.

System operators would like to move into many more larger cities, but a major obstacle has been local telecasters & radio operators, who have considerable influence with the city councils which grant franchises. A few weeks ago, applications for franchises in Erie, Pa. were rejected.

The CATV entrepreneurs' answer is to seek agreement with broadcasters, either bringing them into the CATV operations as stockholders or buying them out. You'll see much more of this within the next few years.

**'BULL MARKET' IN CATV SYSTEMS:** With larger & larger investors "discovering" CATV's profitability, system operators at NCTA's convention in San Francisco last week (see p. 2) basked in the blandishments of brokers and the contemplation of rosy capital gains.

Bidding has increased at such a rate that NCTA presented a special panel discussion on "CATV System Evaluation & Appraisal." Participants were Leon Papernow, H&B American Corp., a heavy buyer; T. Rex Rhodes, Bank of New York, N.Y., a substantial financer; brokers Colin M. Selph, Blackburn & Co.; John F. Hardesty, Hamilton-Landis & Associates; Bill Daniels, Daniels & Associates.

Papernow listed the following as the factors of importance to a buyer: (1) Gross volume. This is more important than the number of subscribers, he said, noting that H&B had paid from $90 to $300 per subscriber. (2) Growth potential. (3) Competition—from stations, boosters & translators. (4) Technical quality, modernity, number of channels. (5) Terms. (6) Quality of personnel.

Hardesty said that appraisal & evaluation are "extremely important"—and there are "no simple yardsticks." He gave the example of a radio station buyer who purchased a Western station for 20% more than it was worth because his wife wanted to live "where there was the least danger of atomic bombs." After operating at a loss for a while, the owner was ready to sell, stating that his wife "was more afraid of poverty than bombs." Hardesty's parting advice: "Raise your price." The operators loved it.

Daniels, the pioneer CATV broker, wryly welcomed his new competitors, stated flatly that there's "a bull market" and listed these factors of interest to buyers:

(1) Number of subscribers. (2) Size of community. (3) Competition. (4) Potential. (5) Investment in plant. (6) Shape of records. (7) Condition of franchise. (8) Pole-line contract. (9) Condition of plant. (10) Law & tax suits, if any. (11) Climate. (12) Whether purchaser has nearby system—for economies in joint operation. (13) Area economy. (14) Terms or cash. (15) Public relations. Recent Daniels sales include systems in Myrtle Point & Powers, Ore., bought by Bay TV, Coos Bay, Ore.

Selph put all his emphasis on "cash flow."

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**TelePrompTer Conducts N.Y. Pay-TV Tests:** Field tests of TelePrompTer's "Key TV" toll-TV system began last week, utilizing Western Union's lab & cable facilities. The tests measure TelePrompTer's "answer back" system, which enables viewers to select shows, take part in quizzes, answer opinion surveys and purchase merchandise—all through the use of push-buttons on the set. A 5-mile cable circuit has been laid between Western Union's downtown N.Y. headquarters and an uptown Manhattan point. WU is 13% owner of TelePrompTer.

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**H&B American Probes Pay TV:** Pres. David E. Bright says his CATV company is investigating various systems of cabled pay TV for use in both major & fringe markets. Talks are also proceeding with producers & distributors of entertainment & sports programming. Bright thinks public acceptance of pay TV is "reasonably assured."

**Unique CATV Closed-Circuit:** Port Jervis, N.Y. community antenna system operated by David Winer includes a closed-circuit channel featuring local talent, news, etc. CBS-TV researchers heard about it, use it to preview new programs—then they interview subscribers for reactions.

**Pay-TV Phone Tariff Proposed:** International Telemeter's plan for wired pay TV in Little Rock, Ark. (Vol. 17:5 p3) moved another step closer to reality as Public Service Commission hearings there concluded last week. Telemeter franchise holder Midwest Video was opposed at the hearings by Theater Owners of America's Anti-Pay TV Committee and the Theater Owners of Arkansas.

The hearings' major development was the proposed tariff submitted by Southwestern Bell Telephone for the installation & operation of a cable system. Rates proposed: A minimum charge (including 10 route miles of distributing facilities with amplifiers, channelizing and other equipment) of $2,000 monthly, and a 10-year termination charge of $68,000. For each additional route mile of distribution facilities, a charge of $28 per month and a 10-year termination charge of $885. A charge of 35¢ per month for each channel terminal or tap-off, and an initial construction charge of $20 each.

H. M. Duphorne, general inventory & costs engineer for the phone company, said provisions of the tariff were "designed to provide sufficient protection so that neither Southwestern Bell nor its subscribers would have to bear costs of the pay-TV cables if the system failed." Earlier, Midwest Video vp Paul Leird said his company was ready to post bonds to protect both Bell and the public.

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**Coast Group Eyes Pay TV:** Informal conversations regarding a possible move into pay TV have been held by a group of prominent broadcasters & businessmen on the West Coast: Norman Chandler, owner of the *Los Angeles Times & Mirror* & chmn. of Times-Mirror Bcstg. Co., which owns KTTV Los Angeles; Walter O'Malley, owner of the Los Angeles Dodgers; Ed Pauley, prominent oil industry executive and an owner of the Los Angeles Rams; J. Leonard Reinsch, Cox stations, TV advisor to President Kennedy; and William Foreman, pres., Pacific Drive-in Theaters, Los Angeles. Chandler confirmed to us that the pay-TV talks were under way, but added that "there have been no concrete conclusions. We haven't determined whether we will spend money for research." He described the conversations as "informal & exploratory."

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**NCTA Elections:** New officers of the National Community TV Assn., elected at its San Francisco convention last week: Glen Flinn, Tyler, Tex., chmn.; Charles Clements, Waterville, Wash., vice chmn.; Frank Thompson, Rochester, Minn., secy.; William Adler, Weston, W. Va., treasurer. New directors: Ben Conroy, Uvalde, Tex.; Virgil Evans, Alexandria, La.; Irving Kahn, TelePrompTer; Leon Papernow, H&B American Corp.; Archer Taylor, Missoula, Mont.; John Walsonavich, Mahanoy City, Pa.; Carl Williams, Daniels & Associates. Re-elected for a one-year term: Ray Schneider, Williamsport, Pa. Retiring Chmn. Sandford Randolph, Clarksburg, W. Va., elected to exec. committee.

**Vhf Translator Starts:** K$\phi$9AI & K11AL Las Vegas, N.M. began June 14 repeating KOAT-TV & KGGM-TV Albuquerque • K$\phi$3AE McIntosh, S.D. began June 13 with KXMB-TV Bismarck, N.D. • K$\phi$7AC & K$\phi$9AD Newcastle, Wyo. began June 13 with KDUH-TV Hay Springs, Neb. & KTWO-TV Casper, Wyo. • K10AB Sidney, Mont. began June 4 with KDIX-TV, Dickinson, N.D. • K12AM Wray, Colo. started weekend of June 17 with KOMC McCook, Neb. • K11AG & K13AH Inkom, Ida. began June 19 with KID-TV & KIFI-TV Idaho Falls • K$\phi$6AC Volborg, Mont. started June 20 with KGHL-TV Billings.

## Stations

**COLLINS CRITICS LASHED:** Undercover industry criticism of NAB Pres. LeRoy Collins and his policies & performances was brought out into the open last week in a remarkably candid speech by an NAB staffer who ripped into the critics for not knowing the time of broadcasting's day.

In a free-swinging, wide-ranging address prepared for a N.D. Bcstg. Assn. session in Bismarck June 24, NAB station-relations mgr. William Carlisle wound up & let loose. He said that whether they realized it or not, TV & radio confronted "New Frontier" perils long before Collins took office in Jan.—that broadcasters had better line up now for their own good with Collins on the action front.

Invited to make the usual NAB pep-talk appearance at the state association meeting, Carlisle said he started to "sizzle" & "sputter" when he saw the printed agenda. It reported Carlisle would be "put on the pan by the N.D. broadcasters regarding Gov. Collins' remarks at the NAB convention and whether he is operating in the interest of broadcasters or in the interest of Mr. Minow's FCC administration."

Instead, Carlisle put the broadcasters on the pan. He said they wanted Collins to be "the family psychiatrist of the broadcasting industry"—not a leader who recognizes that times for broadcasters "have changed radically in the past 2 years" and that strong measures are needed to put the industry's house in order.

### Carlisle Berates Broadcasters

"If you want somebody to whom you can pay a large annual salary in order that he may talk to you, soothe you, praise you, periodically psychoanalyze you, protect you from all criticism, and travel from state to state & meeting to meeting telling you how good you are & what an s.o.b. the FCC chairman is—you don't want Collins," Carlisle said.

"Calling the new chairman of the FCC under a new administration an s.o.b., when you know he's going to be around in all probability as your chief regulator during the next 4 or 8 years, is just about the poorest & most ill-conceived govt. relations I can think of—even though it's probably good for the blood pressure."

Reporting on the NAB Board debate which preceded action on Collins' plans to revamp NAB's traditional structure (Vol. 17:25 p5), Carlisle told the broadcasters:

"Collins will be a fighting president, and is one now. If you don't believe me, ask any one of the 44-member NAB Board of Directors who met in Washington last week. They came to town with guns loaded, asking the same questions you might have asked. They pulled no punches, they stated their views strongly and in some cases sulphurically." And the directors went home "happy" with Collins, Carlisle said.

In the days of the late NAB Pres. Harold Fellows, it may have been good enough for NAB to be a "defensive" mechanism and "perpetual opposer of everything," reacting "by conditioned reflex—like Pavlov's dog—and always in the negative," Carlisle went on. But now "New Frontier" times demand something different, he said, continuing:

"Our New Frontier began the day Charles Van Doren 'told all.' Our New Frontier began when payola scandals provided fodder for our friendly newspaper competitors. Our New Frontier began even before John Doerfer resigned as chairman of the FCC. A mounting pressure of regulatory, legislative and public opinion was a gathering storm, not on the horizon but directly overhead. Broadcasting was in trouble whether individual broadcasters permitted themselves to recognize it or not."

Collins wants to "get off the defensive & onto the offensive," starting within the industry itself, Carlisle said:

"Read Collins' speeches. It's all there. Will any one of you tell me that there is not too much crime & violence on the video screen for your children? . . . Ask yourself simply if excessive murder & mayhem is 'good programming' . . . Who among you will say that TV is now a perfected form of art? . . .

"Is there really no wholesale trafficking of radio stations—and the public interest be damned? How about the guy who blats out the worst type of music . . . who cuts rates up & down Main St., who pays so poorly that you can't understand his inept announcers, who never goes near the station himself and assumes absolutely no responsibility as a licensee? Or who allows smut on the air. Could he be improved?"

And what do broadcasters have in Collins as a reform leader? Carlisle asked rhetorically. He ticked off qualities, "some [of which] you've never had before in your history": (1) "A household name." (2) "A man of absolutely unquestioned integrity." (3) "One of the most accomplished & persuasive orators in America." (4) "An expert in govt. & govt. processes." (5) "A born leader of others." (6) One who has "learned fantastically fast & very much" about broadcasters & broadcasting.

"What in the world more could our industry want?" Carlisle demanded.

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Payola Charges Dropped: FTC has dismissed 4 more payola cases against record manufacturers & distributors. Freed of charges that they made illegal promotional payments to TV & radio disc jockeys were: Columbia Record Sales Corp. & Columbia Record Distributors Inc., N.Y.; Interstate Electric Co., New Orleans; Capitol Records Distributing Corp., Hollywood; and Dot Records Inc., Hollywood. FTC agreed with staff recommendations that continued prosecution of the cases would be "an unnecessary expenditure of time, effort and funds in determining the legality of the alleged practices," in view of anti-payola Communications Act amendments passed last year.

Station Loses Suit: A $47,112 damage award to Morton's Department Stores of Washington for cancellation by WTTG of a children's show the stores sponsored has been upheld by the U.S. Court of Appeals. Sustaining a District Court verdict, the Court of Appeals agreed that only the stores—not Metropolitan Bcstg. Corp. (now MetroMedia)—had cancellation rights under a contract for the program. The show—*Morton's Talented Tots*—had been taken off the air 5 months after it started in 1958 for what had been scheduled as a 2-year run. WTTG maintained that the program didn't meet its public-interest standards. The station asked for a re-argument from the $47,112 verdict.

Sale Called Off: The proposed transfer of ⅓ of WHNB-TV (Ch. 30) New Britain-Hartford to WWLP (Ch. 22) Springfield, Mass. for $348,000 has been dropped. The FCC had set the transaction for a hearing because of overlap between the stations (Vol. 17:8 p15), but the parties informed the Commission they had decided not to go through with it, and FCC terminated the proceeding.

Tucson Facilities To Change: KVOA-TV (Ch. 4) & KOLD-TV (Ch. 13) have an early fall target for changing transmitter sites to Mt. Bigelow, 18 miles NE of Tucson, where they will share a transmitter building.

## Advertising

**FTC Revamps Staff:** A new Bureau of Deceptive Practices which will police false advertising has been set up at FTC in a staff reshuffling recommended by Chmn. Paul Rand Dixon and approved by the full Commission. The new unit, headed by Joseph J. Murphy (an FTC staffer since 1936), replaces the old Bureau of Litigation. In another move, which Dixon said was designed to speed new-case prosecution & reduce an 18-month backlog of pending investigations, FTC supplanted the old Bureau of Investigation with a Restraint of Trade Bureau headed by Joseph E. Sheehy, a 36-year FTC veteran. Field investigations will be directed by a new, centralized Bureau of Field Operations under Samuel L. Williams, who joined FTC in 1934.

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**TvB Scores New NMS Studies:** Usually, TvB is quick to promote new TV research studies from A. C. Nielsen Co., but last week it snappishly characterized the research firm's newest TV project—Nielsen Media Service—as "invalid" and one which leads to "misleading conclusions." NMS which has so far signed 6 magazines, 5 advertisers, and 14 agencies as subscribers, measures audiences for magazines & TV in the same "national home panel," attempts to show duplications between the media as well as data on total audiences. Nielsen chose not to quarrel publicly with TvB, but made its point indirectly. On the heels of TvB's blast, it announced that it was adding 5 additional magazines (*American Home, Family Circle, Parents, Redbook* and *Woman's Day*) to the 12 magazines already being checked.

**Magazine Circulation Lags:** While the U.S. adult population has grown from 116.7 million in 1956 to 123 million in 1960 (up 5.4%), magazine circulation has gone from 185.7 million to 190.4 million (up only 2.5%). TvB Pres. Norman E. Cash made that point last week in New Orleans before the last of TvB's 1961 sales clinics. As a result, said Cash, magazines per adult have declined from 1.6 copies in 1956 to 1.5 in 1960, despite recent Magazine Advertising Bureau claims that "circulations have grown faster than the population."

**Hodges Seeks Agency:** A competition for an advertising agency or public-relations organization to promote the Commerce Dept.'s campaign to bring foreign tourists to the U.S. has been started by Secy. Luther H. Hodges. He called for written bids for the account by July 12.

**Doctors Get a Sponsor:** NBC's 60-min. medical documentary June 27 (10-11 p.m.) will have a sponsor—the pharmaceutical firm of Merck, Sharp & Dohme—but there'll be no commercials. Two 5-min. institutional messages will be delivered by the show's host Burgess Meredith, who will merely "mention" the sponsor's name at the close of each message. Produced by NBC in cooperation with the Hunterdon Medical Center in Flemington, N.J., the program presents "an average day of a general practitioner."


TELEVISION FACTBOOK NO. 32 IS OUT

Our completely new, 1,078-page Spring-Summer edition of TELEVISION FACTBOOOK went into the mail to all TV-service subscribers of TELEVISION DIGEST on June 17. Additional copies of this greatly expanded issue, featuring TV-station area coverage & circulation, may be ordered now through our Radnor business office at $12.50 each; or $10 each for 5 or more.


**Blair Applauds Long Breaks:** Outlining the "increased flexibility made possible" by the 42-sec. station breaks (Vol. 17:24 p1), Blair TV sales-development dir. Martin Katz said last week that "the slight change will mean a very substantial gain to the medium, and its power to build business for the mass-market advertiser." A cost analysis made by the station rep firm, he said, disclosed: (1) 54% more 20-second announcements can be accommodated or 65 per week (vs. 42 per week under the old break time). (2) Advertisers using 20-second, non-preemptible spots will reach an average of 10% more homes per dollar, as more vacancies next to high-rated shows become available. (3) Advertisers now have 3 additional spot lengths available, including "30's" and "40's" and even "60's" at some station-break points. (4) CPM for 30-second spots can be held to only 18% above the cost of a 20-second spot, if the advertiser takes advantage of pre-emptible rates.

**B&B Balks at Long Breaks:** Another N.Y. agency is following Young & Rubicam's example of cracking down on 42-sec. station breaks between nighttime network programs (Vol. 17:25 p9). This time it's Benton & Bowles on behalf of General Foods' Maxwell House coffee. Last week, B&B yanked the coffee firm's $4.2-million spot-TV budget out of the medium, reportedly at the instigation of media vp Lee Rich, although there was no word as to whether the sizable billings would be moved into other broadcast areas or to print media. B&B's reason for the move: The "heavier commercialization" the agency will feel from the extension of the existing station-break length. Although Y&R has expressed its strong disapproval of the longer breaks and has promised to police them closely, Y&R has not actually switched any TV budgets from either network or spot TV.

**Hazel Bishop Sues AB-PT for $9 Million:** Operating this spring without a major network TV exposure for the first time in a decade, Hazel Bishop Co. has decided that the blame lies largely with ABC-TV—and last week launched a $9-million suit against parent AB-PT last week in N.Y. Supreme Court. In its complaint, the cosmetic firm stated that it had contracts with AB-PT covering a show with Walter Winchell (which was interrupted as a Sunday-night package because of a serious illness Winchell suffered) and Dick Clark's *American Bandstand.* Hazel Bishop further charged that other "favored" advertisers bought ABC-TV shows at prices less than those offered to the cosmetic concern. ABC declined comment.

**More Rorabaugh Stations:** Eighteen more TV stations have agreed to supply detailed information about their spot-TV business for publication in the quarterly *Rorabaugh Report.* This brings the number of participating stations to 368. The new stations are WAST Albany, N.Y.; WJBF Augusta, Ga.; WCIA Champaign, Ill.; WNAC-TV Boston; WEHT Evansville, Ind.; WANE-TV Fort Wayne; WFRV & WLUK-TV Green Bay, Wis.; WTPA Harrisburg, Pa.; KOLN-TV Lincoln, Neb.; KCOP Los Angeles; WPST-TV Miami; WSIX-TV & WSM-TV Nashville; KWTV Oklahoma City; KOOL-TV Phoenix; KFEQ-TV St. Joseph, Mo.; WKST-TV Youngstown, O.

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**Ad People:** Thomas M. Newell and Joseph T. Donovan named vps, D'Arcy Advertising . . . Robert Weeks Barron, former TV producer & dir., N. W. Ayer, has been ordained & installed as pastor of the Parkville Congregation Church, Brooklyn . . . Bern Kanner, Benton & Bowles associate media dir., named a vp . . . Eugene J. McCarthy, ex-Y&R, named media dir., McCann-Erickson's Los Angeles office.

## Film & Tape

**Levathes Heads 20th-Fox Production:** It's far from being a major-studio trend in Hollywood, but the TV-trained film executive is becoming a more important figure in the general motion-picture scene. Last week, 20th Century-Fox confirmed reports that Peter Levathes, pres. of 20th-Fox TV, would assume most of the production functions of Robert Goldstein, who had been the studio's top production executive. Levathes, in his new post, will function primarily as an administrator & creative supervisor, applying to feature production many of the TV production economies the studio has learned in the past few seasons.

Levathes is the first TV-trained, Madison Ave.-nurtured (Young & Rubicam) executive ever to head production at a major Hollywood studio. William T. Orr, who holds a job not unlike that of Levathes at Warner Bros., is a former actor who later moved into the production realm, eventually heading the studio's TV operations and, more recently, all Warner film production. The other Hollywood majors have veteran movie-makers as productions chiefs: Sol C. Siegel at MGM; Martin Rackin at Paramount; Edward Muhl at Universal; Sam Briskin at Columbia. William Dozier, who heads production at Screen Gems, has some—but not much—say in the feature production activities of parent Columbia Pictures.

It's interesting to note that it is the Hollywood majors most heavily committed to TV—Warner Bros. & 20th-Fox —who have TV men in charge of production. The latest count of the number of sound stages involved in TV film activity at 20th-Fox is 10 out of a total of 15, with only one major picture being filmed on the lot. This ratio of studios used for TV (about 2 out of every 3) also holds true for Warner Bros.

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**Network-Produced Film Declines:** Network production of TV film will be down slightly next season, only 9 series going into production this summer. CBS-TV has 7 (down one from last season); NBC-TV has 2 (also down one); and ABC-TV remains at *status quo* with none.

The only new CBS series is 60-min. *The Defenders*. The network's 1961-62 series will consist of *Pete & Gladys*, *Rawhide*, *Have Gun—Will Travel*, *Gunsmoke* (expanded to 60-min.), *Perry Mason* (with Paisano Productions) and *Twilight Zone* (with Cayuga Productions). *The Gunslinger* has been axed, and another series produced last season, *Oh! Those Bells* (13 segments, never aired), has no network slot for the new semester, and is not now in production. CBS Films' *Angel*, produced with Burlingame Productions for CBS-TV last season, has also been axed.

NBC-TV's 2 holdovers are *Bonanza* and *The Outlaws*, both 60-min. *The Americans*, also a 60-min. show, has been axed. Jack Chertok's *The Lawless Years*, produced for Cal. National Productions and aired on NBC-TV, has also been canceled, and indications are that CNP's *The Jim Backus Show* is also through.

The networks own interests in many series produced by independent production companies and major studios, but their participation in production has always been on a limited scale.

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Producer Jack Denove has been awarded $10,000 damages in Los Angeles Superior Court, in his $2,215,000 breach-of-contract suit against Sol Lesser and Sol Lesser Productions. Denove had charged Lesser with premature termination of a contract to produce 39 Tarzan films.

## NEW YORK ROUNDUP

"PM East-West" Not Hurting Paar: "No dent whatever in the ratings of *The Jack Paar Show*." That was NBC's summation last week of the effect of Westinghouse Bcstg. Co.'s new syndicated pair of taped shows *PM East & PM West*. Although WBC had high hopes that the new series would give Paar a fast rating race, Arbitron reported that in 5 major markets where the WBC and NBC shows compete (N.Y., Chicago, Cleveland Washington & Baltimore), *PM* has "never exceeded a 7.5 share of audience." On premiere night, the WBC shows drew that audience share against a 50.5 share for Paar. More recently the share levels of the WBC package have been around a 4.0 as against 40.0 or better for Paar. Shows replaced by *PM East* and *PM West* in the 5 markets mentioned above (usually feature movies) had averaged a 12.1 share on a Monday-Thursday basis the week before *PM* premiered

International Hour Makes Prime Time: Critical huzzahs for the CBC-produced "Pineapple Poll" (premiere program on the CBS o&o international program exchange —Vol. 17:24 p8), have helped to secure a prime-time slot for the next offering. While the first program occupied only a modest time slot in the WCBS-TV N.Y. Saturday afternoon lineup (June 17, 1:30-2:30 p.m.), the second—"Sir Thomas Beecham Presents Lollipops"—will pre-empt *Gunslinger* on the CBS o&o's July 6 (9-10 p.m. in N.Y., L.A. and Philadelphia; 8-9 p.m. in Chicago and St. Louis).

William H. Fineshriber, head of the TV Film Export Committee and vp of the Motion Picture Export Assn., met with little success on his recent Latin American visit designed to dissuade Brazilian TV authorities from instituting a new set of telefilm quota regulations (Vol. 17:20 p17). But one hopeful sign, Fineshriber told the 2 export groups last week, was an "indication" that Brazilian station interests, dubbing companies and advertising agencies "would develop position papers to be presented to the govt. in connection with the Presidential decree."

CBS Films scored its 10th foreign sale for *The Robert Herridge Theater* last week. New buyers for the 26-episode, 30-min. series were RAI (Italy) and Rediffusion Hong Kong Ltd. The program is also syndicated in Canada, Australia, New Zealand, Switzerland, Denmark, Sweden, Finland and Germany.

Add Syndication Sales: Screen Gems has made 51 sales for its new series, *Shannon*, in the 2 weeks since its release . . . Ziv-UA's Economee div. has sold reruns of *Sea Hunt* in more than 50 markets, including CBS o&o's WCBS-TV N.Y., KNXT Los Angeles, WCAU-TV Philadelphia . . . Seven Arts has scored the 90th sale for its first group of Warner Brothers post-1950 features . . . Screen Gems has sold its post-1948 Columbia library to 34 stations to date.

People: William Dozier, Screen Gems vp in charge of West Coast activities, left June 19 on a 6-week European trip which will include screenings of *Gulliver*, SG's new TV series filmed in a special optical process by Charles Schner . . . George Ottino has been named head of Transfilm-Caravel's newly created animation dept. . . . Robert H. Yamin, Ziv-UA West Coast operations mgr., named assistant to the pres. . . . Thomas Tausig, ex-Grant Advertising vp, named Videotape Productions dir. of program sales.

## HOLLYWOOD ROUNDUP

**TV as a Name-dropper:** At least a dozen established performers are among those who felt the axe this year. Those who have not received renewals include Henry Fonda, Loretta Young, Groucho Marx, Tab Hunter, June Allyson, Barbara Stanwyck, Bob Hope, Ann Sothern, Shirley Temple, Ralph Edwards, Jackie Gleason and Hugh O'Brian. The pattern for next season is toward properties rather than personalities. Interest is centering on the vehicle itself rather than its big name. About the only exception next season is Fred Astaire, and he's not starring in a series. He'll be host of Revue Studio's Alcoa 28-show anthology series.

**Series Without Pilots:** The best way to sell a show is without a pilot. It's also the most difficult; only 4 series slated for next season have been sold that way. They are the Four Star Television's 60-min. *The Dick Powell Show*, 20th Century-Fox TV's 60-min. *Follow the Sun*, Robert Young's half-hour *Window on Main Street*, and Alcoa's anthology show (14 half-hours & 14 hours), produced by Revue Studios.

**Producer Eugene Rodney** is testing for regular players in the Robert Young series, *Window on Main Street*. He is casting for the permanent roles of a feminine lead, her 13-year-old son, and Young's editor-friend. The series, believed to be the highest-priced half-hour program in TV history (about $70,000 an episode), goes into production July 3 at Desilu Gower studio.

**Jimmy Durante, Dr. Frank C. Baxter, Ed Wynn** and **Buster Keaton** have been cast in "The Scene Stealers," a 60-min. March of Dimes special which goes into production this week at Paramount's Sunset & Marathon St. studios. The film will be seen on TV next January.

**Wrather Corp.** has begun production on *Lassie* at Calabasas. Next season is the eighth for this show, sponsored by Campbell Soup since its inception.

**Four Star Television's** Gertrude Berg-Cedric Hardwicke comedy series, debuting on CBS-TV Oct. 4, has been given a final title—*Mrs. G. Goes to College*.

**NBC-TV** has resumed production on *The Outlaws* for next season. It is filming at Paramount Studios. Frank Telford is producer.

**Four Star Television** castings for *The Dick Powell Show*: Earl Holliman & Edmond O'Brien star in *Killer in the House*, Hazel Court & Dick Powell will be featured in *The Swiss Affair*.

**MGM-TV** has signed **Eddie Ryder & Jud Taylor** for regular featured roles in its *Dr. Kildare* series.

**Ashley-Steiner** talent agency and packager has acquired literary agency Herb Jaffe Associates.

**Screen Gems** is reactivating its *Safari* (action-adventure) series, for 1962-63.

**Revue Studios** has 10 of its series now in production. All 16 will be before the cameras in 2 weeks.

**People:** **Stan Kalis** named associate producer of Four Star Television's *The Dick Powell Show* . . . **Robert E. Paltz** appointed technical film co-ordinator of ABC-TV, Hollywood.


# Television Digest

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WALTER H. ANNENBERG, *President*
PUBLICATION OFFICE Radnor, Pa., MUrray 8-3940, TWX: Radnor 1028

JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
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**Personals:** **Rex Goad** promoted from mgr., NBC News, to dir. of the dept., succeeded by **Leonard Allen**, who was foreign news mgr. **Donald Meaney** promoted from national news mgr. to mgr. of special news programs. **Eugene Juster** promoted from news film mgr. to news film dir.

**Alberto H. Cata**, ex-vp of Goar Mestre & Associates, and vp, TV Interamericana, appointed CBS-TV Stations div. special representative for Latin America . . . **Robert F. Adams**, ex-WABC-TV (N.Y.) asst. sales mgr., named to new post of sales dir., WBKB Chicago . . . **Louis Wolfson**, Wometco vp, named dir. of the firm's best. interests.

**Jack Berning** named gen. sales mgr., WFIE-TV Evansville, Ind. . . . **Edward R. Murrow**, USIA dir., designated by State Dept. as member of U.S. National Commission for UNESCO . . . **Francis C. McCall**, ex-NBC News, joins Public Housing Administration as public-affairs liaison asst.

**J. Leonard Reinsch** (WSB-TV & WSB Atlanta) confirmed by Senate as member of U.S. Advisory Commission on Information (Vol. 17:25 p16) . . . **F. Ernest Lackey**, mayor of Hopkinsville, Ky. and owner of radio WHOP there, designated by NAB Pres. LeRoy Collins to represent broadcasters on Food-for-Peace Council.

**Betty Furness** elected pres., ATAS N.Y. chapter . . . **Ward D. Ingrim**, pres., San Francisco-Oakland TV Inc., and gen. sales mgr., KTVU Oakland-San Francisco, elected chmn., Oakland Better Business Bureau.

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**Conference Elects Paglin:** FCC general counsel Max Paglin has been elected vice chmn., under Chmn. Judge E. Barrett Prettyman, of the Administrative Conference of the U.S. The first plenary session of the conference—an 86-member group established by the White House to improve administrative procedures (Vol. 17:12 p12)—will be held in Washington June 27 at the New State Dept. Building. Chief Justice Earl Warren and Attorney General Robert Kennedy will be among the dignitaries attending.

**It's Dr. Magnuson Now:** Senate Commerce Committee Chmn. Magnuson (D-Wash.), who also handles FCC's budget as an Appropriations Committee member, has been awarded an honorary LL.D. degree by Gonzaga U., Spokane. "He has consistently concerned himself with the well-being of his country, without, however, forgetting the needs of those at home who seek his intercession," the citation said.

## Congress

**Allott Renews Fight:** Sen. Allott (R-Colo.), who gave FCC Chmn. Minow a bad time at Appropriations Subcommittee hearings (Vol. 17:25 p2), fired away again last week. In a speech recorded for a June 24 session of the Colo. Bcstrs. Assn. convention in Grand Junction, he repeated that Minow had made "a not-too-well concealed threat that broadcasters must hue to his line or face the consequences at renewal time." Allott said he'd "never vote for any appropriation which would give the FCC the power to exercise censorship over programming." He also warned that President Kennedy's FCC reorganization plan "has not died" despite the House vote killing it (Vol. 17:25 p3). Features of the White House plan were carried over into Senate & House bills to revamp the Commission (see p. 4), he pointed out.

**Murrow Wants More Money:** Restoration of House cuts in USIA's budget (Vol. 17:23 p4) has been asked by Dir. Edward R. Murrow. Otherwise, he told a Senate Appropriations Subcommittee, the agency could not carry out its cold war role in Africa & Latin America. Urging that USIA be given $9.49 million more than the sum allowed by the House, the ex-CBS commentator said: "In many of the new states of Africa, we are now barely audible. In Latin America, we are not sufficiently audible to students, teachers and workers, but [Fidel Castro's] message and that of his Sino-Soviet allies come in loud & clear." Subcommittee Chmn. McClellan (D-Ark.) retorted that USIA hadn't been using its resources aggressively enough to tell the "good things about America & the bad things about Communism."

**Sabotage Bill Cleared:** Following arraignment of Bernard Jerome Brous & Dale Chris Jensen of the "American Republican Army" on charges of complicity in bombings of Western microwave stations, the House Judiciary Committee approved stiffer anti-sabotage legislation. A House Bill (HR-7448) similar to a measure (S-1990) pending in the Senate (Vol. 17:23 p3) was sent to the floor for a vote after a brief hearing. Witnesses (including AT&T's Herbert H. Goetschius & John J. McKenna) urged quick enactment of the House legislation, which sets up $10,000 fines & 10-year jail terms for malicious damage to private communications facilities.

**All-Channel Bill Filed:** Senate Commerce Committee Chmn. Magnuson (D-Wash.)—"by request"—has introduced a bill (S-2109) carrying out FCC's proposals that all TV sets shipped in interstate commerce or imported be equipped to receive all vhf & uhf channels (Vol. 17:24 p5). "If this legislation is not enacted," the Commission said in an accompanying statement, "we believe that the nation will be handicapped with a limited TV system with inadequate opportunities for local outlets." The measure was referred to Magnuson's Committee.

**Lippmann Show Praised:** Howard K. Smith's CBS-TV *CBS Reports* interview with columnist Walter Lippmann, telecast June 15, was "brilliantly conducted," Majority Leader Mansfield (D-Mont.) told the Senate. "This interview merits the respect & the thoughtful consideration of the people of this nation & other nations—nations allied, adverse, or indifferent," Mansfield said, inserting the text in the *Congressional Record.*

**JFK Signs AGVA Bill:** National American Guild of Variety Artists Week will be celebrated Oct. 9-15. President Kennedy has signed the resolution (S. J. Res. 34).

## The FCC

**Hollywood Hits Rules:** Big Hollywood movie-studio guns fired a broadside at FCC for its proposed rules bringing feature-film producers under its anti-payola regulations (Vol. 17:24 p5). In a joint blast, 8 companies (Allied Artists, Columbia, MGM, Paramount, 20th Century-Fox, United Artists, Walt Disney, Warner Bros.) said the Commission had no business telling movie makers what to do. The proposals are "unauthorized & unlawful" and "legally invalid," FCC was told. The Commission was urged to start all over again and draft a plugola rule making it clear that it "encompasses only films intended for broadcasting and [not those] produced for theatrical exhibition."

**Two Stations, Two Calls:** FCC turned down the petition of separately owned WRDW-TV (Ch. 12) and radio WRDW Augusta for permission to continue to use their call letters. Last year, Southeastern Newspapers Inc. sold them to different owners—and neither wanted to select new call letters. Comr. Craven dissented, would have allowed continued use of the calls.

**Minow's Full Term:** FCC Chmn. Minow was sworn in for a full 7-year term last week. The oath was administered by Judge Bazelon of the D.C. Circuit Court of Appeals. Present were his family, Commissioners and his immediate staff. His current tenure, expiring June 30, fills out the term of ex-Comr. King.

**FCC Bill Approved:** Without debate, the Senate has passed an FCC-drafted measure (S-1371) permitting routine renewals of safety & special-services radio licenses more than 30 days before their expiration (Vol. 17:12 p4). The Commission had asked for the Communications Act amendment to cut down on its paper work.

**TV Applications:** For Redding, Cal., commercial Ch. 9, by Northern Cal. Educational TV Assn. Inc. • For Santa Maria, Cal., Ch. 12, by M & M Telecasters, headed by Bombay, India radio-station rep Daniel E. Molina. Total is now 83 (24 uhf).

**FCC Bill Introduced:** FCC's "summary procedure" bill (S-2108) to permit procedural short-cuts in handling dubious license applications (Vol. 17:25 p8) has been introduced in the Senate by Commerce Committee Chmn. Magnuson (D-Wash.).

**Short-Spaced CP:** Grantee WNBE-TV (Ch. 13) New Bern, N.C. was finally granted a modification of CP, permitting location at a site 165 miles from co-channel WRVA-TV Richmond, Va., after the latter agreed not to contest the grant in a hearing.

**How to Allocate Uhf:** Theoretically ideal uhf allocation taking into account various technical mileage "taboos" —but ignoring location of cities—has been issued by the FCC's chief engineer as "uhf assignment plan." It's value is instructive only.

**FCC Bill Approved:** The Senate has passed & sent to the House an FCC-requested measure (S-1668) permitting the Commission to impose $100 fines for violations of rules in common carrier & special fields (Vol. 17:24 p13).

**Louisville Channel Shift:** WLKY, Ch. 51 grantee in Louisville, has been modified to Ch. 32, following FCC's final substitution of Ch. 32 for Ch. 51.

**Identification Waiver:** WTPA (Ch. 27) Harrisburg, Pa. has been granted permission to identify itself as a Harrisburg-York-Lebanon station.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**'MOLECULAR' BREAKTHROUGH IN CONSUMER ELECTRONICS:** Bigger technical development than the transistor is on the consumer-electronics drawing board. And it's no pie-in-the-sky. You'll see first products within 4 years—possibly even within 2 years.

It's the field of molecular electronics, which eliminates conventional components. It will make possible radios small enough to place inside the ear (making Dick Tracy's wrist radio look like Big Ben), will vastly increase reliability, eventually will cut costs sharply, since it lends itself to automatic production. Already there are concrete plans to use the principle in consumer radio, TV & hi-fi.

Westinghouse consumer-products vp Chris J. Witting hinted at molecular electronics timetable last week when he told a Los Angeles news conference that the principle would begin to appear in consumer goods "substantially before 1965." Others at Westinghouse—a leader in molecular electronics research—say this could come much sooner. This much we've learned from very top authorities at Westinghouse:

Under development for military electronics, molecular "blocks" are peculiarly suitable for consumer products. As developed by Westinghouse, the equivalent of 2 "stages" of components—for example 2 transistors, 7 or 8 resistors & capacitors—can be made into a single "functional block" 1/4-in. long, 1/8-in. wide and 3/100 of an inch thick. The equivalent of a 6-transistor radio might use 3 of these blocks stacked one on top of the other, so that the whole set—excluding speaker—could be placed on head of a thumbtack.

"Functional blocks" are made of thin slivers of semiconductor material—usually silicon—the circuit elements (including transistors, diodes, etc.) produced from a negative by photo-etch process. Since circuits are 3-dimensional, several exposures are made with different masks on each tiny block. No "hand processing" is involved. Because they replace so many individual components, Westinghouse believes that with quantity production these tiny blocks should be far cheaper than the components they replace.

• • • •

Industry is expected to slide slowly into molecular approach to consumer electronics, rather than go whole hog at once. First uses will be in individual stages of "conventional" equipment—such as amplifier circuits in radios, front-end stages of FM sets, video amplifiers in TV. Much of the increase in reliability will come with elimination of wiring & connections between components. Only connections will be from one wafer to next and to power source.

Westinghouse did much of its basic molecular work under Air Force contract, is now developing molecular equivalents of consumer circuits on its own. The company hopes to develop "functional blocks" to replace perhaps 100 or more standard radio, hi-fi and even TV circuits, sell them to other manufacturers. In effect, it will sell entire function blocks like parts are now being sold. The difference will be that eventually a radio may use only 3 "parts" plus speaker, case & battery; a hifi set might have 5 or 6 "parts." This mass merchandising of standard blocks should bring costs down startlingly.

For the relatively far future—say 10 years or so—the science of molecular electronics heralds many brand new fields of radio use. Because of potential sharp decreases in cost & size, increase in reliability, it's seen putting dozens of radios into every home—not only for entertainment purposes, but for personal wireless communication, remote control of ranges, refrigerators, vacuum cleaners, doors, etc.

This isn't dream stuff. Laboratory-made molecular military circuits are now fantastically expensive. But Westinghouse and other companies are proceeding full speed to apply principle to consumer field.

**'BENT GLASS' MAKERS FIGHT FOR 23-IN. MARKET:** Not the least bit daunted by the preponderance of Corning bonded tubes in 23-in. TV lines for 1962 (Vol. 17:25 p17), the makers of tempered external glass implosion plates say business never has been better, and they can't keep up with demand for their products. They completely dominate the 19-in. market, and they hope to take on Corning in the 23-in. market for 1962 drop-ins and 1963 lines.

New-type "bent glass" curved implosion shields, made from Pittsburgh gray glass by 7 independent glass temperers, have virtually swept the external-shield market, at the expense of flat glass & plastic. Recent advances in bent glass techniques have reduced thickness to 3/16 in., and bent-glass industry hopes soon to get blanket ("yellow tag") approval by Underwriters Labs for bent-glass mounting, so that set manufacturers no longer will be required to get UL approval on each set model.

Biggest advantage of bent glass is economy. Manufacturers claim it saves more than $1 per set (as compared with Corning bonded tube) in the 23-in. model, while giving the same "bonded look," because it's contoured to shape of tube face. Bent glass is now being used with "dry seal" (or gasket) mounting by 3 set manufacturers. In this process, a plastic gasket grips the implosion glass, holding it about 1/8 in. from face of picture tube, on which the gasket rests (Vol. 16:48 p15). But bent glass can be used in a variety of other external mounting arrangements.

Despite dominance of Corning bonded tubes in 23-in. lines, bent-glass makers point out they are selling all the 23-in. external glass they can make now, that Admiral, Olympic & RCA are now using bent-glass external implosion shields on some of their 23-in. sets.

Three manufacturers, in fact, have gone 100% bent glass for 23-in. sets, they say. Motorola's 1962 sets, due to be unveiled this week, will use dry-seal approach throughout 23-in. line. Packard Bell, one of the first companies to adopt bonded shield, has made about-face and uses bent-glass dry-seal approach for its full 23-in. line. Wells-Gardner, too, is 100% dry seal, while about 90% of Sears Silvertone 23% sets (made by Warwick & Pacific Mercury) use external bent-glass plates.

In 19-in. field, bent glass now dominates, plastic and flat glass losing ground; in this area, bonded tubes never have cut much ice. Admiral, Motorola, Packard Bell, RCA, Silvertone, Wells-Gardner and Zenith use bent glass for entire 19-in. lines, while GE & Westinghouse reportedly are headed in that direction.

In color tubes, too, bent-glass makers hope to make inroads. Admiral already uses it on color sets; others can be expected to do so.

There's no blues-singing at all in bent-glass industry. The 2 biggest makers are undergoing expansion. Chicago Dial Co., one of largest, is "working around the clock 7 days a week while at the same time we are completing a $250,000 facility-expansion program to meet our customers' requirements," vp Burt Kallick told us last week, adding that capacity will be tripled by first of next year. Dearborn Glass Co. also is expanding its capacity, and both manufacturers report heavy gains this year, freely predicting that set makers will switch from Corning-type bonded tubes when bent glass is more readily available and advantages are made apparent to them. Dearborn is currently the only maker of Pittsburgh-type bonded implosion plates.

Other manufacturers of tempered TV glass are: Marsco, Chicago; Permaglass Inc., Woodville, O.; Hordis Bros., Philadelphia; Hamilton Glass Co., Chicago; Virginia Glass Products Corp., Martinsville, Va.

It's obvious that tempered-glass manufacturers have anything but given up the 23-in. TV market. Fresh from their 19-in. victory, they're ready to go after the bigger ones with a vengeance.

**FM STEREO—N.Y., DETROIT, SEATTLE, DALLAS, BOSTON:** There are still only 3 FM stereo program sources on the air—2 in Chicago, one in Schenectady—but stations in at least 5 more areas are now wiring up to begin stereocasting.

First pre-production shipments of RCA stereo generating equipment went out last week to WQXR-FM N.Y., WDTM Detroit, KLSN Seattle, KIXL Dallas and WUPY Lynn, Mass. (Boston area). Stations won't be permitted to go on air until RCA's equipment is type-accepted by FCC. This acceptance could come shortly, and it's good bet that these 5 areas will have signals on air within a month at most.

RCA will deliver more pre-production units this week, and shipment of production generators is schdeuled to begin in October. Backlog of orders, according to RCA bcst. & TV equipment vp-gen. mgr. C. H. Colledge, "indicates a high degree of interest among broadcasters."

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 16 (24th week of 1961):

| | June 10-16 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 131,765 | 124,307 | 105,929 | 2,530,836 | 2,754,523 |
| Total radio | 339,468 | 322,858 | 340,871 | 6,854,473 | 7,890,586 |
| auto radio | 117,246 | 101,224 | 135,964 | 2,191,093 | 3,092,781 |

**A Low-End Market:** Although unit sales of TV & radio so far this year are encouraging, dollar volume is lagging because of the trend to low-end merchandise and the "bargain-basement approach" in consumer electronics. So said Zenith Sales Corp. Pres. Leonard C. Truesdell at a Merchandise Mart news conference last week at the opening of the Summer International Home Furnishings Market in Chicago. He gave these 1961 statistics to illustrate his point:

TV distributor sales for 1961's first 5 months were down 6% from last year—but consoles were down 15.6%, while lower-priced 17- & 19-in. sets were up 12%. For the month of May, TV unit sales were 15.8% over 1960, with consoles up only 2% and 17- & 19-in. up 43%.

In radio, unit sales last month were 30% higher than one year before, but low-priced shirt-pocket portables were up 150%, personal-sized portables up 51%, while higher priced full-size portables were down.

Phono business shows a different trend, primarily because of the increased popularity of FM. Stereo consoles with FM tuners were up sharply, and non-radio consoles were down, but there also was a gain in portable phono sales during 1961's first 5 months.

Truesdell said industry-wide distributor sales were down about 4% from last year for the first 2 weeks of June, but predicted that the full month would show a gain from last year. For the full year, he said: "If we have only a 5% gain in the 2nd half of the year we'll finish 1961 with a 6-million-unit record."

Commenting on Zenith's entry into 2 new fields, he said his company's color-TV & stereo-FM sets will be shown at a distributor meeting Aug. 23 in Chicago. The color line will be short and not "the cheapest on the market." He reiterated that he sees no color boom as long as prices are so high.

Note: Delmonico International will display its first Japanese-made color sets at the Music Show in Chicago's Palmer House July 16-20, as well as its first multiplex-FM--stereo-phono consoles and table-model FM stereo.

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**Record Promotion:** *Your Wonderful World of Records*, a 16-page brochure on the manufacture of records, stereo and care & handling of records, has been published by the Record Industry Assn. of America and is available without charge from RIAA, 1 E. 79 th St., N.Y. 22.

**April Factory Sales of Transistors:** 15,072,064 units valued at $27,388,278. Conforming to a traditional pattern, the April volume was up markedly over April 1960's 9,891,-236 units at $23,198,576 and down from March 1961's 15,-129,273 units at $29,815,291. (April business invariably drops behind the March volume.) The year-to-date units & dollars continued to outpace the year-earlier performances by wide margins. Here are EIA's tabulations:

| | 1961 | | 1960 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| March | 15,129,273 | 29,815,291 | 12,021,506 | 28,700,129 |
| April | 15,072,064 | 27,388,278 | 9,891,236 | 23,198,576 |
| TOTAL | 55,655,696 | $105,858,361 | 41,047,034 | $101,444,855 |

**Plant Shutdowns for Vacation:** Once again, most electronics plants will close for 2 weeks this summer for employe vacations, to fulfill union contracts and/or to give manufacturers an opportunity to gauge inventories. From EIA & other sources, here are the shutdown schedules:

Set manufacturers: Arvin, July 3-16. Bendix Radio, June 26-July 9. CBS Electronics, July 3-16. General Dynamics/Electronics, July 3-16. GE, July 31-Aug. 13. Harman-Kardon, July 3-16. Hoffman Electronics, July 3-16. Magnavox, July 3-16. Motorola, July 3-16. Olympic (except sales), June 30-July 16. Philco (Sandusky, O. plant only), July 17-30. Pilot, July 3-25. RCA, July 17-30. Sylvania, July 17-30. Trav-Ler, June 30-July 17. Warwick Mfg., July 17-30. Wells-Gardner, July 1-18. Westinghouse, Aug. 14-27. Zenith, July 3-16. Not closing: Packard Bell.

Tubes & semiconductors: Clevite Transistor, July 3-16. Eitel-McCullough, July 31-Aug. 13. Electronic Tube Corp., July 3-16. General Instrument (Newark plant), July 3-16. Mallory (DuQuoin, Ill. plant), July 17-30. Motorola, July 31-Aug. 13. National Semiconductor, July 17-30. Pacific Semiconductors (except marketing), July 31-Aug. 13. Raytheon, June 30-July 16. Texas Instruments, July 3-16. Thomas Electronics, July 3-16. Tung-Sol, July 17-30. Varian Associates, July 31-Aug. 13. Not closing: Delta Semiconductors, Fairchild Semiconductor, Industro Transistor, Rheem Semiconductor, Transitron Electronic.

Components & others: Adler Electronics, July 24-Aug. 6. Advance Ross Electronics, June 26-July 9. Aerovox, July 3-9. American Bosch Arma, July 17-30. Blonder-Tongue, July 3-17. Clarostat, July 3-16. Erie Resistor, July 3-17. General Instrument (Newark), July 3-16. Glaser-Steers, July 3-16. International Resistance, July 24-Aug. 6. ITT, July 31-Aug. 13 (Clifton); June 29-July 23 (Kuthe); Aug. 4-21 (Roanoke). JFD Electronics, July 3-16. Mallory capacitor, June 5-18 (Huntsville); July 3-16 (Indianapolis); July 3-9 (Greencastle & Crawfordsville). Muter, June 26-July 9. Oak Mfg., July 3-16. Ohmite, July 3-16. Sangamo, July 17-23. Telechrome, July 3-17. Tele-Dynamics, July 17-30. Not closing: Amphenol-Borg, Centralab, Corning Glass, Hazeltine, International Rectifier, Miratel Electronics, Speer Carbon, Sprague Electric.

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**Japanese "Admiral" Scuttled:** A restraining order against distribution of Japanese-made transistor radios with the "Admiral" trademark has been issued by U.S. District Court in N.Y. as a result of a complaint by Admiral Corp. against importer Mar-Lin Enterprises Inc., N.Y. Customs collectors in major ports of entry have been advised to halt entry of radios falsely marked "Admiral." Charging wilful & wanton infringement, Admiral is seeking treble damages from the importer.

**Polaroid Vs. Polarad:** Camera-maker Polaroid Corp. has appealed to the U.S. Supreme Court the dismissal by the U.S. Court of Appeals of its suit to compel Polarad Electronics Corp. to change its corporate name. Polaroid contended that the similarity of names engendered confusion. The Court of Appeals dismissed the suit in March on grounds that the 2 companies are not competitive.

**Exit Scott TV, Enter Ravenswood:** "Ravenswood" has been selected as the brand name for TVs, phonos & combinations manufactured by Annapolis Electroacoustic Corp., which was directed by a court decision not to use the "Scott" trademark. The firm headed by Leon J. Knize had purchased all rights to the Scott Radio Labs name (Vol. 17:19 p22), but was successfully challenged by H. H. Scott Co., manufacturer of hi-fi components.

The decree by Baltimore Federal Court gives the company 7½ months to dispose of its inventories with the "Scott" label. Annapolis Electroacoustical said these did not exceed 2,000 TVs, 400 speaker systems and 200 radio-phono combinations.

Knize said the company would introduce its Ravenswood line of stereo consoles, portable phonos, and console & portable TV at the Music Show in Chicago July 16-20. Said Knize: "The console line will incorporate any combination of phonograph, AM-FM radio (including multiplex) and TV with the Reflection Coupler speaker system." Before entering the TV-phono-radio field, the company had been marketing the Reflection Coupler speaker system, which eliminates grille cloth and front-mounted speakers in hi-fi systems.

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Fiber-Optic CR Tube: Developed by Du Mont Labs (Fairchild Camera), the new tube for specialized applications utilizes the principle of fiber optics to bring the image to the front of the faceplate, thereby completely eliminating parallax. The first fiber-optic tubes to be available from Du Mont have a diameter of 1 7/16-in., and will sell in the $900 range, but Du Mont says it can provide tubes up to 5-in. and will soon work on still larger tubes. The faceplate is composed of more than 6 million individual glass fibers ⅛-in. long which carry the light from the phosphor screen to the surface of the tube. Potential applications: Radar, high-resolution missile & aircraft reconnaissance systems, space mapping, photo recording & transmission. Consumer applications, if any, for fiber optics are far in the future.

Stereo Generator Offered: Crosby Teletronics Corp. last week announced the availability of a stereo multiplex signal generator to manufacturers for testing stereo FM adapters & sets. It is priced at $1,000, delivery in 60 days. Crosby Teletronics' subsidiary Crosby Electronics Corp. announced receipt of 2 contracts totaling more than $250,000 for the manufacture of FM stereo adapters for Grundig-Majestic (Majestic International Sales Corp., Chicago) and Blaupunkt radios (N. Pickens Import Co., Woodside, N.Y.).

Olympic Multiplex Priced Inboard: TV-radio-phono & radio-phono combinations in Olympic's 1962 line will include FM stereo tuners, the company disclosed at its new-line showing last week in Chicago. Of its 11 basic TV-stereo combinations, 10 will be offered in stereo-FM versions, the stereo AM-FM-multiplex tuner adding $60 to $70 to the cost and requiring no adapter. In its new line of 4 basic stereo consoles, 3 will be factory equipped to receive stereo FM. For previous Olympic combinations, a $24.95 FM stereo adapter will be offered.

Tube Order Signed: FTC has accepted a consent order in which National Tube Corp., 7 Lexington Ave., South Norwalk, Conn., agrees to put clear labels on shipments of TV picture tubes which are "reactivated, reconditioned, or rebuilt containing used parts." The agreement settled a 1960 FTC complaint in which the agency charged that the company didn't "reveal the true nature of such tubes . . ."

**Trade Personals:** Eugene F. Peterson, ex-GE, named mktg. vp, ITT consumer & industrial products . . . R. S. Gates resigns as exec. vp & dir., Collins Radio; E. A. Williams, vp for operations control, named also controller & treas.; J. B. Tuthill, vp, assumes broadened responsibilities in financing & banking relations and financial analysis; R. J. Flynn and R. C. Mullaley named asst. vps.

Paul J. Colleran, ex-GE, named engineering vp, International Rectifier Corp. . . . Maurice Friedman named vp and exec. asst. to the pres., General Instrument.

Dr. Franz R. Hensel, ex-P.R. Mallory, named to new post of pres., Clyde Williams Corp. (international research, investment advisory & management services firm). He'll also serve as exec. vp, parent Clyde Williams & Co. . . . E. Leslie Peter named mgr., Tung-Sol international div.

William L. Hyde named to new post of administrative mgr., Du Mont Labs electronic tube div. . . . William R. Stern named mktg. dir., Itek Electro-Products . . . Dan Neumaier named to new post of distributor sales mgr., Bell Sound stereo components & tape cartridges . . . William S. Ginn, former GE vp & gen. mgr. of the turbine div. who had been sentenced & jailed during the recent antitrust cases, named pres., Baldwin-Lima-Hamilton Corp.

Alfred R. Zipser, *New York Times* financial-electronics writer, to join Xerox Corp. as PR dir., headquartering in N.Y. . . . Allen C. Bluestein named research dir., Aerovox . . . Donald G. Blech named sales mgr., Tenna Mfg. Co. . . . Jules Steinberg, Midwest editor of *Mart* and onetime associate editor of TELEVISION DIGEST, elected NARDA exec. vp.

Frank A. Gunther, Radio Engineering Labs, elected pres., Armed Forces Communications & Electronics Assn. Other officers: Maj. Gen. R. T. Nelson, U.S. Army Chief Signal Officer, vp; Maj. Gen. Harold W. Grant, U.S. Air Force Telecommunications dir., vp; Rear Adm. Frank Virden, Asst. Chief of Naval Communications, vp; Walter H. Pagenkopf, Teletype Corp., vp; Peter J. Schenk, Mitre Corp., vp; John O'Brien, Hoffman Electronics, treasurer.

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Highway Test Planned: Govt. tests of automatic highway operations in which passenger-car steering & breaking are controlled electronically may get under way soon. Wilfred Owen of Brookings Institution, head of a special study group set up in the office of Under Secy. of Commerce Clarence D. Martin Jr., told us that it probably would recommend experimentation along a 100-mile road stretch in Michigan. "We are still in the talking stage," he said, "but we are working out plans for a test with the Bureau of Public Roads & industry research-&-development people. Obviously, there are bugs, but such operations are at least feasible." Thompson Ramo Wooldridge Inc. is among companies involved in the test negotiations. RCA & General Motors demonstrated an electronically controlled automobile a year ago on a test track at RCA Labs in Princeton last June (Vol. 16:23 p19).

***Obituary***

Abram Davega, 68, former vp of Davega Stores, died June 19 in New York Hospital after a short illness. He had quit high school in 1907 to work with his father, who founded the Davega chain in 1879, remained with the company until his retirement in 1959. Surviving are his wife, a son, 2 daughters, a sister, 9 grandchildren and one great grandchild.

Thomas J. Bess Jr., 39, supervisor of quality engineering, American Bosch Arma Tele-Dynamics div., died June 18. He is survived by his wife, 2 daughters and his mother.

**Westinghouse Claims TV Gains:** Westinghouse's share of the TV market is 10% higher than it was a year ago, consumer-products vp Chris J. Witting told the American Marketing Assn.'s conference in Los Angeles last week. Other points made by Witting: (1) "We don't plan to re-enter color-set production at this time—not until a fundamental breakthrough is achieved which will allow a set to function as well on monochrome reproduction as a black-&-white set . . . We are reaching for lower cost & better design in our research . . . I just don't believe the machine today is the right machine." (2) Westinghouse's TV & appliance business experienced a good pickup in June. For the industry, Witting predicted 1961 TV production would total about 6 million sets, or somewhat better than last year. (3) He predicted that molecular electronics circuits would be employed in consumer products "substantially before 1965" (see p. 15).

**Old Trade-Name Reappears:** "Former Sparton dealers" are solicited in U.S. trade-paper ads by Sparton of Canada Ltd. "Sparton TV & stereo high-fidelity phonographs are again offered to discriminating dealers on an exclusive basis. Dealers who formerly sold Sparton, and dealers who need a high-quality product of unique design, free of cut-throat competition, should write W. L. Page, vp, sales, Sparton of Canada Ltd., London, Ont. Enquiries solicited from former Sparton sales representatives." The American Sparton radio was manufactured by the old Sparks-Withington Co., which left the TV business in 1955, selling its TV-radio business to Magnavox early in 1956 (Vol. 12:4 p6). Sparton of Canada wasn't involved in the sale.

**Muntz Seeks Private Labels:** Ads addressed to "quantity TV buyers" in the trade press last week sought private-label accounts for Muntz TV sets. The ads advise: "Private label 19, 21, 23, 24-in. TV available for June shipment because we are moving into our new & much larger factory in July. If you need promotional merchandise, this is a tremendous opportunity. This limited offer available for non-competitive selected areas." The contact is given as Jack Simberg, vp, Muntz TV Inc., 1000 Grey Ave., Evanston, Ill. (Broadway 3-4250).

**Philco Still Selling Renewal Tubes:** Although Philco's Lansdale Division is ceasing the production of receiving tubes (Vol. 15:23 p18), the Accessory-Service Division "is continuing the aggressive selling & merchandising of its complete line of renewal receiving tubes & cathode ray tubes," division vp R. E. Nugent noted last week. He described as "absolutely wrong" reports that Philco also was discontinuing sales of its renewal tube line. "Philco's renewal tube sales have picked up tremendously in the last quarter," Nugent said, "and we intend to back these sales with strong merchandising programs."

**Davega & Wilcox-Gay Merging?** Although officials of both companies were unreachable for comment, trade reports at the weekend indicated that an amalgamation of the retailing-importing concerns was in the works. As in the teaming of Two Guys from Harrison and O. A. Sutton Corp. into Vornado Inc., the 25-store Davega retail chain is expected to merge via a stock exchange into Wilcox-Gay, parent of Majestic International, importer of Grundig-Majestic TVs, radios, phonos.

**EIA Manuals Published:** New technical standards for TV transmitters ($1.80), electronic component parts ($1.90) and receiver-type tube sockets (90¢) have been issued by EIA engineering committees. Copies may be ordered from EIA's engineering dept., 11 W. 42nd St., N.Y. 36.

## Finance

**Desilu Income Down:** Desilu Productions' earnings for the fiscal year ended April 29 dropped to $319,146 (28¢ a share) from $811,559 (70¢) in fiscal 1960 (see financial table). Gross income dipped to $19.8 million from $23.4 million.

Pres. Desi Arnaz in his annual report, said the decline in revenue had resulted principally from Writers Guild of America's strike against TV film in 1960. Other causes: Writeoffs of certain program-development costs for new shows not yet on the air; increased operating cost stemming from new union contracts; substantial reduction in production of syndicated film.

Arnaz said the firm had skipped the quarterly dividends normally payable in May in order to conserve assets for new TV shows now in preparation & negotiation with networks & sponsors for the 1962 selling season. Desilu is negotiating for wider distribution of its product in foreign & syndicated areas, Arnaz said, and is also planning production & distribution of movies.

He also reported that Desilu had signed a new one-year contract with ABC-TV for *The Untouchables* series. Plans have been completed, too, to telecast the show in Japan & West Germany. The series currently is distributed in Canada, England and Australia.

Arnaz called attention to "the most significant area of investment stability" for stockholders—Desilu's 3 studios, which cover 62 acres. Desilu's net (after depreciation) book value of this real estate is $6,289,752, but the estimated real value of the properties is "considerably in excess" of the book value, he declared.

Because of the depressed state of the syndication market, Desilu, without realizing any residual profit, has divested itself of 312 half-hour shows produced for syndication. Present Desilu participation in various properties: *Guestward Ho!*, 35%; *Harrigan & Son*, 32.5%; *Lucille Ball-Desi Arnaz Show*, 61.3%; *Desilu Playhouse*, 97.5%; *Ann Sothern Show*, 50%; *The Texan*, 47.5%; *Whirlybirds*, 40%; *Those Whiting Girls*, 70%; *Willy*, 55%; *The Untouchables*, 35% (movie version, 90%); *C.I.C.*, 45% (movie version, 66.6%); *Miekey & the Contessa*, 27.5%. Desilu has an inventory of 458 half-hours and 150 hours of TV film.

■

**Hoffman Profit Down in 2nd Quarter:** Hoffman Electronics expects that earnings in the quarter ending June 30 will drop below the first-quarter profit of $256,668 (16¢ a share). Vp-treas. Carroll E. Underwood noted that "our 2nd-quarter operating earnings will be at least as good as first quarter net, but we will incur unusual expenses of $100-150,000 from plant relocation which will hold our 2nd-quarter earnings down." Sales in the June quarter should be "as good" as those of Jan.-Mar., which were $16.1 million. Underwood predicted that Hoffman would show a profit in 1961 on sales of $56-60 million, compared with 1960's loss of $968,400 on $54.3 million sales.

**Reeves Offers Debentures:** Reeves Bcstg. & Development Corp. (WUSN-TV Charleston, S.C.; KBAK-TV Bakersfield, Cal.; WHTN-TV Huntington, W. Va.) proposes public sale of $2.5 million of convertible subordinated debentures at 100% of the principal amount. An SEC registration statement (File 2-18317) said Laird & Co. heads underwriters. Reeves said $300,000 of the net proceeds would be used to buy stock in VHF Inc., N.Y. TV producer; $75,000 for investment in a new 3-D picture exploitation company, VeriVu Corp.; $1 million for loan repayments.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Advance Ross Electronics | 1961—qtr. to Mar. 31 | $ 941,069 | $ 127,484 | $. 58,984 | $0.09 | 625,220[1] |
| | 1960—qtr. to Mar. 31 | 803,087 | 106,215 | 106,215 | .34 | 312,610 |
| Allied Radio | 1961—9 mo. to Apr. 30 | 30,875,335 | 1,681,173 | 824,173 | .78 | 1,065,633 |
| | 1960—9 mo. to Apr. 30 | 26,543,076 | 1,916,409 | 938,409 | .90 | 1,019,739 |
| | 1961—qtr. to Apr. 30 | 10,280,690 | —— | 254,028 | .24 | 1,065,633 |
| | 1960—qtr. to Apr. 30 | 9,094,541 | —— | 345,604 | .33 | 1,019,739 |
| Collins Radio | 1961—9 mo. to Apr. 30 | 164,145,046 | —— | 2,700,177 | 1.22[2] | 2,210,176 |
| | 1960—9 mo. to Apr. 30 | 138,991,830 | —— | 5,901,605 | 2.85[2-3] | 2,062,522[3] |
| Desilu Productions Story on p. 19 | 1961—year to Apr. 29 | 19,845,513 | 643,146 | 319,146 | .28 | 1,155,940 |
| | 1960—year to Apr. 30 | 23,406,100 | 1,596,559 | 811,559 | .70 | 1,155,940 |
| Electro-Voice | 1961—year to Feb. 28 | 10,034,460 | 208,082 | 111,854 | .22 | 497,332 |
| | 1960—year to Feb. 29 | 10,521,165 | 463,375 | 255,901 | .54 | 473,650 |
| Hallicrafters | 1961—9 mo. to May 31 | 41,900,000 | —— | 1,125,000 | .51 | 1,005,000 |
| | 1960—9 mo. to May 31 | 21,872,000 | —— | 650,000 | .32 | 1,005,000 |
| NT&T | 1961—26 wks. to Mar. 28 | 21,911,580 | —— | 622,164 | .22 | 2,816,247 |
| | 1960—26 wks. to Mar. 29 | 24,364,576 | —— | (835,981)[4] | — | 2,760,929 |
| | 1961—13 wks. to Mar. 28 | 12,066,045 | —— | 737,000 | .26 | 2,816,247 |
| | 1960—13 wks. to Mar. 29 | 11,977,535 | —— | (1,237,140)[4] | — | 2,760,929 |
| Pacific Industries | 1961—9 mo. to May 31 | 12,988,921 | —— | 1,152,586 | .81 | 1,415,354 |
| | 1960—9 mo. to May 31 | 12,082,866 | —— | 763,079 | .54 | 1,415,354 |
| | 1961—qtr. to May 31 | 4,296,658 | —— | 368,763 | .26 | 1,415,354 |
| | 1960—qtr. to May 31 | 3,941,045 | —— | 310,310 | .22 | 1,415,354 |
| Universal Pictures | 1961—26 wks. to Apr. 29 | —— | 3,520,322 | 1,835,322 | 1.98[2] | 888,390 |
| | 1960—26 wks. to Apr. 29 | —— | 7,570,194 | 3,695,194 | 4.04[2] | 892,190 |

Notes: [1]Reflects 2-for-1 split. [2]After preferred dividends. [3]Reflects 4% stock dividend, August 1960. [4]After provision for loss of $1,978,604 on investment in NTA.

Reports & Comments Available: Allied Radio, study, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Tech-Ohm Electronics, analysis, Edward Lewis Co., 82 Beaver St., N.Y. 5 • Avco, comments, Herzfeld & Stern, 30 Broad St., N.Y. 4 • Standard Kollsman Industries, report, John H. Lewis & Co., 63 Wall St., N.Y. 5 • Avnet Electronics and AT&T, discussions, Cowen & Co., 54 Pine St., N.Y. 5 • Networks Electronic, analysis, Leason & Co., 39 S. La Salle St., Chicago 3 • Ling-Temco Electronics and Siegler (Olympic Radio & TV), profiles in June 21 *Financial World* • Westinghouse, comments, Reynolds & Co., 120 Broadway, N.Y. 5 • Wrather Corp., prospectus, Lee Higginson Corp., 20 Broad St., N.Y. 5.

## Recent Stock Issues

| Stock | Offering Price | June 22, 1961 Bid | Asked |
|---|---|---|---|
| Marcon Electronics | 10 | 15 | 17¾ |
| RMS Electronics | 3 | 3⅛ | 3¾ |
| Sony Corp. | 17½ | 20½ | 22 |
| Warner Bros. | 16 | 18¼ | 19⅞ |
| Wrather Corp. | 10 | 10 | 10⅞ |

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Canadian Westinghouse | Q | $0.15 | Jul. 3 | Jun. 26 |
| Columbia Pictures | Stk. | 2½% | Jul. 31 | Jun. 30 |
| Electronic Assistance | Stk. | 100 % | Jul. 14 | Jun. 30 |
| General Dynamics | Q | (Omitted) | | |
| Litton Industries | Stk. | 2½% | Oct. 20 | Oct. 6 |
| Republic Corp. | Q | .15 | Aug. 15 | Jul. 7 |
| Sangamo Electric | Q | .18¾ | Jul. 10 | Jun. 24 |
| Wometco "A" | Q | .17½ | Sep. 15 | Sep. 1 |
| Wometco "B" | Q | .06½ | Sep. 15 | Sep. 1 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, June 22, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 18¼ | 19¼ | 21¼ |
| Adler Elec. | 18¾ | 16½ | 18⅜ |
| Aerovox | 11¼ | 10¼ | 11½ |
| Allied Radio | 29¾ | 28½ | 30⅞ |
| Astron Corp. | 2¾ | 2⅜ | 2⅞ |
| Babcock | 28 | 26½ | 29⅜ |
| Baird Atomic | 19½ | 18½ | 20⅛ |
| Cannon Elec. | 27 | 27 | 30⅜ |
| Capehart | 9 | 8⅜ | 9⅜ |
| Chicago Aer. | 23 | 21 | 23⅝ |
| Control Data | 95 | 101 | 107 |
| Cook Elec. | 11⅛ | 11¼ | 12¼ |
| Craig | 13 | 13¼ | 14⅝ |
| Crosby Tel. | 6¼ | 6 | 6¾ |
| Dictaphone | 34½ | 34 | 36¾ |
| Digitronics | 28 | 24 | 27¼ |
| Eastern Ind. | 16¾ | 16 | 17½ |
| Eitel-McC. | 14¾ | 16½ | 17⅝ |
| Elco Corp. | 12 | 11½ | 13⅛ |
| Electro Instr. | 21½ | 20 | 23 |
| Elec. Voice | 11½ | 10½ | 12 |
| Elec. Assoc. | 32½ | 30 | 32½ |
| Elec. Cap. Corp. | 42 | 43 | 47¼ |
| Erie Resistor | 14 | 14½ | 15¾ |
| Executone | 19½ | 19 | 21 |
| Farrington | 13¾ | 14¼ | 15⅜ |
| Foto Video | 7 | 7 | 8⅜ |
| Four Star | 20¾ | 21½ | 23⅝ |
| Gen. Devices | 13½ | 11¾ | 13¼ |
| G-L Elec. | 7¾ | 8 | 8⅞ |
| Goodwill Sta. | 10¾ | — | — |
| Granco | 3½ | 3¼ | 3-15/16 |
| Gross Tel. | 21¼ | 21¼ | 23¼ |
| Hallicrafters | 22¼ | 23½ | 25⅝ |
| Hathaway | 26 | 24 | 26¼ |
| High Voltage | 148 | 160 | 175 |
| Infrared | 15 | 14¾ | 16½ |
| Interstate Eng. | 18¾ | 18 | 19⅜ |
| Ionics | 31 | 30 | 32½ |
| Itek | 50 | 49 | 53½ |
| Jerrold | 8¾ | 8¼ | 9 |
| Lab for Elec. | 51¼ | 48 | 51¾ |
| Leeds & North. | 34¼ | 34½ | 37¼ |
| Lel Inc. | — | 8¾ | 10¼ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 4¼ | 4 | 4½ |
| Magnetics Inc. | 11 | 11 | 12¼ |
| Maxson | 23½ | 21½ | 23⅝ |
| Meredith Pub. | 39 | 38 | 41⅜ |
| MetroMedia | 19¾ | 18¾ | 20⅛ |
| Microdot | 26 | 26 | 28¼ |
| Milgo Elec. | 21 | 20½ | 23⅝ |
| Narda Micro | 8¼ | 7 | 8⅛ |
| Newark Elec. | 15⅝ | 14¾ | 16 |
| Nuclear Chi. | 43½ | 40 | 44 |
| Official | 3¾ | 3¾ | 4¼ |
| Pacific Aut. | 5¾ | 5¼ | 6⅛ |
| Pacific Merc. | 7⅝ | 7⅜ | 8⅛ |
| Philips Lamp | 148¼ | 145 | 149¾ |
| Pyramid | 2⅜ | 2 | 2⅝ |
| Radiation | 24¾ | 24¼ | 26½ |
| Rek-O-Kut | 2¼ | 2¼ | 2⅞ |
| Research Inc. | 5⅛ | 5¾ | 6⅝ |
| H. W. Sams | 42 | 39½ | 42¾ |
| Sanders Assoc. | 45¾ | 52½ | 56½ |
| Silicon | 12½ | 11¾ | 13⅞ |
| H. Smith | 10½ | 9¾ | 11¼ |
| Soroban | 58 | 59 | 65¾ |
| Soundscriber | — | 11 | 12⅝ |
| Speer Carbon | 30¼ | 29¾ | 32¼ |
| Sprague | 77¼ | 77¾ | 81 |
| Sterling TV | 3⅝ | 3⅜ | 4-1/16 |
| Systron-Don. | 39 | 40 | 43 |
| Taft Bcstg. | 17½ | 17¾ | 19¼ |
| Taylor Instr. | 51 | 52 | 55½ |
| Technology | 6½ | 6¾ | 7¾ |
| Tele-Bcstrs. | 1½ | 2¼ | 2⅞ |
| Telechrome | 11¼ | 10⅜ | 11⅜ |
| Telecomp. | 6⅞ | 6¾ | 7½ |
| Time Inc. | 83 | 82 | 86½ |
| Tracerlab | 10¾ | 12½ | 13⅞ |
| United Art. | 7⅞ | 7¾ | 8¾ |
| Universal | ⅞ | ⅞ | 1¼ |
| Vitro | 24½ | 25¼ | 27 |
| Vocaline | 2⅜ | 2¼ | 2¾ |
| Wells-Gardner | 34¼ | 32¾ | 35¾ |
| Wilcox Elec. | 10¼ | 10 | 11 |
| Wometco | 26 | 24¾ | 27 |

WEEKLY **Television Digest**

JUNE 26, 1961 © 1961 TRIANGLE PUBLICATIONS, INC. 1961 SPECIAL SUPPLEMENT No. 7

*ARB Estimates*

# Television Households by States and Counties

**As of January 1, 1961**

Updated by American Research Bureau from Survey-Based Estimates of Jan. 1, 1960.

**(This is a Supplement to Television Factbook No. 32—See Page 12.)**

**U.S. TOTALS: Total Households, 53,239,500. Television Households, 47,886,000. Percent with Television, 90%.**

| State and County | Total Households | TV Households Number | TV Households Percent |
|---|---|---|---|
| **ALABAMA** | | | |
| Autauga | 4,600 | 3,500 | 77 |
| *Baldwin | 13,300 | 9,600 | 73 |
| Barbour | 6,000 | 4,400 | 73 |
| Bibb | 3,500 | 2,400 | 68 |
| Blount | 6,400 | 4,500 | 70 |
| Bullock | 3,300 | 2,200 | 67 |
| Butler | 5,800 | 4,300 | 74 |
| Calhoun | 25,400 | 20,300 | 80 |
| Chambers | 9,900 | 6,600 | 66 |
| Cherokee | 3,900 | 3,200 | 82 |
| Chilton | 6,600 | 4,800 | 72 |
| Choctaw | 4,300 | 3,500 | 80 |
| Clarke | 6,500 | 4,600 | 70 |
| Clay | 3,200 | 2,300 | 71 |
| Cleburne | 2,800 | 1,900 | 67 |
| Coffee | 7,800 | 5,600 | 72 |
| Colbert | 11,600 | 8,800 | 76 |
| Conecuh | 3,900 | 2,600 | 66 |
| Coosa | 2,600 | 1,700 | 67 |
| Covington | 8,600 | 6,200 | 72 |
| Crenshaw | 3,600 | 2,500 | 70 |
| Cullman | 11,200 | 8,200 | 73 |
| Dale | 8,300 | 5,700 | 69 |
| Dallas | 14,400 | 10,900 | 76 |
| DeKalb | 10,700 | 8,200 | 76 |
| Elmore | 7,600 | 5,400 | 71 |
| Escambia | 8,200 | 6,200 | 76 |
| Etowah | 25,800 | 19,900 | 77 |
| Fayette | 3,900 | 2,700 | 68 |
| Franklin | 5,500 | 3,700 | 67 |
| Geneva | 5,700 | 3,900 | 69 |
| Greene | 3,100 | 2,300 | 76 |
| Hale | 4,800 | 2,800 | 59 |
| Henry | 3,300 | 2,400 | 74 |
| Houston | 13,900 | 10,900 | 78 |
| Jackson | 8,800 | 6,300 | 71 |
| *Jefferson | 180,000 | 151,200 | 84 |
| Lamar | 3,500 | 2,300 | 67 |
| Lauderdale | 16,700 | 12,800 | 77 |
| Lawrence | 5,800 | 3,900 | 67 |
| Lee | 12,000 | 9,000 | 75 |
| Limestone | 9,000 | 6,100 | 68 |
| Lowndes | 3,500 | 2,300 | 66 |
| Macon | 5,800 | 4,100 | 70 |
| Madison | 31,800 | 24,600 | 77 |
| Marengo | 6,800 | 4,700 | 69 |
| Marion | 5,300 | 3,800 | 72 |
| Marshall | 13,000 | 10,200 | 79 |
| *Mobile | 94,000 | 76,700 | 82 |
| *Monroe | 5,300 | 3,800 | 72 |
| Montgomery | 48,300 | 38,800 | 80 |
| Morgan | 16,700 | 12,400 | 74 |
| Perry | 3,900 | 2,500 | 64 |
| Pickens | 5,100 | 3,600 | 71 |
| Pike | 6,700 | 4,800 | 72 |
| Randolph | 4,800 | 3,500 | 73 |
| *Russell | 11,700 | 9,000 | 77 |
| Saint Clair | 6,300 | 4,700 | 75 |
| Shelby | 8,000 | 5,900 | 74 |
| Sumter | 4,700 | 3,000 | 64 |
| Talladega | 16,000 | 12,900 | 81 |
| Tallapoosa | 8,900 | 6,700 | 76 |
| Tuscaloosa | 26,500 | 19,300 | 73 |
| Walker | 13,900 | 10,800 | 78 |
| Washington | 3,500 | 2,500 | 70 |
| Wilcox | 4,100 | 2,700 | 66 |
| Winston | 3,600 | 2,600 | 72 |
| **Total** | **864,000** | **666,200** | **77** |
| **ARIZONA** | | | |
| Apache | 5,700 | 3,400 | 60 |
| Cochise | 16,200 | 12,400 | 77 |
| Coconino | 11,000 | 8,700 | 79 |
| Gila | 7,100 | 5,700 | 81 |
| Graham | 3,600 | 2,700 | 74 |
| Greenlee | 2,900 | 2,200 | 76 |
| *Maricopa | 198,400 | 172,300 | 87 |
| Mohave | 2,200 | 1,600 | 74 |
| Navajo | 9,400 | 6,900 | 74 |
| *Pima E | 79,100 | 70,100 | 89 |
| Pima W | 6,300 | 4,200 | 67 |
| Pinal | 16,200 | 13,000 | 80 |
| Santa Cruz | 2,800 | 2,100 | 74 |
| Yavapai | 8,800 | 6,500 | 74 |
| *Yuma | 13,500 | 11,000 | 81 |
| **Total** | **383,200** | **322,800** | **84** |
| **ARKANSAS** | | | |
| Arkansas | 6,700 | 5,400 | 80 |
| Ashley | 6,300 | 5,100 | 80 |
| Baxter | 2,700 | 2,000 | 73 |
| Benton | 11,300 | 8,000 | 71 |
| Boone | 4,800 | 3,900 | 81 |
| Bradley | 3,700 | 2,700 | 74 |
| Calhoun | 1,400 | 1,100 | 76 |
| Carroll | 3,700 | 2,700 | 74 |
| Chicot | 5,400 | 4,300 | 79 |
| Clark | 5,700 | 4,700 | 82 |
| Clay | 5,800 | 4,500 | 77 |
| Cleburne | 2,400 | 1,800 | 76 |
| Cleveland | 1,900 | 1,400 | 72 |
| Columbia | 7,200 | 6,100 | 85 |
| Conway | 4,000 | 3,100 | 77 |
| Craighead | 12,700 | 10,300 | 81 |
| *Crawford | 6,000 | 4,500 | 75 |
| Crittenden | 12,300 | 9,400 | 77 |
| Cross | 5,000 | 3,800 | 76 |
| Dallas | 2,700 | 2,000 | 76 |
| Desha | 5,300 | 4,200 | 79 |
| Drew | 4,000 | 3,200 | 80 |
| Faulkner | 6,300 | 5,200 | 82 |
| Franklin | 2,800 | 1,700 | 62 |
| Fulton | 1,700 | 1,100 | 64 |
| Garland | 14,400 | 11,600 | 81 |
| Grant | 2,300 | 1,800 | 79 |
| Greene | 6,600 | 5,100 | 77 |
| Hempstead | 5,200 | 3,900 | 74 |
| Hot Spring | 5,800 | 4,300 | 74 |
| Howard | 2,900 | 2,200 | 76 |
| Independence | 5,600 | 4,400 | 78 |
| Izard | 1,800 | 1,300 | 71 |
| Jackson | 6,200 | 4,800 | 77 |
| Jefferson | 23,100 | 18,600 | 80 |
| Johnson | 3,700 | 2,600 | 71 |
| Lafayette | 2,700 | 2,100 | 77 |
| Lawrence | 4,500 | 3,000 | 66 |
| Lee | 5,300 | 3,700 | 71 |
| Lincoln | 3,700 | 2,800 | 75 |
| Little River | 2,500 | 2,000 | 79 |
| Logan | 4,200 | 2,900 | 69 |
| Lonoke | 6,500 | 5,200 | 80 |
| Madison | 2,100 | 1,300 | 63 |
| Marion | 1,600 | 1,000 | 64 |
| *Miller | 9,200 | 7,600 | 82 |
| Mississippi | 18,000 | 14,400 | 80 |
| Monroe | 4,500 | 3,100 | 69 |
| Montgomery | 1,400 | 1,000 | 74 |
| Nevada | 2,800 | 2,100 | 74 |
| Newton | 1,400 | 1,000 | 73 |
| Ouachita | 8,700 | 7,000 | 80 |
| Perry | 1,200 | 900 | 73 |
| Phillips | 12,000 | 8,800 | 74 |
| Pike | 2,100 | 1,500 | 73 |
| Poinsett | 7,600 | 5,800 | 76 |
| Polk | 3,300 | 2,500 | 76 |
| Pope | 5,700 | 4,100 | 72 |
| Prairie | 2,600 | 1,900 | 74 |
| *Pulaski | 72,100 | 60,500 | 84 |
| Randolph | 3,000 | 2,200 | 73 |
| St. Francis | 8,600 | 6,400 | 75 |
| Saline | 7,100 | 5,900 | 83 |
| Scott | 2,000 | 1,400 | 70 |
| Searcy | 2,200 | 1,600 | 71 |
| *Sebastian | 20,300 | 17,100 | 84 |
| Sevier | 2,900 | 2,400 | 82 |
| Sharp | 1,600 | 1,100 | 70 |
| Stone | 1,600 | 1,200 | 73 |
| *Union | 14,400 | 12,000 | 83 |
| Van Buren | 1,900 | 1,400 | 75 |
| Washington | 16,500 | 11,800 | 72 |
| White | 9,200 | 6,900 | 75 |
| Woodruff | 3,400 | 2,900 | 85 |
| Yell | 3,200 | 2,700 | 84 |
| **Total** | **493,000** | **386,000** | **78** |
| **CALIFORNIA** | | | |
| *Alameda E | 9,300 | 8,400 | 91 |
| Alameda W | 290,500 | 263,500 | 91 |
| Alpine | 100 | 100 | 75 |
| Amador | 3,300 | 2,900 | 87 |
| *Butte | 28,400 | 24,600 | 87 |
| Calaveras | 3,400 | 2,900 | 84 |
| Colusa | 3,800 | 3,300 | 87 |
| *Contra Costa E | 3,800 | 3,700 | 99 |
| Contra Costa W | 119,100 | 118,500 | 99 |
| Del Norte | 5,900 | 5,000 | 85 |
| Eldorado | 10,200 | 8,400 | 82 |
| *Fresno | 114,200 | 106,600 | 93 |
| Glenn | 5,300 | 4,800 | 90 |
| *Humboldt | 35,300 | 30,900 | 87 |
| *Imperial | 19,900 | 16,200 | 81 |
| Inyo | 4,000 | 3,000 | 76 |
| *Kern | 88,800 | 83,900 | 95 |
| Kings | 14,800 | 12,500 | 85 |
| Lake | 4,800 | 3,700 | 77 |
| Lassen | 4,100 | 3,100 | 75 |
| *Los Angeles | 2,074,100 | 1,960,900 | 95 |
| Madera | 11,800 | 10,000 | 85 |
| *Marin | 46,400 | 42,700 | 92 |
| Mariposa | 1,500 | 1,300 | 84 |
| Mendocino | 16,000 | 12,700 | 79 |
| Merced | 27,100 | 23,700 | 87 |
| Modoc | 2,500 | 1,900 | 76 |
| Mono | 700 | 600 | 83 |
| *Monterey | 59,900 | 51,100 | 85 |
| Napa | 19,300 | 16,700 | 87 |
| Nevada | 7,400 | 5,500 | 74 |
| *Orange | 250,000 | 235,600 | 94 |
| Placer | 17,700 | 15,100 | 85 |
| Plumas | 3,600 | 2,900 | 81 |
| Riverside E | 6,100 | 5,500 | 91 |
| Riverside W | 98,900 | 89,900 | 91 |
| *Sacramento | 163,700 | 155,100 | 95 |
| San Benito | 4,800 | 4,200 | 87 |
| San Bernardino E | 3,800 | 3,400 | 90 |
| San B'n'dino W | 162,800 | 146,800 | 90 |
| *San Diego | 318,300 | 301,700 | 95 |
| *San Francisco | 261,700 | 233,500 | 89 |
| *San Joaquin | 79,900 | 74,400 | 93 |
| San Luis Obispo | 28,000 | 24,200 | 87 |
| *San Mateo | 148,100 | 144,800 | 98 |
| *Santa Barbara | 57,100 | 49,800 | 87 |
| Santa Clara | 207,900 | 195,000 | 94 |
| *Santa Cruz | 31,800 | 28,200 | 89 |
| *Shasta | 20,000 | 17,400 | 87 |
| Sierra | 600 | 500 | 79 |
| Siskiyou | 11,000 | 9,200 | 84 |
| *Solano | 36,400 | 35,100 | 96 |
| Sonoma | 50,100 | 43,400 | 87 |
| Stanislaus | 48,600 | 42,300 | 87 |
| Sutter | 10,400 | 8,500 | 81 |
| *Tehama | 8,500 | 7,100 | 84 |
| Trinity | 3,600 | 2,700 | 75 |
| Tulare | 50,700 | 44,300 | 87 |
| Tuolumne | 5,100 | 4,200 | 83 |
| Ventura | 59,500 | 53,300 | 90 |
| Yolo | 20,700 | 17,400 | 84 |
| Yuba | 10,000 | 9,000 | 90 |
| **Total** | **5,215,100** | **4,837,600** | **93** |
| **COLORADO** | | | |
| *Adams | 33,100 | 27,600 | 83 |
| Alamosa | 2,600 | 2,100 | 81 |
| *Arapahoe | 35,000 | 31,800 | 91 |
| Archuleta | 600 | 500 | 77 |
| Baca | 1,900 | 1,300 | 69 |
| Bent | 1,800 | 1,300 | 73 |
| *Boulder | 23,000 | 20,800 | 90 |

(Continued on next page)

*ARB Metropolitan Area Counties.

NAB LIBRARY JUL 26 1961

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| COLORADO—(Continued) | | | |
| Chaffee | 2,700 | 2,200 | 81 |
| Cheyenne | 800 | 500 | 67 |
| Clear Creek | 800 | 700 | 81 |
| Conejos | 2,000 | 1,600 | 82 |
| Costilla | 800 | 600 | 73 |
| Crowley | 1,000 | 800 | 84 |
| Custer | 300 | 200 | 66 |
| Delta | 4,700 | 3,500 | 74 |
| *Denver | 164,400 | 147,200 | 90 |
| Dolores | 500 | 400 | 72 |
| Douglas | 1,300 | 1,100 | 88 |
| Eagle | 1,300 | 800 | 59 |
| Elbert | 1,000 | 800 | 79 |
| *El Paso | 40,200 | 35,500 | 88 |
| Fremont | 5,700 | 4,700 | 83 |
| Garfield | 3,700 | 2,600 | 69 |
| Gilpin | 200 | 200 | 83 |
| Grand | 1,100 | 700 | 67 |
| Gunnison | 1,600 | 1,200 | 72 |
| Hinsdale | 100 | 100 | 82 |
| Huerfano | 2,200 | 1,500 | 70 |
| Jackson | 500 | 400 | 74 |
| *Jefferson | 38,900 | 31,400 | 81 |
| Kiowa | 600 | 400 | 63 |
| Kit Carson | 2,000 | 1,300 | 66 |
| Lake | 2,300 | 1,600 | 70 |
| La Plata | 5,500 | 4,500 | 83 |
| Larimer | 17,200 | 15,200 | 88 |
| Las Animas | 5,500 | 3,900 | 70 |
| Lincoln | 1,500 | 1,100 | 74 |
| Logan | 5,700 | 4,800 | 84 |
| Mesa | 15,800 | 13,200 | 84 |
| Mineral | 100 | 100 | 61 |
| Moffat | 2,200 | 1,500 | 68 |
| Montezuma | 4,000 | 3000 | 75 |
| Montrose | 5,400 | 4,500 | 84 |
| Morgan | 6,200 | 5,700 | 92 |
| Otero | 6,900 | 5,700 | 82 |
| Ouray | 600 | 400 | 73 |
| Park | 500 | 400 | 76 |
| Phillips | 1,100 | 900 | 81 |
| Pitkin | 800 | 600 | 79 |
| Prowers | 3,600 | 2,400 | 66 |
| *Pueblo | 34,300 | 30,300 | 88 |
| Rio Blanco | 1,500 | 1,000 | 63 |
| Rio Grande | 2,600 | 1,700 | 65 |
| Routt | 1,800 | 1,000 | 55 |
| Saguache | 1,100 | 900 | 78 |
| San Juan | 200 | 200 | 81 |
| San Miguel | 900 | 700 | 78 |
| Sedgwick | 1,200 | 1,000 | 87 |
| Summit | 700 | 500 | 77 |
| Teller | 800 | 600 | 80 |
| Washington | 1,900 | 1,500 | 78 |
| Weld | 21,100 | 18,300 | 87 |
| Yuma | 2,700 | 2,000 | 75 |
| **Total** | **532,100** | **455,000** | **86** |
| CONNECTICUT | | | |
| Fairfield | 198,500 | 191,600 | 97 |
| *Hartford | 208,600 | 196,300 | 94 |
| Litchfield | 36,900 | 33,800 | 91 |
| Middlesex | 26,400 | 23,900 | 90 |
| *New Haven | 201,100 | 193,700 | 96 |
| New London | 55,700 | 53,300 | 96 |
| Tolland | 19,500 | 17,100 | 88 |
| Windham | 20,800 | 18,700 | 90 |
| **Total** | **767,500** | **728,400** | **95** |
| DELAWARE | | | |
| Kent | 20,100 | 18,400 | 92 |
| New Castle | 89,600 | 85,600 | 96 |
| Sussex | 22,800 | 19,500 | 85 |
| **Total** | **132,500** | **123,500** | **93** |
| DISTRICT OF COLUMBIA | | | |
| *Washington | 220,900 | 196,500 | 89 |
| **Total** | **220,900** | **196,500** | **89** |
| FLORIDA | | | |
| Alachua | 18,800 | 14,700 | 78 |
| Baker | 1,500 | 1,200 | 81 |
| Bay | 18,400 | 15,500 | 84 |
| Bradford | 3,000 | 2,400 | 79 |
| Brevard | 38,900 | 34,200 | 88 |
| Broward | 114,700 | 103,900 | 91 |
| Calhoun | 1,900 | 1,400 | 74 |
| Charlotte | 4,800 | 4,100 | 85 |
| Citrus | 2,600 | 2,000 | 78 |
| Clay | 4,700 | 4,000 | 85 |
| Collier | 5,000 | 3,900 | 78 |
| Columbia | 5,200 | 4,300 | 82 |
| *Dade | 316,900 | 285,900 | 90 |
| De Soto | 3,100 | 2,600 | 83 |
| Dixie | 1,000 | 800 | 79 |
| *Duval | 130,600 | 116,900 | 90 |
| *Escambia | 48,100 | 41,000 | 85 |
| Flagler | 1,300 | 1,100 | 87 |
| Franklin | 1,900 | 1,400 | 72 |
| Gadsden | 10,100 | 7,800 | 77 |
| Gilchrist | 600 | 500 | 76 |
| Glades | 800 | 600 | 79 |
| Gulf | 2,700 | 2,300 | 85 |
| Hamilton | 1,900 | 1,400 | 76 |
| Hardee | 3,500 | 2,900 | 83 |
| Hendry | 2,500 | 2,100 | 83 |
| Hernando | 3,400 | 2,900 | 85 |
| Highlands | 7,100 | 6,000 | 84 |
| *Hillsborough | 128,100 | 115,100 | 90 |
| Holmes | 2,500 | 1,800 | 72 |
| Indian River | 8,500 | 6,900 | 82 |
| Jackson | 8,700 | 6,800 | 78 |
| Jefferson | 2,400 | 1,900 | 80 |
| Lafayette | 700 | 500 | 71 |
| Lake | 17,400 | 14,800 | 85 |
| Lee | 18,200 | 15,600 | 86 |
| *Leon | 18,700 | 15,200 | 81 |
| Levy | 2,700 | 1,900 | 71 |
| Liberty | 900 | 600 | 70 |
| Madison | 3,300 | 2,600 | 80 |
| Manatee | 22,400 | 20,100 | 90 |
| Marion | 14,900 | 12,900 | 86 |
| Martin | 5,900 | 5,000 | 85 |
| Monroe | 13,800 | 12,400 | 90 |
| Nassau | 4,200 | 3,600 | 86 |
| Okaloosa | 16,500 | 14,000 | 85 |
| Okeechobee | 1,900 | 1,600 | 84 |
| *Orange | 88,400 | 79,800 | 90 |
| Osceola | 6,600 | 5,700 | 87 |
| *Palm Beach | 78,400 | 68,200 | 87 |
| Pasco | 11,600 | 9,400 | 81 |
| *Pinellas | 136,600 | 119,600 | 88 |
| Polk | 60,600 | 50,800 | 84 |
| Putnam | 9,000 | 7,700 | 85 |
| St. Johns | 8,400 | 7,400 | 88 |
| St. Lucie | 12,500 | 10,700 | 85 |
| Santa Rosa | 7,600 | 6,100 | 81 |
| Sarasota | 25,700 | 23,200 | 90 |
| *Seminole | 16,300 | 14,500 | 89 |
| Sumter | 3,200 | 2,600 | 82 |
| Suwannee | 3,800 | 3,100 | 81 |
| Taylor | 3,600 | 2,900 | 81 |
| Union | 1,600 | 1,300 | 80 |
| *Volusia | 41,700 | 36,200 | 87 |
| Wakulla | 1,300 | 1,000 | 76 |
| Walton | 3,900 | 3,000 | 78 |
| Washington | 2,800 | 1,900 | 68 |
| **Total** | **1,570,300** | **1,376,200** | **88** |
| GEORGIA | | | |
| Appling | 3,100 | 2,100 | 68 |
| Atkinson | 1,400 | 900 | 65 |
| Bacon | 2,100 | 1,500 | 71 |
| Baker | 1,000 | 800 | 77 |
| Baldwin | 8,600 | 6,800 | 79 |
| Banks | 1,600 | 1,200 | 77 |
| Barrow | 3,900 | 3,100 | 79 |
| Bartow | 7,100 | 6,100 | 85 |
| Ben Hill | 3,800 | 2,500 | 66 |
| Berrien | 2,800 | 2,100 | 73 |
| *Bibb | 40,400 | 36,100 | 89 |
| Bleckley | 2,500 | 2,100 | 83 |
| Brantley | 1,200 | 800 | 68 |
| Brooks | 3,400 | 2,600 | 75 |
| Bryan | 1,400 | 1,100 | 79 |
| Bulloch | 6,100 | 5,400 | 89 |
| Burke | 5,100 | 3,900 | 77 |
| Butts | 2,200 | 1,700 | 78 |
| Calhoun | 1,800 | 1,400 | 75 |
| Camden | 2,900 | 2,300 | 81 |
| Candler | 1,700 | 1,400 | 81 |
| Carroll | 9,600 | 7,500 | 79 |
| *Catoosa | 5,700 | 4,700 | 82 |
| Charlton | 1,400 | 1,100 | 80 |
| *Chatham | 56,700 | 50,700 | 89 |
| *Chattahoochee | 1,300 | 1,100 | 84 |
| Chattooga | 4,800 | 4,000 | 84 |
| Cherokee | 5,800 | 4,800 | 84 |
| Clarke | 11,800 | 10,200 | 86 |
| Clay | 1,300 | 1,000 | 73 |
| *Clayton | 12,500 | 10,800 | 86 |
| Clinch | 1,700 | 1,300 | 77 |
| *Cobb | 31,600 | 28,600 | 91 |
| Coffee | 5,200 | 4,100 | 79 |
| Colquitt | 8,700 | 6,900 | 79 |
| Columbia | 3,500 | 2,900 | 84 |
| Cook | 3,100 | 2,300 | 74 |
| Coweta | 7,700 | 6,800 | 88 |
| Crawford | 1,300 | 1,000 | 76 |
| Crisp | 5,400 | 4,300 | 79 |
| Dade | 1,800 | 1,300 | 71 |
| Dawson | 900 | 700 | 80 |
| Decatur | 7,000 | 5,800 | 83 |
| *De Kalb | 79,000 | 71,000 | 90 |
| Dodge | 4,100 | 3,100 | 76 |
| Dooly | 2,800 | 2,100 | 76 |
| *Dougherty | 22,400 | 19,300 | 86 |
| Douglas | 4,100 | 3,500 | 86 |
| Early | 3,200 | 2,400 | 76 |
| Echols | 300 | 200 | 80 |
| Effingham | 2,500 | 2,000 | 81 |
| Elbert | 4,500 | 3,700 | 81 |
| Emanuel | 4,400 | 3,300 | 76 |
| Evans | 1,800 | 1,500 | 85 |
| Fannin | 3,300 | 2,400 | 73 |
| Fayette | 2,100 | 1,600 | 77 |
| Floyd | 18,300 | 15,900 | 87 |
| Forsyth | 3,200 | 2,500 | 80 |
| Franklin | 3,300 | 2,700 | 81 |
| *Fulton | 166,900 | 152,300 | 91 |
| Gilmer | 2,100 | 1,500 | 71 |
| Glascock | 500 | 400 | 75 |
| Glynn | 11,800 | 9,900 | 83 |
| Gordon | 5,000 | 4,100 | 82 |
| Grady | 4,600 | 3,700 | 80 |
| Greene | 2,800 | 2,000 | 73 |
| *Gwinnett | 11,700 | 10,500 | 89 |
| Habersham | 4,600 | 3,600 | 79 |
| Hall | 13,400 | 11,300 | 84 |
| Hancock | 2,400 | 1,800 | 77 |
| Haralson | 3,700 | 3,200 | 85 |
| Harris | 2,800 | 1,900 | 69 |
| Hart | 3,900 | 3,100 | 79 |
| Heard | 1,300 | 1,000 | 75 |
| Henry | 4,300 | 3,600 | 84 |
| Houston | 9,200 | 8,200 | 89 |
| Irwin | 2,000 | 1,400 | 72 |
| Jackson | 4,600 | 3,600 | 79 |
| Jasper | 1,500 | 1,200 | 79 |
| Jeff Davis | 2,300 | 1,500 | 65 |
| Jefferson | 4,400 | 3,300 | 75 |
| Jenkins | 2,300 | 1,800 | 80 |
| Johnson | 2,100 | 1,500 | 71 |
| Jones | 2,200 | 1,700 | 77 |
| Lamar | 2,700 | 2,200 | 81 |
| Lanier | 1,400 | 1,000 | 74 |
| Laurens | 8,100 | 6,400 | 79 |
| Lee | 1,600 | 1,200 | 78 |
| Liberty | 3,700 | 2,900 | 79 |
| Lincoln | 1,400 | 1,100 | 80 |
| Long | 1,000 | 800 | 77 |
| Lowndes | 13,300 | 10,900 | 82 |
| Lumpkin | 1,600 | 1,100 | 71 |
| McDuffie | 3,200 | 2,600 | 82 |
| McIntosh | 1,500 | 1,100 | 73 |
| Macon | 3,300 | 2,400 | 71 |
| Madison | 2,600 | 1,900 | 73 |
| Marion | 1,200 | 900 | 78 |
| Meriwether | 5,000 | 3,800 | 75 |
| Miller | 1,600 | 1,100 | 71 |
| Mitchell | 4,700 | 3,700 | 78 |
| Monroe | 2,700 | 2,300 | 85 |
| Montgomery | 1,400 | 1,000 | 69 |
| Morgan | 2,600 | 2,000 | 78 |
| Murray | 2,500 | 1,800 | 72 |
| *Muscogee | 43,300 | 38,100 | 88 |
| Newton | 5,300 | 4,400 | 83 |
| Oconee | 1,500 | 1,100 | 77 |
| Oglethorpe | 2,000 | 1,500 | 75 |
| Paulding | 3,400 | 2,800 | 82 |
| Peach | 3,700 | 2,900 | 78 |
| Pickens | 2,300 | 1,700 | 75 |
| Pierce | 2,300 | 1,900 | 81 |
| Pike | 1,700 | 1,400 | 81 |
| Polk | 7,100 | 5,800 | 82 |
| Pulaski | 2,200 | 1,800 | 80 |
| Putnam | 1,900 | 1,500 | 80 |
| Quitman | 600 | 500 | 77 |
| Rabun | 1,800 | 1,400 | 79 |
| Randolph | 2,600 | 2,000 | 76 |
| *Richmond | 35,800 | 31,800 | 89 |
| Rockdale | 2,700 | 2,200 | 82 |
| Schley | 800 | 600 | 77 |
| Screven | 3,700 | 3,000 | 81 |
| Seminole | 1,700 | 1,400 | 82 |
| Spaulding | 9,600 | 8,500 | 89 |
| Stephens | 4,800 | 4,000 | 83 |
| Stewart | 1,800 | 1,300 | 72 |
| Sumter | 6,700 | 5,300 | 79 |
| Talbot | 1,800 | 1,400 | 77 |
| Taliaferro | 800 | 600 | 74 |
| Tattnall | 3,800 | 2,900 | 77 |
| Taylor | 2,100 | 1,600 | 77 |
| Telfair | 2,800 | 2,000 | 72 |
| Terrell | 3,000 | 2,200 | 73 |
| Thomas | 9,000 | 7,400 | 83 |
| Tift | 6,000 | 4,600 | 76 |
| Toombs | 4,100 | 3,100 | 75 |
| Towns | 1,100 | 800 | 70 |
| Treutlen | 1,500 | 1,100 | 71 |
| Troup | 12,800 | 11,200 | 87 |
| Turner | 2,000 | 1,600 | 79 |
| Twiggs | 1,900 | 1,500 | 79 |
| Union | 1,500 | 1,200 | 80 |
| Upson | 6,200 | 5,300 | 86 |
| *Walker | 12,600 | 11,300 | 90 |
| Walton | 5,200 | 4,200 | 81 |
| Ware | 8,800 | 7,800 | 88 |
| Warren | 1,800 | 1,300 | 72 |
| Washington | 4,600 | 3,300 | 71 |
| Wayne | 4,500 | 3,500 | 77 |
| Webster | 600 | 500 | 76 |
| Wheeler | 1,300 | 800 | 64 |
| White | 1,700 | 1,300 | 77 |
| Whitfield | 11,300 | 9,600 | 85 |
| Wilcox | 1,900 | 1,500 | 78 |
| Wilkes | 2,800 | 2,100 | 76 |
| Wilkinson | 2,300 | 1,900 | 82 |
| Worth | 3,900 | 2,900 | 74 |
| **Total** | **1,064,700** | **902,700** | **85** |
| HAWAII | | | |
| Hawaii | 16,600 | 14,400 | 87 |
| *Honolulu | 115,900 | 104,700 | 90 |
| Kauai | 8,300 | 4,200 | 51 |
| Maui | 11,900 | 8,900 | 75 |
| **Total** | **152,700** | **132,200** | **87** |
| IDAHO | | | |
| *Ada | 29,800 | 26,300 | 88 |
| Adams | 900 | 600 | 71 |
| *Bannock | 14,200 | 12,600 | 89 |
| Bear Lake | 1,900 | 1,700 | 89 |
| Benewah | 1,700 | 1,400 | 84 |
| *Bingham | 7,000 | 6,100 | 87 |
| Blaine | 1,300 | 1,100 | 84 |
| Boise | 500 | 400 | 82 |
| Bonner | 4,800 | 3,900 | 81 |

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| *Bonneville | 14,000 | 12,600 | 90 |
| Boundary | 1,600 | 1,100 | 71 |
| Butte | 800 | 700 | 84 |
| Camas | 100 | 100 | 78 |
| *Canyon | 17,000 | 14,600 | 86 |
| Caribou | 1,600 | 1,300 | 83 |
| Cassia | 4,400 | 3,700 | 85 |
| Clark | 200 | 200 | 89 |
| Clearwater | 2,500 | 2,000 | 79 |
| Custer | 900 | 700 | 74 |
| Elmore | 4,500 | 3,600 | 80 |
| Franklin | 2,100 | 1,700 | 82 |
| Fremont | 2,300 | 2,000 | 89 |
| Gem | 2,800 | 2,500 | 88 |
| Gooding | 2,700 | 2,200 | 83 |
| Idaho | 3,900 | 3,000 | 77 |
| Jefferson | 2,600 | 2,300 | 88 |
| Jerome | 3,100 | 2,800 | 89 |
| Kootenai | 9,300 | 8,200 | 88 |
| Latah | 5,800 | 4,900 | 84 |
| Lemhi | 1,800 | 1,200 | 68 |
| Lewis | 1,300 | 1,100 | 82 |
| Lincoln | 1,100 | 900 | 85 |
| Madison | 2,200 | 1,900 | 86 |
| Minidoka | 3,900 | 3,400 | 88 |
| Nez Perce | 8,000 | 6,800 | 86 |
| Oneida | 800 | 700 | 85 |
| Owyhee | 1,700 | 1,500 | 89 |
| Payette | 3,600 | 3,000 | 82 |
| Power | 1,100 | 1,000 | 89 |
| Shoshone | 6,300 | 5,400 | 86 |
| Teton | 700 | 600 | 89 |
| *Twin Falls | 12,900 | 11,100 | 86 |
| Valley | 1,000 | 900 | 88 |
| Washington | 2,500 | 2,000 | 82 |
| **Total** | **193,200** | **165,800** | **86** |
| **ILLINOIS** | | | |
| *Adams | 22,000 | 19,700 | 90 |
| Alexander | 5,100 | 4,200 | 82 |
| Bond | 4,500 | 3,700 | 82 |
| Boone | 6,100 | 5,400 | 89 |
| Brown | 2,000 | 1,700 | 84 |
| Bureau | 12,100 | 10,700 | 88 |
| Calhoun | 1,700 | 1,300 | 78 |
| Carroll | 6,400 | 5,700 | 89 |
| Cass | 4,400 | 3,800 | 85 |
| *Champaign | 36,200 | 29,700 | 82 |
| Christian | 12,200 | 11,000 | 90 |
| Clark | 5,300 | 4,500 | 85 |
| Clay | 5,000 | 4,000 | 81 |
| Clinton | 6,600 | 5,600 | 85 |
| Coles | 13,900 | 12,500 | 90 |
| *Cook | 1,645,100 | 1,551,000 | 94 |
| Crawford | 6,700 | 5,800 | 87 |
| Cumberland | 3,000 | 2,200 | 74 |
| De Kalb | 15,500 | 14,200 | 92 |
| De Witt | 5,600 | 4,700 | 84 |
| Douglas | 6,000 | 5,300 | 88 |
| *Du Page | 98,200 | 93,700 | 95 |
| Edgar | 7,400 | 6,500 | 88 |
| Edwards | 2,400 | 1,900 | 80 |
| Effingham | 6,900 | 5,700 | 83 |
| Fayette | 6,400 | 5,100 | 80 |
| Ford | 5,100 | 4,800 | 94 |
| Franklin | 12,800 | 10,100 | 79 |
| Fulton | 13,900 | 11,900 | 86 |
| Gallatin | 2,200 | 1,800 | 81 |
| Greene | 5,600 | 4,800 | 86 |
| Grundy | 6,600 | 5,700 | 87 |
| Hamilton | 3,100 | 2,300 | 75 |
| Hancock | 8,000 | 7,100 | 89 |
| Hardin | 1,700 | 1,300 | 79 |
| Henderson | 2,400 | 2,100 | 87 |
| Henry | 15,900 | 13,900 | 87 |
| Iroquois | 10,400 | 8,900 | 86 |
| Jackson | 13,500 | 11,400 | 84 |
| Jasper | 3,500 | 2,700 | 78 |
| Jefferson | 10,200 | 8,200 | 81 |
| Jersey | 5,200 | 4,200 | 81 |
| Jo Daviess | 6,600 | 5,700 | 86 |
| Johnson | 2,000 | 1,500 | 77 |
| *Kane | 63,700 | 62,800 | 99 |
| Kankakee | 23,900 | 21,800 | 91 |
| Kendall | 5,300 | 4,900 | 92 |
| Knox | 20,300 | 17,900 | 88 |
| *Lake | 86,100 | 83,100 | 97 |
| La Salle | 35,100 | 32,900 | 94 |
| Lawrence | 5,700 | 4,600 | 81 |
| Lee | 10,700 | 9,400 | 87 |
| Livingston | 12,200 | 10,200 | 84 |
| Logan | 9,100 | 7,700 | 84 |
| McDonough | 9,200 | 7,900 | 85 |
| McHenry | 26,900 | 26,600 | 99 |
| McLean | 26,200 | 23,300 | 89 |
| *Macon | 38,500 | 36,400 | 95 |
| Macoupin | 14,300 | 12,200 | 85 |
| *Madison | 71,600 | 66,500 | 93 |
| Marion | 12,800 | 11,200 | 87 |
| Marshall | 4,200 | 3,600 | 87 |
| Mason | 5,000 | 4,200 | 85 |
| Massac | 4,800 | 3,900 | 81 |
| Menard | 2,700 | 2,400 | 88 |
| Mercer | 5,300 | 4,800 | 90 |
| Monroe | 4,800 | 4,300 | 90 |
| Montgomery | 10,300 | 9,300 | 90 |
| Morgan | 10,400 | 8,700 | 83 |
| Moultrie | 4,200 | 3,500 | 83 |
| Ogle | 12,400 | 11,200 | 90 |
| *Peoria | 58,800 | 54,300 | 92 |
| Perry | 5,700 | 4,800 | 84 |
| Piatt | 4,800 | 4,300 | 90 |
| Pike | 6,600 | 5,300 | 81 |
| Pope | 1,200 | 900 | 75 |
| Pulaski | 3,100 | 2,400 | 78 |
| Putnam | 1,300 | 1,100 | 85 |
| Randolph | 8,400 | 7,200 | 85 |
| Richland | 5,600 | 4,400 | 79 |
| *Rock Island | 47,400 | 44,800 | 94 |
| *St Clair | 81,400 | 74,300 | 91 |
| *Saline | 8,400 | 7,300 | 87 |
| *Sangamon | 48,000 | 42,800 | 89 |
| Schuyler | 2,800 | 2,400 | 84 |
| Scott | 2,000 | 1,600 | 81 |
| Shelby | 7,600 | 6,600 | 87 |
| Stark | 2,500 | 2,200 | 89 |
| Stephenson | 15,000 | 13,100 | 87 |
| *Tazewell | 31,900 | 29,200 | 92 |
| Union | 4,900 | 3,900 | 80 |
| *Vermilion | 31,100 | 27,000 | 87 |
| Wabash | 4,100 | 3,400 | 84 |
| Warren | 6,700 | 5,900 | 88 |
| Washington | 4,300 | 3,300 | 77 |
| Wayne | 6,000 | 4,500 | 74 |
| White | 6,000 | 5,100 | 84 |
| Whiteside | 19,300 | 17,500 | 91 |
| *Will | 57,700 | 52,900 | 92 |
| Williamson | 15,600 | 13,000 | 83 |
| *Winnebago | 68,600 | 64,700 | 94 |
| Woodford | 7,400 | 6,200 | 83 |
| **Total** | **3,185,300** | **2,939,700** | **92** |
| **INDIANA** | | | |
| Adams | 7,200 | 6,400 | 89 |
| *Allen | 73,800 | 68,000 | 92 |
| Bartholomew | 14,900 | 13,200 | 89 |
| Benton | 3,500 | 3,000 | 86 |
| Blackford | 4,500 | 3,900 | 86 |
| Boone | 9,000 | 8,200 | 91 |
| Brown | 1,800 | 1,400 | 76 |
| Carroll | 5,400 | 4,600 | 86 |
| Cass | 12,100 | 9,800 | 81 |
| Clark | 18,900 | 17,200 | 91 |
| Clay | 7,900 | 6,700 | 85 |
| Clinton | 10,100 | 8,400 | 84 |
| Crawford | 2,400 | 1,900 | 77 |
| Daviess | 7,900 | 6,400 | 81 |
| Dearborn | 8,500 | 7,200 | 85 |
| Decatur | 6,000 | 5,200 | 86 |
| Dekalb | 8,900 | 8,100 | 91 |
| Delaware | 35,400 | 32,700 | 93 |
| Dubois | 7,600 | 6,600 | 87 |
| *Elkhart | 34,000 | 27,600 | 81 |
| Fayette | 7,200 | 6,400 | 89 |
| Floyd | 16,300 | 15,000 | 92 |
| Fountain | 6,200 | 5,400 | 88 |
| Franklin | 4,400 | 3,400 | 78 |
| Fulton | 5,500 | 4,300 | 78 |
| Gibson | 9,300 | 7,900 | 85 |
| Grant | 23,600 | 19,800 | 84 |
| Greene | 8,700 | 7,400 | 85 |
| Hamilton | 13,000 | 11,700 | 90 |
| Hancock | 8,700 | 7,600 | 88 |
| Harrison | 5,400 | 4,200 | 78 |
| Hendricks | 12,800 | 11,700 | 91 |
| Henry | 14,600 | 12,900 | 89 |
| Howard | 22,000 | 20,100 | 91 |
| Huntington | 10,900 | 9,800 | 90 |
| Jackson | 9,400 | 8,300 | 88 |
| Jasper | 5,400 | 4,400 | 82 |
| Jay | 7,100 | 5,400 | 76 |
| Jefferson | 6,700 | 5,800 | 87 |
| Jennings | 4,500 | 3,800 | 84 |
| Johnson | 13,900 | 12,700 | 91 |
| Knox | 13,000 | 10,900 | 84 |
| Kosciusko | 13,100 | 11,600 | 88 |
| Lagrange | 4,800 | 3,600 | 76 |
| *Lake | 151,500 | 137,400 | 91 |
| La Porte | 28,700 | 25,900 | 90 |
| Lawrence | 11,200 | 9,600 | 85 |
| Madison | 40,200 | 36,800 | 92 |
| *Marion | 224,700 | 209,200 | 93 |
| Marshall | 10,000 | 8,600 | 86 |
| Martin | 3,100 | 2,400 | 76 |
| Miami | 12,700 | 9,900 | 78 |
| Monroe | 15,000 | 13,000 | 87 |
| Montgomery | 10,600 | 9,500 | 89 |
| Morgan | 10,600 | 9,500 | 90 |
| Newton | 3,500 | 3,100 | 89 |
| Noble | 8,700 | 7,400 | 86 |
| Obio | 1,100 | 1,000 | 90 |
| Orange | 5,100 | 4,100 | 80 |
| Owen | 3,500 | 2,800 | 79 |
| Parke | 4,600 | 4,100 | 88 |
| Perry | 4,900 | 4,000 | 81 |
| Pike | 3,900 | 3,200 | 81 |
| Porter | 17,800 | 15,400 | 87 |
| Posey | 5,600 | 4,900 | 87 |
| Pulaski | 3,800 | 2,700 | 72 |
| Putnam | 7,200 | 6,100 | 85 |
| Randolpb | 9,300 | 8,400 | 90 |
| Ripley | 6,300 | 5,200 | 82 |
| Rush | 6,100 | 5,500 | 90 |
| *St. Joseph | 72,000 | 67,100 | 93 |
| Scott | 4,600 | 3,700 | 81 |
| Shelby | 11,100 | 10,100 | 91 |
| Spencer | 4,600 | 3,600 | 77 |
| Starke | 5,400 | 4,400 | 82 |
| Steuben | 5,200 | 4,700 | 89 |
| Sullivan | 7,100 | 6,100 | 86 |
| Switzerland | 2,100 | 1,800 | 87 |
| Tippecanoe | 25,500 | 20,900 | 82 |
| Tipton | 4,700 | 3,900 | 82 |
| Union | 1,900 | 1,600 | 82 |
| *Vanderburgh | 52,200 | 46,700 | 90 |
| Vermillion | 5,600 | 4,800 | 85 |
| *Vigo | 35,600 | 33,900 | 95 |
| Wabash | 10,300 | 9,100 | 89 |
| Warren | 2,600 | 2,100 | 82 |
| Warrick | 7,200 | 6,100 | 85 |
| Wasbington | 5,300 | 4,300 | 81 |
| Wayne | 22,500 | 20,100 | 89 |
| Wells | 6,600 | 5,600 | 85 |
| White | 6,400 | 5,600 | 88 |
| Whitley | 6,900 | 6,200 | 91 |
| **Total** | **1,441,400** | **1,282,700** | **89** |
| **IOWA** | | | |
| Adair | 3,500 | 3,000 | 85 |
| Adams | 2,200 | 2,000 | 89 |
| Allamakee | 4,500 | 4,000 | 89 |
| Appanoose | 5,300 | 4,400 | 83 |
| Audubon | 3,200 | 2,900 | 89 |
| *Benton | 7,500 | 7,000 | 93 |
| *Black Hawk | 37,600 | 35,200 | 94 |
| Boone | 8,400 | 7,700 | 92 |
| Bremer | 6,300 | 5,500 | 87 |
| *Buchanan | 6,000 | 5,600 | 93 |
| Buena Vista | 6,800 | 6,400 | 94 |
| Butler | 5,300 | 4,600 | 87 |
| Calhoun | 5,000 | 4,500 | 90 |
| Carroll | 6,700 | 6,000 | 89 |
| Cass | 5,900 | 5,500 | 93 |
| Cedar | 5,300 | 4,900 | 92 |
| *Cerro Gordo | 15,700 | 14,400 | 91 |
| Cherokee | 5,100 | 4,600 | 90 |
| Chickasaw | 4,400 | 3,700 | 84 |
| Clarke | 2,700 | 2,300 | 83 |
| Clay | 5,600 | 5,000 | 89 |
| Clayton | 6,600 | 5,900 | 89 |
| Clinton | 17,200 | 16,400 | 95 |
| Crawford | 5,400 | 4,900 | 90 |
| Dallas | 7,900 | 7,100 | 90 |
| Davis | 2,900 | 2,600 | 88 |
| Decatur | 3,200 | 2,500 | 77 |
| Delaware | 5,400 | 4,800 | 88 |
| Des Moines | 14,400 | 12,900 | 90 |
| Dickinson | 3,800 | 3,400 | 89 |
| Dubuque | 21,600 | 19,400 | 90 |
| Emmet | 4,500 | 3,800 | 84 |
| Fayette | 8,500 | 7,600 | 90 |
| Floyd | 6,600 | 5,900 | 89 |
| Franklin | 4,700 | 4,200 | 89 |
| Fremont | 3,000 | 2,600 | 87 |
| Greene | 4,500 | 4,400 | 97 |
| Grundy | 4,400 | 4,100 | 93 |
| Guthrie | 4,000 | 3,800 | 95 |
| Hamilton | 6,600 | 5,900 | 90 |
| Hancock | 4,100 | 3,600 | 87 |
| Hardin | 7,600 | 7,400 | 97 |
| Harrison | 5,300 | 4,800 | 90 |
| Henry | 5,400 | 5,000 | 92 |
| Howard | 3,600 | 3,200 | 90 |
| Humboldt | 4,100 | 3,100 | 74 |
| Ida | 3,200 | 2,900 | 90 |
| Iowa | 5,200 | 4,800 | 91 |
| Jackson | 6,200 | 5,300 | 85 |
| Jasper | 11,300 | 9,600 | 85 |
| Jefferson | 5,100 | 4,800 | 94 |
| Johnson | 14,600 | 12,900 | 89 |
| Jones | 6,200 | 5,500 | 89 |
| Keokuk | 5,000 | 4,500 | 90 |
| Kossuth | 7,100 | 6,100 | 86 |
| Lee | 13,600 | 12,400 | 91 |
| *Linn | 45,000 | 42,500 | 95 |
| Louisa | 3,100 | 2,900 | 93 |
| Lucas | 3,400 | 3,100 | 90 |
| Lyon | 4,100 | 3,400 | 84 |
| Madison | 3,900 | 3,600 | 92 |
| Mahaska | 7,500 | 6,700 | 89 |
| Marion | 7,700 | 6,400 | 83 |
| Marshall | 11,900 | 8,400 | 71 |
| Mills | 3,300 | 3,100 | 93 |
| Mitchell | 4,200 | 3,900 | 93 |
| Monona | 4,300 | 3,700 | 87 |
| Monroe | 2,900 | 2,500 | 86 |
| Montgomery | 4,800 | 3,900 | 81 |
| Muscatine | 10,600 | 9,800 | 92 |
| Obrien | 6,000 | 5,300 | 88 |
| Osceola | 2,800 | 2,500 | 88 |
| Page | 6,500 | 5,800 | 89 |
| Palo Alto | 4,200 | 3,700 | 89 |
| Plymouth | 7,000 | 6,500 | 93 |
| Pocahontas | 4,000 | 3,500 | 89 |
| *Polk | 87,500 | 82,000 | 94 |
| *Pottawattamie | 26,000 | 24,400 | 94 |
| Poweshiek | 5,600 | 5,300 | 95 |
| Ringgold | 2,500 | 2,200 | 87 |
| Sac | 5,200 | 4,600 | 88 |
| *Scott | 37,100 | 33,800 | 91 |
| Shelby | 4,700 | 3,400 | 72 |
| Sioux | 7,300 | 6,600 | 90 |
| Story | 13,800 | 12,500 | 90 |
| Tama | 6,700 | 6,000 | 89 |
| Taylor | 3,300 | 2,300 | 69 |
| Union | 4,500 | 3,900 | 87 |
| Van Buren | 3,300 | 3,000 | 90 |

(Continued on next page)

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| IOWA—(Continued) | | | |
| Wapello | 14,800 | 13,300 | 90 |
| Warren | 6,600 | 5,900 | 89 |
| Washington | 6,200 | 5,500 | 90 |
| Wayne | 3,200 | 2,700 | 86 |
| Webster | 14,800 | 13,900 | 94 |
| Winnebago | 3,700 | 2,700 | 74 |
| Winneshiek | 6,300 | 5,300 | 83 |
| *Woodbury | 34,200 | 31,700 | 93 |
| Worth | 3,000 | 2,700 | 90 |
| Wright | 6,000 | 5,300 | 88 |
| **Total** | **849,300** | **767,500** | **90** |
| KANSAS | | | |
| Allen | 5,300 | 4,300 | 81 |
| Anderson | 2,800 | 2,200 | 80 |
| Atchison | 6,200 | 5,400 | 87 |
| Barber | 2,800 | 2,300 | 83 |
| *Barton | 10,100 | 9,000 | 89 |
| Bourbon | 5,500 | 4,600 | 83 |
| Brown | 4,400 | 3,700 | 85 |
| Butler | 12,900 | 10,400 | 81 |
| Chase | 1,200 | 900 | 74 |
| Chautauqua | 2,000 | 1,600 | 82 |
| Cherokee | 7,200 | 5,900 | 82 |
| Cheyenne | 1,400 | 1,200 | 83 |
| Clark | 1,100 | 900 | 80 |
| Clay | 3,500 | 2,900 | 83 |
| Cloud | 4,700 | 3,500 | 75 |
| Coffey | 2,500 | 1,900 | 76 |
| Comanche | 1,000 | 800 | 80 |
| Cowley | 12,500 | 10,000 | 80 |
| *Crawford | 12,800 | 10,900 | 85 |
| Decatur | 1,900 | 1,500 | 80 |
| Dickinson | 7,100 | 6,200 | 88 |
| Doniphan | 2,900 | 2,500 | 86 |
| Douglas | 13,400 | 11,300 | 84 |
| Edwards | 1,600 | 1,300 | 79 |
| Elk | 1,600 | 1,300 | 78 |
| Ellis | 5,500 | 4,700 | 86 |
| Ellsworth | 2,200 | 1,900 | 86 |
| Finney | 4,600 | 3,900 | 85 |
| Ford | 6,600 | 5,800 | 88 |
| Franklin | 6,300 | 5,500 | 88 |
| Geary | 10,100 | 8,100 | 80 |
| Gove | 1,000 | 700 | 70 |
| Graham | 1,300 | 1,100 | 81 |
| Grant | 1,500 | 1,200 | 77 |
| Gray | 1,100 | 900 | 86 |
| Greeley | 600 | 400 | 63 |
| Greenwood | 3,400 | 2,900 | 86 |
| Hamilton | 800 | 600 | 70 |
| Harper | 2,900 | 2,600 | 89 |
| Harvey | 8,000 | 6,200 | 77 |
| Haskell | 800 | 700 | 85 |
| Hodgeman | 900 | 800 | 85 |
| Jackson | 3,300 | 3,000 | 91 |
| Jefferson | 3,600 | 2,900 | 80 |
| Jewell | 2,200 | 1,700 | 79 |
| *Johnson | 46,300 | 43,100 | 93 |
| Kearny | 1,000 | 800 | 79 |
| Kingman | 3,000 | 2,600 | 88 |
| Kiowa | 1,300 | 1,000 | 76 |
| Labette | 8,600 | 7,000 | 81 |
| Lane | 900 | 700 | 82 |
| Leavenworth | 13,200 | 10,600 | 80 |
| Lincoln | 1,700 | 1,300 | 74 |
| Linn | 2,600 | 2,000 | 76 |
| Logan | 1,100 | 700 | 65 |
| Lyon | 8,500 | 7,000 | 82 |
| McPherson | 7,700 | 6,000 | 78 |
| Marion | 4,800 | 3,900 | 82 |
| Marshall | 4,800 | 3,900 | 81 |
| Meade | 1,700 | 1,400 | 81 |
| Miami | 6,100 | 5,200 | 85 |
| Mitchell | 2,600 | 2,200 | 85 |
| Montgomery | 15,600 | 13,300 | 86 |
| Morris | 2,200 | 1,800 | 82 |
| Morton | 1,000 | 700 | 73 |
| Nemaha | 3,800 | 3,000 | 79 |
| Neosho | 6,200 | 5,600 | 90 |
| Ness | 1,600 | 1,400 | 85 |
| Norton | 2,400 | 1,800 | 74 |
| Osage | 4,300 | 3,800 | 88 |
| Osborne | 2,200 | 1,700 | 77 |
| Ottawa | 2,200 | 1,800 | 80 |
| Pawnee | 2,500 | 2,200 | 89 |
| Phillips | 3,000 | 2,500 | 85 |
| Pottawatomie | 3,700 | 3,300 | 89 |
| Pratt | 3,800 | 3,400 | 91 |
| Rawlins | 1,600 | 1,300 | 79 |
| Reno | 19,500 | 17,500 | 90 |
| Republic | 3,300 | 2,600 | 79 |
| Rice | 4,400 | 3,800 | 86 |
| Riley | 9,900 | 8,300 | 84 |
| Rooks | 3,000 | 2,600 | 88 |
| Rush | 1,800 | 1,500 | 84 |
| Russell | 3,400 | 2,900 | 86 |
| Saline | 15,700 | 13,700 | 87 |
| Scott | 1,400 | 1,100 | 78 |
| *Sedgwick | 116,700 | 106,200 | 91 |
| Seward | 4,500 | 3,500 | 77 |
| *Shawnee | 46,000 | 42,000 | 91 |
| Sheridan | 1,100 | 800 | 76 |
| Sherman | 2,100 | 1,700 | 80 |
| Smith | 2,500 | 2,100 | 84 |
| Stafford | 2,100 | 1,900 | 89 |
| Stanton | 600 | 500 | 81 |
| Stevens | 1,200 | 1,000 | 84 |
| Sumner | 8,400 | 7,300 | 87 |
| Thomas | 2,300 | 2,100 | 91 |
| Trego | 1,500 | 1,300 | 84 |
| Wabaunsee | 2,200 | 1,900 | 88 |
| Wallace | 600 | 400 | 72 |
| Washington | 3,300 | 2,800 | 84 |
| Wichita | 800 | 600 | 72 |
| Wilson | 4,300 | 3,500 | 82 |
| Woodson | 1,800 | 1,300 | 73 |
| *Wyandotte | 58,200 | 53,100 | 91 |
| **Total** | **689,700** | **597,100** | **87** |
| KENTUCKY | | | |
| Adair | 3,700 | 2,300 | 62 |
| Allen | 3,600 | 2,700 | 75 |
| Anderson | 2,400 | 2,000 | 82 |
| Ballard | 2,500 | 2,000 | 80 |
| Barren | 8,200 | 5,700 | 70 |
| Bath | 2,400 | 1,500 | 64 |
| Bell | 8,200 | 5,700 | 70 |
| Boone | 6,400 | 5,200 | 81 |
| Bourbon | 5,200 | 3,900 | 75 |
| *Boyd | 14,400 | 11,900 | 83 |
| Boyle | 5,800 | 4,800 | 83 |
| Bracken | 2,200 | 1,600 | 75 |
| Breathitt | 3,100 | 1,600 | 53 |
| Breckinridge | 4,200 | 3,000 | 72 |
| Bullitt | 4,500 | 3,600 | 80 |
| Butler | 2,200 | 1,700 | 79 |
| Caldwell | 4,000 | 3,100 | 78 |
| Calloway | 6,200 | 4,500 | 73 |
| *Campbell | 27,200 | 20,600 | 76 |
| Carlisle | 1,500 | 1,100 | 75 |
| Carroll | 2,400 | 1,900 | 79 |
| Carter | 4,900 | 3,600 | 73 |
| Casey | 3,300 | 2,100 | 65 |
| Christian | 9,200 | 7,600 | 83 |
| Clark | 6,100 | 4,700 | 77 |
| Clay | 4,100 | 2,800 | 67 |
| Clinton | 2,000 | 1,300 | 67 |
| Crittenden | 2,400 | 1,400 | 57 |
| Cumberland | 2,000 | 1,300 | 65 |
| Daviess | 20,300 | 17,600 | 87 |
| Edmonson | 2,000 | 1,300 | 63 |
| Elliott | 1,300 | 900 | 72 |
| Estill | 3,200 | 1,900 | 59 |
| *Fayette | 38,600 | 30,400 | 79 |
| Fleming | 3,000 | 2,100 | 70 |
| Floyd | 8,900 | 6,800 | 77 |
| Franklin | 8,300 | 7,100 | 86 |
| Fulton | 3,100 | 2,500 | 82 |
| Gallatin | 1,200 | 1,000 | 82 |
| Garrard | 2,500 | 1,600 | 65 |
| Grant | 2,700 | 2,300 | 86 |
| Graves | 9,500 | 7,100 | 75 |
| Grayson | 4,300 | 3,000 | 69 |
| Green | 3,300 | 2,200 | 66 |
| Greenup | 7,400 | 5,400 | 73 |
| Hancock | 1,600 | 1,100 | 69 |
| Hardin | 12,200 | 9,200 | 76 |
| Harlan | 11,700 | 8,400 | 72 |
| Harrison | 4,200 | 3,500 | 82 |
| Hart | 3,900 | 2,700 | 69 |
| *Henderson | 10,200 | 8,400 | 82 |
| Henry | 3,400 | 2,600 | 75 |
| Hickman | 2,000 | 1,500 | 73 |
| Hopkins | 11,200 | 8,500 | 76 |
| Jackson | 2,400 | 1,000 | 43 |
| *Jefferson | 185,900 | 164,300 | 88 |
| Jassamine | 4,000 | 2,700 | 68 |
| Johnson | 4,600 | 3,400 | 74 |
| *Kenton | 38,100 | 28,500 | 75 |
| Knott | 3,400 | 2,100 | 62 |
| Knox | 5,900 | 3,800 | 64 |
| Larue | 2,800 | 2,100 | 73 |
| Laurel | 6,100 | 4,200 | 69 |
| Lawrence | 3,000 | 2,000 | 65 |
| Lee | 1,700 | 1,000 | 58 |
| Leslie | 2,100 | 1,200 | 58 |
| Letcher | 6,500 | 4,100 | 63 |
| Lewis | 3,100 | 2,200 | 71 |
| Lincoln | 4,200 | 2,500 | 61 |
| Livingston | 2,100 | 1,400 | 66 |
| Logan | 5,600 | 4,400 | 79 |
| Lyon | 1,400 | 1,000 | 73 |
| *McCracken | 17,800 | 14,300 | 80 |
| McCreary | 2,600 | 1,800 | 68 |
| McLean | 2,500 | 1,700 | 69 |
| Madison | 9,300 | 6,500 | 70 |
| Magoffin | 2,400 | 1,500 | 64 |
| Marion | 3,900 | 3,000 | 77 |
| Marshall | 5,100 | 4,100 | 79 |
| Martin | 2,000 | 1,400 | 71 |
| Mason | 5,200 | 4,200 | 80 |
| Meade | 3,800 | 2,600 | 68 |
| Menifee | 800 | 500 | 63 |
| Mercer | 4,200 | 3,300 | 79 |
| Metcalfe | 2,100 | 1,300 | 61 |
| Monroe | 3,000 | 2,100 | 70 |
| Montgomery | 2,900 | 2,200 | 75 |
| Morgan | 2,600 | 1,800 | 68 |
| Muhlenberg | 7,400 | 5,800 | 78 |
| Nelson | 5,500 | 4,400 | 79 |
| Nicholas | 2,100 | 1,500 | 73 |
| Ohio | 4,900 | 3,600 | 73 |
| Oldham | 3,200 | 2,700 | 85 |
| Owen | 2,500 | 1,800 | 72 |
| Owsley | 1,100 | 600 | 59 |
| Pendleton | 3,100 | 2,500 | 80 |
| Perry | 7,400 | 4,700 | 64 |
| Pike | 15,200 | 10,900 | 72 |
| Powell | 1,500 | 800 | 51 |
| Pulaski | 9,000 | 5,900 | 66 |
| Robertson | 700 | 500 | 68 |
| Rockcastle | 2,800 | 1,800 | 65 |
| Rowan | 3,200 | 2,400 | 74 |
| Russell | 2,700 | 1,800 | 65 |
| Scott | 4,400 | 3,000 | 69 |
| Sbelby | 5,300 | 4,400 | 84 |
| Simpson | 3,400 | 2,700 | 79 |
| Spencer | 1,400 | 1,100 | 78 |
| Taylor | 4,600 | 3,300 | 72 |
| Todd | 3,200 | 2,500 | 78 |
| Trigg | 2,300 | 1,800 | 76 |
| Trimble | 1,500 | 1,100 | 76 |
| Union | 4,000 | 3,300 | 82 |
| Warren | 12,600 | 10,300 | 82 |
| Wasbington | 2,900 | 2,200 | 76 |
| Wayne | 3,400 | 2,200 | 66 |
| Webster | 4,500 | 3,400 | 75 |
| Whitley | 6,200 | 4,900 | 79 |
| Wolfe | 1,500 | 800 | 53 |
| Woodford | 3,500 | 2,400 | 70 |
| **Total** | **824,400** | **639,600** | **78** |
| LOUISIANA | | | |
| Acadia | 13,300 | 10,800 | 81 |
| Allen | 5,500 | 4,500 | 81 |
| Ascension | 7,200 | 6,100 | 84 |
| Assumption | 4,400 | 3,400 | 78 |
| Avoyelles | 10,200 | 8,500 | 83 |
| Beauregard | 5,200 | 3,700 | 71 |
| Bienville | 4,300 | 3,500 | 82 |
| *Bossier | 14,100 | 10,600 | 75 |
| *Caddo | 65,900 | 58,600 | 89 |
| *Calcasieu | 49,300 | 43,100 | 87 |
| Caldwell | 2,400 | 1,800 | 75 |
| Cameron | 1,800 | 1,500 | 84 |
| Cathahoula | 2,900 | 2,100 | 72 |
| Claiborne | 5,100 | 3,900 | 76 |
| Concordia | 5,500 | 4,000 | 73 |
| De Soto | 6,200 | 4,600 | 74 |
| *E Baton Rouge | 65,200 | 57,100 | 88 |
| East Carroll | 3,600 | 2,500 | 70 |
| E Feliciana | 3,400 | 2,500 | 74 |
| Evangeline | 8,300 | 6,200 | 75 |
| Franklin | 6,400 | 4,500 | 70 |
| Grant | 3,300 | 2,600 | 79 |
| Iberia | 14,000 | 12,100 | 86 |
| Iberville | 8,000 | 6,500 | 82 |
| Jackson | 4,000 | 3,400 | 84 |
| *Jefferson | 60,800 | 50,800 | 84 |
| Jeff Davis | 8,000 | 6,700 | 84 |
| *Lafayette | 22,400 | 19,100 | 85 |
| Lafourche | 13,700 | 11,300 | 83 |
| La Salle | 3,600 | 2,700 | 76 |
| Lincoln | 7,300 | 6,100 | 84 |
| Livingston | 7,100 | 5,400 | 76 |
| Madison | 4,300 | 3,000 | 70 |
| Morehouse | 8,600 | 7,200 | 83 |
| Natchitoches | 9,100 | 6,700 | 73 |
| *Orleans | 188,500 | 172,900 | 92 |
| *Ouachita | 29,600 | 25,400 | 86 |
| Plaquemines | 5,500 | 4,600 | 84 |
| Pointe Coupee | 5,700 | 4,500 | 79 |
| Rapides | 30,300 | 25,500 | 84 |
| Red River | 2,500 | 2,000 | 79 |
| Richland | 6,000 | 4,600 | 77 |
| Sabine | 4,800 | 3,200 | 67 |
| *St. Bernard | 8,000 | 6,600 | 82 |
| St. Charles | 5,300 | 4,600 | 87 |
| St. Helena | 2,300 | 1,700 | 75 |
| St. James | 4,200 | 3,400 | 80 |
| St. John | 4,500 | 3,700 | 82 |
| St. Landry | 19,900 | 15,800 | 80 |
| St. Martin | 6,800 | 5,500 | 81 |
| St. Mary | 13,100 | 10,600 | 81 |
| St. Tammany | 11,200 | 9,500 | 85 |
| Tangipahoa | 16,300 | 13,200 | 81 |
| Tensas | 3,100 | 2,200 | 72 |
| Terrebonne | 15,200 | 13,000 | 86 |
| *Union | 4,500 | 3,400 | 76 |
| Vermilion | 10,900 | 9,000 | 82 |
| Vernon | 5,100 | 3,600 | 71 |
| Washington | 12,000 | 9,600 | 80 |
| Webster | 10,900 | 9,200 | 84 |
| *W Baton Rouge | 3,900 | 3,500 | 90 |
| West Carroll | 3,300 | 2,500 | 76 |
| W Feliciana | 2,300 | 1,900 | 81 |
| Winn | 4,300 | 3,400 | 79 |
| **Total** | **904,400** | **765,700** | **85** |
| MAINE | | | |
| Androscoggin | 24,900 | 23,400 | 94 |
| Aroostook | 25,900 | 22,200 | 86 |
| *Cumberland | 54,100 | 51,200 | 95 |
| Franklin | 5,500 | 4,800 | 87 |
| Hancock | 10,400 | 8,800 | 85 |
| Kennebec | 25,100 | 22,500 | 90 |
| Knox | 9,000 | 7,700 | 85 |
| Lincoln | 5,600 | 4,900 | 88 |
| Oxford | 12,600 | 11,000 | 87 |
| *Penobscot | 34,600 | 30,800 | 89 |
| Piscataquis | 5,300 | 4,700 | 89 |
| Sagadahoc | 6,200 | 5,500 | 88 |
| Somerset | 11,800 | 10,100 | 85 |
| Waldo | 6,900 | 5,900 | 86 |
| Washington | 9,900 | 8,400 | 85 |
| York | 29,600 | 26,400 | 89 |
| **Total** | **277,400** | **248,300** | **90** |

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| **MARYLAND** | | | |
| Allegany | 24,100 | 20,500 | 85 |
| *Anne Arundel | 57,200 | 52,200 | 91 |
| *Baltimore | 412,000 | 380,500 | 92 |
| Calvert | 3,800 | 3,400 | 90 |
| Caroline | 5,800 | 5,100 | 88 |
| Carroll | 13,600 | 12,400 | 91 |
| Cecil | 12,700 | 11,600 | 91 |
| Charles | 7,600 | 6,800 | 90 |
| Dorchester | 8,500 | 7,300 | 86 |
| Frederick | 19,400 | 16,800 | 87 |
| Garrett | 5,000 | 3,900 | 79 |
| Harford | 20,600 | 18,600 | 90 |
| Howard | 9,400 | 8,500 | 90 |
| Kent | 4,400 | 4,100 | 93 |
| *Montgomery | 103,300 | 93,900 | 91 |
| *Prince Georges | 98,200 | 89,900 | 92 |
| Queen Annes | 4,800 | 4,100 | 85 |
| St. Marys | 8,400 | 7,100 | 84 |
| Somerset | 5,600 | 4,400 | 78 |
| Talbot | 6,500 | 5,700 | 88 |
| Washington | 26,100 | 21,800 | 84 |
| Wicomico | 14,900 | 13,400 | 90 |
| Worchester | 6,800 | 5,500 | 81 |
| **Total** | **878,700** | **797,590** | **91** |
| **MASSACHUSETTS** | | | |
| Barnstable | 23,600 | 22,700 | 96 |
| Berkshire | 43,000 | 40,700 | 95 |
| Bristol | 121,900 | 117,200 | 96 |
| Dukes | 1,800 | 1,600 | 88 |
| Essex | 176,100 | 156,000 | 89 |
| Franklin | 17,600 | 15,600 | 89 |
| *Hampden | 130,900 | 126,700 | 97 |
| *Hampshire | 28,400 | 26,400 | 93 |
| *Middlesex | 357,400 | 348,300 | 97 |
| Nantucket | 1,000 | 800 | 83 |
| *Norfolk | 150,500 | 150,200 | 100 |
| Plymouth | 79,400 | 78,300 | 99 |
| *Suffolk | 223,100 | 212,600 | 95 |
| Worcester | 171,400 | 159,000 | 93 |
| **Total** | **1,526,100** | **1,456,100** | **95** |
| **MICHIGAN** | | | |
| Alcona | 1,000 | 700 | 74 |
| Alger | 2,700 | 2,400 | 88 |
| *Allegan | 17,300 | 15,200 | 88 |
| Alpena | 8,200 | 6,800 | 83 |
| Antrim | 2,900 | 2,500 | 87 |
| Arenac | 2,800 | 2,400 | 87 |
| Baraga | 2,100 | 1,800 | 83 |
| *Barry | 10,100 | 8,800 | 87 |
| *Bay | 31,200 | 29,000 | 93 |
| Benzie | 2,200 | 1,900 | 88 |
| Berrien | 47,300 | 42,700 | 90 |
| Branch | 10,400 | 9,100 | 88 |
| Calhoun | 40,500 | 37,500 | 92 |
| Cass | 12,000 | 10,200 | 85 |
| Charlevoix | 3,800 | 3,400 | 90 |
| Cheboygan | 4,100 | 3,500 | 90 |
| Chippewa | 9,500 | 8,300 | 88 |
| Clare | 3,500 | 3,200 | 90 |
| Clinton | 10,900 | 9,900 | 91 |
| Crawford | 1,300 | 1,100 | 83 |
| Delta | 10,100 | 9,100 | 90 |
| Dickinson | 7,500 | 6,800 | 90 |
| Eaton | 15,500 | 14,500 | 93 |
| Emmet | 4,500 | 3,800 | 84 |
| *Genesee | 114,300 | 107,800 | 94 |
| Gladwin | 3,000 | 2,600 | 88 |
| Gogebic | 7,400 | 6,800 | 92 |
| *Grand Traverse | 9,200 | 8,300 | 90 |
| Gratiot | 11,000 | 9,500 | 86 |
| Hillsdale | 10,900 | 9,700 | 89 |
| Houghton | 10,800 | 9,700 | 90 |
| Huron | 9,300 | 7,800 | 84 |
| *Ingham | 63,200 | 58,600 | 93 |
| Ionia | 12,400 | 11,200 | 90 |
| Iosco | 5,100 | 4,600 | 90 |
| Iron | 5,300 | 4,700 | 89 |
| Isabella | 9,700 | 8,200 | 84 |
| *Jackson | 39,300 | 36,100 | 92 |
| *Kalamazoo | 52,300 | 49,400 | 94 |
| Kalkaska | 1,200 | 1,000 | 82 |
| *Kent | 113,400 | 106,200 | 94 |
| Keweenaw | 600 | 500 | 81 |
| Lake | 1,600 | 1,400 | 87 |
| Lapeer | 10,900 | 9,500 | 87 |
| Leelanau | 2,500 | 2,000 | 80 |
| Lenawee | 23,400 | 20,900 | 89 |
| Livingston | 11,700 | 10,700 | 92 |
| Luce | 1,600 | 1,300 | 83 |
| Mackinac | 3,100 | 2,400 | 78 |
| *Macomb | 120,900 | 116,800 | 97 |
| Manistee | 5,800 | 5,200 | 90 |
| Marquette | 16,400 | 14,800 | 90 |
| Mason | 6,900 | 5,600 | 82 |
| Mecosta | 6,600 | 5,600 | 85 |
| Menominee | 7,000 | 6,300 | 91 |
| Midland | 15,000 | 13,800 | 92 |
| Missaukee | 1,800 | 1,400 | 76 |
| Monroe | 29,500 | 26,600 | 90 |
| Montcalm | 11,400 | 9,900 | 87 |
| Montmorency | 1,200 | 900 | 77 |
| Muskegon | 45,500 | 41,300 | 91 |
| Newaygo | 7,100 | 5,900 | 83 |
| *Oakland | 210,200 | 204,300 | 97 |
| Oceana | 4,700 | 3,900 | 84 |
| Ogemaw | 2,600 | 2,400 | 90 |
| Ontonagon | 3,100 | 2,400 | 77 |
| Osceola | 3,700 | 3,200 | 87 |
| Oscoda | 900 | 700 | 82 |
| Otsego | 2,000 | 1,700 | 83 |
| Ottawa | 30,100 | 28,200 | 94 |
| Presque Isle | 3,100 | 2,200 | 72 |
| Roscommon | 2,300 | 1,900 | 84 |
| *Saginaw | 56,200 | 52,300 | 93 |
| St. Clair | 32,400 | 29,300 | 90 |
| St. Joseph | 14,000 | 12,600 | 90 |
| Sanilac | 9,500 | 8,500 | 90 |
| Schoolcraft | 2,500 | 2,200 | 88 |
| Shiawassee | 16,400 | 14,400 | 88 |
| Tuscola | 12,400 | 10,800 | 87 |
| Van Buren | 16,000 | 14,500 | 90 |
| Washtenaw | 48,800 | 45,300 | 93 |
| *Wayne | 774,900 | 742,500 | 96 |
| *Wexford | 5,400 | 4,900 | 90 |
| **Total** | **2,320,900** | **2,167,800** | **93** |
| **MINNESOTA** | | | |
| Aitkin | 3,500 | 2,800 | 81 |
| *Anoka | 22,100 | 20,700 | 94 |
| Becker | 6,600 | 5,600 | 84 |
| Beltrami | 6,500 | 4,000 | 61 |
| Benton | 4,500 | 3,400 | 77 |
| Big Stone | 2,300 | 2,100 | 89 |
| Blue Earth | 13,000 | 11,700 | 90 |
| Brown | 7,900 | 5,900 | 74 |
| Carlton | 7,400 | 6,700 | 90 |
| Carver | 5,900 | 5,300 | 90 |
| Cass | 4,500 | 2,700 | 61 |
| Chippewa | 4,600 | 4,000 | 87 |
| Chisago | 4,000 | 3,700 | 93 |
| *Clay | 10,500 | 9,400 | 89 |
| Clearwater | 2,400 | 1,600 | 65 |
| Cook | 1,100 | 900 | 83 |
| Cottonwood | 4,700 | 3,600 | 77 |
| Crow Wing | 9,700 | 7,400 | 76 |
| *Dakota | 22,100 | 20,300 | 92 |
| Dodge | 3,700 | 3,300 | 90 |
| Douglas | 6,200 | 5,100 | 82 |
| Faribault | 6,800 | 5,900 | 86 |
| Fillmore | 6,900 | 6,000 | 86 |
| Freeborn | 11,100 | 10,000 | 90 |
| Goodhue | 9,700 | 8,600 | 89 |
| Grant | 2,500 | 2,000 | 80 |
| *Hennepin | 259,700 | 247,700 | 95 |
| Houston | 4,800 | 4,200 | 87 |
| Hubbard | 2,800 | 1,900 | 66 |
| Isanti | 3,400 | 3,000 | 89 |
| Itasca | 11,200 | 9,500 | 85 |
| Jackson | 4,400 | 3,500 | 79 |
| Kanabec | 2,600 | 2,100 | 80 |
| Kandiyohi | 7,900 | 6,800 | 86 |
| Kittson | 2,300 | 1,700 | 75 |
| Koochiching | 5,200 | 3,700 | 71 |
| Lac Qui Parle | 3,600 | 3,000 | 83 |
| Lake | 4,800 | 4,400 | 93 |
| Lake of Woods | 1,200 | 700 | 62 |
| Le Sueur | 5,800 | 5,000 | 87 |
| Lincoln | 2,800 | 2,200 | 77 |
| Lyon | 6,500 | 5,400 | 83 |
| McLeod | 7,000 | 6,400 | 92 |
| Mahnoman | 1,400 | 1,100 | 78 |
| Marshall | 3,700 | 3,200 | 85 |
| Martin | 7,800 | 7,000 | 90 |
| Meeker | 5,200 | 4,600 | 88 |
| Mille Lacs | 4,100 | 3,500 | 84 |
| Morrison | 6,900 | 5,800 | 84 |
| *Mower | 13,900 | 13,300 | 96 |
| Murray | 3,900 | 3,500 | 90 |
| Nicollet | 5,500 | 4,700 | 86 |
| Nobles | 6,500 | 5,700 | 88 |
| Norman | 2,900 | 2,500 | 87 |
| *Olmsted | 18,800 | 16,900 | 90 |
| Otter Tail | 13,200 | 9,690 | 73 |
| Pennington | 3,300 | 2,700 | 83 |
| Pine | 4,800 | 3,900 | 81 |
| Pipestone | 3,700 | 3,300 | 90 |
| Polk | 10,100 | 9,100 | 90 |
| Pope | 3,300 | 2,900 | 87 |
| *Ramsey | 131,100 | 124,200 | 95 |
| Red Lake | 1,400 | 1,100 | 79 |
| Redwood | 6,000 | 4,600 | 76 |
| Renville | 6,500 | 4,800 | 74 |
| Rice | 9,400 | 8,800 | 94 |
| Rock | 3,500 | 3,100 | 89 |
| Roseau | 3,200 | 2,100 | 65 |
| *St. Louis | 72,400 | 68,000 | 94 |
| Scott | 5,900 | 5,200 | 88 |
| Sherburne | 3,400 | 3,000 | 87 |
| Sibley | 4,400 | 3,700 | 85 |
| Stearns | 19,300 | 17,300 | 90 |
| Steele | 7,300 | 6,500 | 89 |
| Stevens | 2,900 | 2,300 | 79 |
| Swift | 4,100 | 3,600 | 87 |
| Todd | 6,200 | 4,400 | 72 |
| Traverse | 2,100 | 1,700 | 83 |
| Wabasha | 4,800 | 4,300 | 90 |
| Wadena | 3,200 | 2,100 | 66 |
| Waseca | 4,700 | 3,900 | 83 |
| *Washington | 15,100 | 13,600 | 90 |
| Watonwan | 4,200 | 3,500 | 83 |
| Wilkin | 2,800 | 2,300 | 83 |
| Winona | 11,700 | 10,100 | 86 |
| Wright | 8,300 | 7,300 | 88 |
| Yellow Medicine | 4,400 | 3,700 | 85 |
| **Total** | **993,500** | **892,400** | **90** |
| **MISSISSIPPI** | | | |
| Adams | 9,900 | 8,000 | 81 |
| Alcorn | 7,100 | 5,700 | 80 |
| Amite | 3,700 | 3,200 | 86 |
| Attala | 5,100 | 4,300 | 84 |
| Benton | 1,800 | 1,400 | 79 |
| Bolivar | 14,300 | 10,100 | 71 |
| Calhoun | 4,000 | 3,100 | 79 |
| Carroll | 2,700 | 2,000 | 73 |
| Chickasaw | 4,200 | 3,200 | 76 |
| Choctaw | 2,100 | 1,500 | 73 |
| Claiborne | 2,600 | 2,100 | 79 |
| Clarke | 4,100 | 3,400 | 83 |
| Clay | 4,700 | 3,600 | 77 |
| Coahoma | 12,700 | 10,500 | 83 |
| Copiah | 7,100 | 6,100 | 86 |
| Covington | 3,200 | 2,700 | 83 |
| De Soto | 5,800 | 4,800 | 84 |
| Forrest | 15,300 | 13,600 | 89 |
| Franklin | 2,400 | 1,900 | 80 |
| George | 2,600 | 2,200 | 85 |
| Greene | 2,000 | 1,500 | 77 |
| Grenada | 4,700 | 3,800 | 81 |
| Hancock | 3,800 | 3,200 | 83 |
| Harrison | 34,400 | 30,000 | 87 |
| *Hinds | 53,000 | 47,500 | 90 |
| Holmes | 6,500 | 5,100 | 78 |
| Humphreys | 4,600 | 3,800 | 82 |
| Issaquena | 900 | 800 | 85 |
| Itawamba | 3,800 | 3,000 | 80 |
| Jackson | 15,700 | 14,000 | 89 |
| Jasper | 3,900 | 3,300 | 85 |
| Jefferson | 2,500 | 1,900 | 77 |
| Jeff Davis | 3,200 | 2,700 | 83 |
| Jones | 16,000 | 13,500 | 85 |
| Kemper | 2,700 | 2,200 | 81 |
| Lafayette | 5,200 | 4,300 | 82 |
| Lamar | 3,500 | 2,900 | 84 |
| *Lauderdale | 19,700 | 17,200 | 88 |
| Lawrence | 2,400 | 1,900 | 80 |
| Leake | 4,600 | 3,700 | 80 |
| Lee | 11,500 | 9,700 | 85 |
| Leflore | 12,500 | 10,100 | 81 |
| Lincoln | 7,000 | 6,100 | 87 |
| Lowndes | 12,300 | 10,300 | 84 |
| Madison | 7,900 | 6,900 | 87 |
| Marion | 6,000 | 5,200 | 87 |
| Marshall | 5,600 | 4,800 | 85 |
| Monroe | 9,100 | 7,400 | 82 |
| Montgomery | 3,400 | 2,500 | 74 |
| Neshoba | 5,300 | 4,400 | 84 |
| Newton | 4,900 | 4,100 | 84 |
| Noxubee | 3,800 | 3,200 | 84 |
| Okitibbeha | 6,500 | 5,000 | 78 |
| Panola | 7,200 | 5,800 | 81 |
| Pearl River | 6,100 | 5,200 | 86 |
| Perry | 2,300 | 2,000 | 85 |
| Pike | 9,400 | 7,800 | 83 |
| Pontotoc | 4,500 | 3,700 | 83 |
| Prentiss | 4,700 | 3,800 | 81 |
| Quitman | 5,200 | 4,100 | 79 |
| Rankin | 7,300 | 6,200 | 85 |
| Scott | 5,200 | 4,300 | 83 |
| Sharkey | 2,500 | 2,000 | 81 |
| Simpson | 5,100 | 4,400 | 86 |
| Smith | 3,400 | 2,900 | 86 |
| Stone | 1,800 | 1,400 | 75 |
| Sunflower | 11,000 | 8,900 | 81 |
| Tallahatchie | 6,000 | 4,800 | 81 |
| Tate | 4,500 | 4,000 | 89 |
| Tippah | 3,600 | 2,800 | 79 |
| Tishomingo | 3,600 | 2,600 | 73 |
| Tunica | 4,300 | 3,600 | 85 |
| Union | 5,300 | 4,400 | 83 |
| Walthall | 3,200 | 2,600 | 82 |
| Warren | 13,300 | 11,200 | 84 |
| Washington | 22,400 | 17,300 | 77 |
| Wayne | 3,800 | 3,200 | 84 |
| Webster | 2,600 | 2,000 | 76 |
| Wilkinson | 3,000 | 2,500 | 85 |
| Winston | 4,800 | 4,200 | 88 |
| Yalobusha | 3,200 | 2,300 | 71 |
| Yazoo | 7,900 | 6,600 | 84 |
| **Total** | **571,500** | **476,000** | **83** |
| **MISSOURI** | | | |
| Adair | 6,800 | 5,300 | 77 |
| Andrew | 3,600 | 3,100 | 87 |
| Atchison | 2,700 | 2,300 | 86 |
| Audrain | 8,600 | 7,700 | 89 |
| Barry | 5,600 | 4,000 | 72 |
| Barton | 3,600 | 2,700 | 76 |
| Bates | 5,600 | 4,800 | 86 |
| Benton | 2,700 | 2,200 | 83 |
| Bollinger | 2,500 | 1,900 | 75 |
| *Boone | 13,700 | 11,500 | 84 |
| *Buchanan | 28,400 | 24,900 | 88 |
| Butler | 9,800 | 7,400 | 76 |
| Caldwell | 3,200 | 2,800 | 86 |
| Callaway | 6,800 | 5,800 | 85 |
| Camden | 2,500 | 1,700 | 67 |
| *Cape Girardeau | 12,800 | 11,200 | 88 |
| Carroll | 4,400 | 3,700 | 83 |
| Carter | 1,200 | 800 | 70 |
| Cass | 10,400 | 8,900 | 85 |
| Cedar | 3,000 | 2,200 | 74 |
| Chariton | 4,100 | 3,200 | 79 |
| Christian | 3,800 | 3,100 | 82 |
| Clark | 2,700 | 2,200 | 81 |
| *Clay | 30,400 | 28,100 | 92 |
| Clinton | 3,800 | 3,400 | 90 |

(Continued on next page)

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| MISSOURI—(Continued) | | | |
| *Cole | 11,100 | 10,100 | 91 |
| Cooper | 4,800 | 4,100 | 84 |
| Crawford | 3,700 | 2,700 | 72 |
| Dade | 2,300 | 1,700 | 74 |
| Dallas | 2,800 | 2,100 | 75 |
| Daviess | 3,100 | 2,100 | 69 |
| De Kalb | 2,300 | 2,000 | 87 |
| Dent | 3,100 | 2,000 | 63 |
| Douglas | 2,700 | 1,900 | 70 |
| Dunklin | 10,900 | 8,500 | 78 |
| Franklin | 13,900 | 10,700 | 77 |
| Gasconade | 3,800 | 3,100 | 83 |
| Gentry | 2,700 | 2,300 | 86 |
| *Greene | 42,500 | 38,400 | 90 |
| Grundy | 4,100 | 3,500 | 85 |
| Harrison | 3,700 | 2,900 | 79 |
| Henry | 6,700 | 5,500 | 81 |
| Hickory | 1,600 | 1,100 | 67 |
| Holt | 2,400 | 2,100 | 89 |
| Howard | 3,300 | 2,700 | 82 |
| Howell | 6,600 | 4,100 | 62 |
| Iron | 2,000 | 1,400 | 71 |
| *Jackson | 213,900 | 197,100 | 92 |
| *Jasper | 27,200 | 23,300 | 86 |
| Jefferson | 21,000 | 18,600 | 89 |
| Johnson | 8,800 | 7,000 | 79 |
| Knox | 2,360 | 1,800 | 78 |
| Laclede | 5,400 | 4,500 | 83 |
| Lafayette | 8,000 | 7,000 | 87 |
| Lawrence | 7,600 | 6,100 | 81 |
| Lewis | 3,600 | 3,200 | 88 |
| Lincoln | 5,200 | 4,300 | 83 |
| Linn | 5,800 | 4,900 | 84 |
| Livingston | 5,000 | 4,000 | 81 |
| McDonald | 3,400 | 2,500 | 73 |
| Macon | 5,600 | 4,700 | 83 |
| Madison | 2,700 | 1,800 | 67 |
| Maries | 2,200 | 1,700 | 75 |
| *Marion | 9,800 | 8,700 | 88 |
| Mercer | 1,900 | 1,300 | 70 |
| Miller | 4,300 | 3,300 | 78 |
| Mississippi | 5,400 | 4,400 | 81 |
| Moniteau | 3,400 | 3,000 | 89 |
| Monroe | 3,500 | 3,000 | 86 |
| Montgomery | 3,700 | 3,000 | 81 |
| Morgan | 3,000 | 2,500 | 82 |
| New Madrid | 7,800 | 5,700 | 74 |
| Newton | 9,300 | 7,400 | 80 |
| Nodaway | 6,800 | 5,800 | 85 |
| Oregon | 2,700 | 1,500 | 56 |
| Osage | 2,900 | 2,400 | 83 |
| Ozark | 1,700 | 1,100 | 67 |
| Pemiscot | 10,100 | 7,500 | 74 |
| Perry | 4,000 | 3,300 | 82 |
| Pettis | 12,200 | 10,600 | 87 |
| Phelps | 7,300 | 6,300 | 86 |
| Pike | 5,800 | 4,700 | 82 |
| Platte | 7,300 | 6,500 | 90 |
| Polk | 4,300 | 3,400 | 79 |
| Pulaski | 14,300 | 11,100 | 77 |
| Putnam | 2,300 | 1,700 | 75 |
| Ralls | 2,300 | 1,700 | 75 |
| Randolph | 7,600 | 6,300 | 82 |
| Ray | 5,700 | 4,800 | 84 |
| Reynolds | 1,400 | 1,000 | 69 |
| Ripley | 2,700 | 1,800 | 66 |
| St. Charles | 16,100 | 14,300 | 89 |
| St. Clair | 2,700 | 2,000 | 73 |
| St. Francois | 10,900 | 9,500 | 87 |
| *St. Louis | 454,000 | 417,200 | 92 |
| Ste. Genevieve | 3,200 | 2,800 | 87 |
| Saline | 7,700 | 6,400 | 83 |
| Schuyler | 1,800 | 1,500 | 81 |
| Scotland | 2,200 | 1,900 | 85 |
| Scott | 9,300 | 7,800 | 84 |
| Shannon | 1,900 | 900 | 47 |
| Shelby | 3,200 | 2,700 | 84 |
| Stoddard | 8,000 | 6,200 | 78 |
| Stone | 2,300 | 1,700 | 74 |
| Sullivan | 2,800 | 2,100 | 76 |
| Taney | 3,000 | 2,100 | 72 |
| Texas | 5,300 | 3,700 | 69 |
| Vernon | 6,200 | 4,900 | 79 |
| Warren | 2,800 | 2,300 | 80 |
| Washington | 3,900 | 2,900 | 75 |
| Wayne | 2,200 | 2,000 | 92 |
| Webster | 4,100 | 3,100 | 75 |
| Worth | 1,300 | 1,100 | 83 |
| Wright | 4,400 | 3,000 | 68 |
| **Total** | **1,363,300** | **1,188,300** | **87** |
| MONTANA | | | |
| Beaverhead | 2,900 | 2,200 | 75 |
| Big Horn | 2,700 | 1,900 | 70 |
| Blaine | 2,500 | 1,700 | 67 |
| Broadwater | 900 | 700 | 75 |
| Carbon | 2,500 | 1,900 | 76 |
| Carter | 800 | 400 | 46 |
| *Cascade | 23,100 | 20,300 | 88 |
| Chouteau | 2,300 | 1,900 | 82 |
| Custer | 4,300 | 3,200 | 73 |
| Daniels | 900 | 700 | 77 |
| Dawson | 3,600 | 3,200 | 88 |
| Deer Lodge | 5,100 | 4,600 | 90 |
| Fallon | 1,200 | 900 | 73 |
| Fergus | 4,600 | 3,400 | 74 |
| Flathead | 10,600 | 9,000 | 85 |
| Gallatin | 8,400 | 6,500 | 77 |
| Garfield | 600 | 400 | 72 |
| Glacier | 3,300 | 2,600 | 79 |
| Golden Valley | 300 | 200 | 72 |
| Granite | 1,000 | 800 | 76 |
| Hill | 5,700 | 4,600 | 80 |
| Jefferson | 1,000 | 800 | 77 |
| Judith Basin | 800 | 600 | 79 |
| Lake | 3,700 | 2,500 | 68 |
| Lewis & Clark | 9,700 | 8,100 | 83 |
| Liberty | 500 | 400 | 78 |
| Lincoln | 3,900 | 3,100 | 80 |
| McCone | 1,000 | 600 | 61 |
| Madison | 1,600 | 1,300 | 80 |
| Meagher | 1,000 | 600 | 65 |
| Mineral | 1,000 | 700 | 74 |
| Missoula | 14,900 | 11,700 | 79 |
| Musselshell | 1,500 | 1,300 | 86 |
| Park | 3,500 | 2,800 | 81 |
| Petroleum | 300 | 200 | 77 |
| Phillips | 1,900 | 1,300 | 71 |
| Pondera | 2,100 | 1,700 | 79 |
| Powder River | 800 | 400 | 52 |
| Powell | 2,000 | 1,700 | 85 |
| Prairie | 600 | 300 | 43 |
| Ravalli | 3,900 | 3,200 | 82 |
| Richland | 2,800 | 2,300 | 82 |
| Roosevelt | 3,200 | 2,800 | 88 |
| Rosebud | 1,800 | 1,200 | 69 |
| Sanders | 2,100 | 1,600 | 74 |
| Sheridan | 1,700 | 1,300 | 79 |
| *Silver Bow | 16,700 | 14,300 | 86 |
| Stillwater | 1,700 | 1,300 | 75 |
| Sweet Grass | 900 | 600 | 62 |
| Teton | 2,200 | 1,800 | 84 |
| Toole | 2,500 | 2,000 | 82 |
| Treasure | 300 | 200 | 75 |
| Valley | 5,100 | 3,900 | 76 |
| Wheatland | 900 | 700 | 76 |
| Wibaux | 400 | 300 | 70 |
| *Yellowstone | 26,200 | 23,300 | 89 |
| **Total** | **211,500** | **172,000** | **81** |
| NEBRASKA | | | |
| *Adams | 8,500 | 7,500 | 88 |
| Antelope | 3,200 | 2,500 | 77 |
| Arthur | 200 | 100 | 72 |
| Banner | 400 | 300 | 82 |
| Blaine | 200 | 200 | 85 |
| Boone | 2,600 | 2,200 | 84 |
| Box Butte | 3,400 | 2,800 | 82 |
| Boyd | 1,300 | 1,000 | 77 |
| Brown | 1,300 | 1,000 | 74 |
| *Buffalo | 8,300 | 7,000 | 84 |
| Burt | 3,100 | 2,800 | 91 |
| Butler | 3,100 | 2,700 | 87 |
| Cass | 5,700 | 5,100 | 90 |
| Cedar | 3,600 | 3,100 | 87 |
| Chase | 1,200 | 1,000 | 85 |
| Cherry | 2,400 | 1,800 | 77 |
| Cheyenne | 4,500 | 3,900 | 87 |
| Clay | 2,900 | 2,600 | 89 |
| Colfax | 3,000 | 2,700 | 91 |
| Cuming | 3,500 | 2,800 | 81 |
| Custer | 5,000 | 4,000 | 80 |
| Dakota | 3,500 | 3,100 | 90 |
| Dawes | 2,900 | 2,200 | 75 |
| Dawson | 6,000 | 5,300 | 89 |
| Deuel | 900 | 800 | 88 |
| Dixon | 2,400 | 2,100 | 87 |
| Dodge | 10,800 | 9,800 | 91 |
| *Douglas | 107,400 | 103,100 | 96 |
| Dundy | 1,000 | 800 | 83 |
| Fillmore | 3,300 | 2,800 | 86 |
| Franklin | 1,700 | 1,400 | 82 |
| Frontier | 1,100 | 1,000 | 91 |
| Furnas | 2,500 | 2,000 | 78 |
| Gage | 8,000 | 6,800 | 85 |
| Garden | 1,100 | 900 | 84 |
| Garfield | 800 | 600 | 81 |
| Gosper | 700 | 600 | 87 |
| Grant | 200 | 200 | 76 |
| Greeley | 1,300 | 1,100 | 82 |
| *Hall | 11,400 | 10,200 | 89 |
| Hamilton | 2,900 | 2,700 | 92 |
| Harlan | 1,500 | 1,300 | 84 |
| Hayes | 400 | 300 | 77 |
| Hitchcock | 1,400 | 1,200 | 83 |
| Holt | 3,800 | 2,900 | 76 |
| Hooker | 300 | 200 | 71 |
| Howard | 2,200 | 1,700 | 79 |
| Jefferson | 3,700 | 3,200 | 86 |
| Johnson | 1,900 | 1,500 | 79 |
| Kearney | 2,100 | 1,900 | 90 |
| Keith | 2,600 | 2,300 | 89 |
| Keya Paha | 300 | 200 | 79 |
| Kimball | 2,300 | 2,000 | 86 |
| Knox | 3,900 | 3,100 | 80 |
| *Lancaster | 50,000 | 45,600 | 91 |
| Lincoln | 8,600 | 7,000 | 81 |
| Logan | 400 | 300 | 77 |
| Loup | 400 | 200 | 60 |
| McPherson | 100 | 100 | 78 |
| Madison | 7,700 | 6,400 | 84 |
| Merrick | 2,700 | 2,300 | 85 |
| Morrill | 2,000 | 1,500 | 75 |
| Nance | 1,600 | 1,300 | 81 |
| Nemaha | 2,700 | 2,400 | 87 |
| Nuckolls | 2,300 | 2,000 | 87 |
| Otoe | 5,300 | 4,900 | 92 |
| Pawnee | 1,800 | 1,400 | 75 |
| Perkins | 1,100 | 900 | 81 |
| Phelps | 3,200 | 2,800 | 88 |
| Pierce | 2,600 | 2,200 | 84 |
| Platte | 7,200 | 6,200 | 86 |
| Polk | 2,300 | 2,100 | 90 |
| Redwillow | 4,000 | 3,400 | 85 |
| Richardson | 4,400 | 3,600 | 81 |
| Rock | 700 | 500 | 71 |
| Saline | 4,200 | 3,800 | 90 |
| *Sarpy | 7,600 | 6,800 | 89 |
| Saunders | 5,600 | 4,700 | 84 |
| Scotts Bluff | 10,100 | 8,900 | 88 |
| Seward | 4,300 | 3,400 | 78 |
| Sheridan | 2,700 | 2,300 | 85 |
| Sherman | 1,400 | 1,100 | 82 |
| Sioux | 700 | 500 | 68 |
| Stanton | 1,700 | 1,300 | 77 |
| Thayer | 2,800 | 2,200 | 78 |
| Thomas | 400 | 300 | 77 |
| Thurston | 2,000 | 1,700 | 85 |
| Valley | 1,900 | 1,600 | 83 |
| Washington | 3,800 | 3,400 | 89 |
| Wayne | 2,800 | 2,600 | 92 |
| Webster | 2,000 | 1,600 | 81 |
| Wheeler | 300 | 200 | 79 |
| York | 4,300 | 3,700 | 85 |
| **Total** | **433,400** | **383,600** | **89** |
| NEVADA | | | |
| Churchill | 2,500 | 2,200 | 90 |
| *Clark | 42,300 | 37,000 | 87 |
| Douglas | 800 | 700 | 90 |
| Elko | 3,600 | 2,600 | 73 |
| Esmeralda | 200 | ..... | .... |
| Eureka | 200 | 200 | 81 |
| Humboldt | 1,700 | 1,400 | 83 |
| Lander | 400 | 300 | 79 |
| Lincoln | 600 | 400 | 72 |
| Lyon | 1,900 | 1,800 | 93 |
| Mineral | 1,900 | 1,600 | 83 |
| Nye | 1,600 | 1,100 | 67 |
| Ormsby | 2,400 | 2,200 | 90 |
| Pershing | 900 | 700 | 80 |
| Storey | 200 | 100 | 65 |
| Washoe | 29,100 | 26,200 | 90 |
| White Pine | 2,900 | 2,500 | 86 |
| **Total** | **93,200** | **81,000** | **87** |
| NEW HAMPSHIRE | | | |
| Belknap | 8,700 | 8,300 | 95 |
| Carroll | 4,800 | 4,300 | 90 |
| Cheshire | 13,100 | 10,900 | 83 |
| Coos | 10,500 | 9,900 | 94 |
| Grafton | 13,800 | 11,000 | 79 |
| Hillsborough | 54,100 | 51,100 | 94 |
| Merrimack | 19,500 | 17,500 | 90 |
| Rockingham | 31,200 | 27,300 | 87 |
| Strafford | 17,200 | 15,000 | 87 |
| Sullivan | 8,500 | 7,200 | 84 |
| **Total** | **181,400** | **162,500** | **90** |
| NEW JERSEY | | | |
| Atlantic | 48,400 | 44,600 | 92 |
| *Bergen | 244,800 | 239,000 | 98 |
| *Burlington | 60,400 | 58,500 | 97 |
| *Camden | 118,500 | 116,600 | 98 |
| Cape May | 16,200 | 13,900 | 86 |
| Cumberland | 32,000 | 28,700 | 90 |
| *Essex | 277,200 | 271,100 | 98 |
| *Gloucester | 41,500 | 40,800 | 98 |
| *Hudson | 176,000 | 171,100 | 97 |
| Hunterdon | 16,800 | 15,200 | 90 |
| Mercer | 72,900 | 71,700 | 98 |
| *Middlesex | 131,400 | 128,000 | 97 |
| *Monmouth | 103,800 | 96,200 | 93 |
| *Morris | 76,000 | 74,600 | 98 |
| Ocean | 37,700 | 36,900 | 98 |
| *Passaic | 130,200 | 127,800 | 98 |
| Salem | 18,000 | 17,400 | 97 |
| Somerset | 41,300 | 40,200 | 97 |
| Sussex | 15,400 | 14,600 | 95 |
| *Union | 150,000 | 146,300 | 98 |
| Warren | 19,700 | 18,700 | 95 |
| **Total** | **1,828,200** | **1,771,900** | **97** |
| NEW MEXICO | | | |
| *Bernalillo | 75,500 | 65,600 | 87 |
| Catron | 600 | 200 | 37 |
| Chaves | 16,500 | 14,200 | 86 |
| Colfax | 3,500 | 2,400 | 68 |
| Curry | 9,200 | 7,900 | 85 |
| De Baca | 1,000 | 800 | 78 |
| Donna Ana | 15,900 | 13,000 | 82 |
| Eddy | 14,400 | 12,300 | 86 |
| Grant | 4,600 | 3,200 | 70 |
| Guadalupe | 1,200 | 900 | 76 |
| Harding | 300 | 200 | 63 |
| Hidalgo | 1,200 | 900 | 75 |
| Lea | 16,100 | 13,800 | 86 |
| Lincoln | 1,900 | 1,600 | 84 |
| Los Alamos | 3,400 | 2,700 | 78 |
| Luna | 2,700 | 2,200 | 80 |
| McKinley | 8,200 | 6,100 | 74 |
| Mora | 1,400 | 1,000 | 69 |
| Otero | 9,700 | 8,200 | 85 |
| Quay | 3,500 | 2,700 | 76 |
| Rio Arriba | 5,300 | 4,000 | 75 |
| Roosevelt | 4,000 | 3,100 | 79 |
| Sandoval | 3,000 | 2,300 | 77 |
| San Juan | 12,900 | 10,300 | 80 |

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| San Miguel | 5,200 | 4,000 | 77 |
| Santa Fe | 11,900 | 10,100 | 85 |
| Sierra | 2,100 | 1,600 | 78 |
| Socorro | 2,500 | 2,000 | 79 |
| Taos | 3,300 | 2,100 | 63 |
| Torrance | 1,500 | 1,100 | 74 |
| Union | 1,700 | 1,200 | 68 |
| Valencia | 8,600 | 7,000 | 81 |
| **Total** | **252,800** | **208,700** | **83** |
| **NEW YORK** | | | |
| *Albany | 87,200 | 82,100 | 94 |
| Allegany | 12,900 | 11,600 | 90 |
| *Bronx | 438,700 | 427,700 | 97 |
| *Broome | 64,600 | 61,300 | 95 |
| Cattaraugus | 24,000 | 21,600 | 90 |
| Cayuga | 22,100 | 20,800 | 94 |
| Cbautauqua | 46,600 | 41,700 | 90 |
| Chemung | 30,900 | 27,300 | 88 |
| Chenango | 13,100 | 11,200 | 85 |
| *Clinton | 17,600 | 15,900 | 90 |
| Columbia | 14,800 | 14,100 | 95 |
| Cortland | 12,400 | 11,700 | 94 |
| Delaware | 13,100 | 10,700 | 82 |
| Dutcbess | 47,400 | 42,600 | 90 |
| *Erie | 316,600 | 304,400 | 96 |
| Essex | 10,400 | 9,200 | 89 |
| Franklin | 12,300 | 11,000 | 90 |
| Fulton | 17,100 | 15,700 | 92 |
| Genesee | 15,900 | 14,800 | 93 |
| Greene | 9,600 | 8,600 | 90 |
| Hamilton | 1,400 | 1,100 | 78 |
| *Herkimer | 20,500 | 19,800 | 97 |
| *Jefferson | 26,900 | 24,500 | 91 |
| *Kings | 804,800 | 754,300 | 94 |
| Lewis | 6,600 | 5,600 | 85 |
| Livingston | 12,000 | 10,800 | 90 |
| Madison | 16,100 | 15,200 | 95 |
| *Monroe | 183,600 | 175,800 | 96 |
| Montgomery | 17,900 | 16,300 | 91 |
| *Nassau | 396,500 | 390,500 | 98 |
| *New York | 567,900 | 499,600 | 88 |
| Niagara | 72,800 | 71,400 | 98 |
| *Oneida | 78,400 | 75,400 | 96 |
| *Onondaga | 128,000 | 121,200 | 95 |
| Ontario | 19,800 | 18,500 | 93 |
| Orange | 56,100 | 50,700 | 90 |
| Orleans | 10,500 | 9,900 | 94 |
| Oswego | 25,400 | 24,500 | 97 |
| Otsego | 16,400 | 14,700 | 90 |
| Putnam | 9,400 | 9,400 | 100 |
| *Queens | 574,600 | 550,300 | 96 |
| *Rensselaer | 43,700 | 40,800 | 93 |
| *Richmond | 63,100 | 58,900 | 93 |
| *Rockland | 36,000 | 35,500 | 99 |
| St. Lawrence | 30,500 | 26,500 | 87 |
| *Saratoga | 27,200 | 26,200 | 96 |
| *Schenectady | 48,500 | 46,900 | 97 |
| Schoharie | 6,800 | 6,000 | 88 |
| Schuyler | 4,500 | 3,800 | 85 |
| Seneca | 7,700 | 7,200 | 94 |
| Steuben | 29,100 | 26,200 | 90 |
| Suffolk | 196,100 | 185,600 | 95 |
| Sullivan | 14,200 | 12,800 | 90 |
| Tioga | 11,900 | 10,700 | 90 |
| Tompkins | 16,600 | 14,200 | 86 |
| Ulster | 38,100 | 33,700 | 88 |
| Warren | 13,900 | 12,300 | 88 |
| Washington | 14,100 | 12,600 | 90 |
| Wayne | 20,200 | 18,900 | 93 |
| *Westchester | 244,800 | 239,000 | 98 |
| Wyoming | 9,500 | 8,600 | 90 |
| Yates | 5,800 | 5,100 | 88 |
| **Total** | **5,155,200** | **4,855,000** | **94** |
| **NORTH CAROLINA** | | | |
| Alamance | 22,700 | 20,300 | 90 |
| Alexander | 3,700 | 3,100 | 85 |
| Alleghany | 2,100 | 1,700 | 83 |
| Anson | 5,900 | 4,900 | 83 |
| Ashe | 4,500 | 3,700 | 83 |
| Avery | 2,900 | 2,300 | 78 |
| *Beaufort | 8,600 | 7,200 | 84 |
| Bertie | 5,400 | 4,400 | 81 |
| Bladen | 6,300 | 4,900 | 78 |
| Brunswick | 4,400 | 3,600 | 82 |
| *Buncombe | 34,700 | 28,900 | 83 |
| Burke | 12,500 | 10,800 | 86 |
| Cabarrus | 18,000 | 14,900 | 83 |
| Caldwell | 12,200 | 10,800 | 88 |
| Camden | 1,500 | 1,300 | 86 |
| Carteret | 8,000 | 6,500 | 81 |
| Caswell | 4,200 | 3,300 | 78 |
| Catawba | 19,500 | 17,600 | 90 |
| Chatham | 6,600 | 5,600 | 84 |
| Cherokee | 3,700 | 2,900 | 79 |
| Chowan | 2,700 | 2,100 | 79 |
| Clay | 1,200 | 900 | 77 |
| Cleveland | 16,000 | 14,000 | 87 |
| Columbus | 11,200 | 8,700 | 78 |
| *Craven | 13,800 | 11,600 | 84 |
| Cumberland | 33,600 | 28,600 | 85 |
| Currituck | 1,900 | 1,500 | 78 |
| Dare | 1,500 | 1,200 | 82 |
| Davidson | 21,200 | 17,700 | 84 |
| Davie | 4,200 | 3,400 | 82 |
| Duplin | 9,400 | 7,400 | 79 |
| *Durham | 28,700 | 24,900 | 87 |
| Edgecombe | 12,300 | 11,300 | 92 |
| *Forsyth | 52,500 | 47,100 | 90 |
| Franklin | 6,600 | 5,300 | 80 |
| Gaston | 32,600 | 29,400 | 90 |
| Gates | 2,200 | 1,800 | 84 |
| Grabam | 1,400 | 1,100 | 78 |
| Granville | 6,900 | 5,600 | 81 |
| Greene | 3,300 | 2,600 | 78 |
| *Guilford | 66,900 | 61,700 | 92 |
| Halifax | 13,900 | 11,200 | 81 |
| Harnett | 11,200 | 9,400 | 84 |
| Haywood | 10,100 | 8,500 | 84 |
| *Henderson | 10,200 | 8,100 | 80 |
| Hertford | 5,000 | 4,000 | 80 |
| Hoke | 3,400 | 2,700 | 81 |
| Hyde | 1,400 | 1,100 | 78 |
| Iredell | 16,300 | 13,900 | 85 |
| Jackson | 4,100 | 3,200 | 78 |
| Jobnston | 15,100 | 12,100 | 80 |
| Jones | 2,500 | 2,000 | 80 |
| Lee | 6,500 | 5,400 | 82 |
| Lenoir | 13,900 | 11,500 | 83 |
| Lincoln | 7,000 | 6,000 | 86 |
| McDowell | 6,600 | 5,300 | 81 |
| Macon | 3,500 | 2,700 | 78 |
| Madison | 3,800 | 3,000 | 79 |
| Martin | 5,700 | 4,900 | 86 |
| *Mecklenserg | 75,800 | 68,300 | 90 |
| Mitebell | 3,300 | 2,500 | 75 |
| Montgomery | 4,600 | 3,700 | 81 |
| Moore | 9,200 | 7,500 | 82 |
| Nash | 15,500 | 12,100 | 78 |
| *New Hanover | 20,100 | 18,300 | 91 |
| Northampton | 5,600 | 4,300 | 77 |
| Onslow | 8,500 | 6,900 | 81 |
| Orange | 9,900 | 7,500 | 76 |
| Pamlico | 2,300 | 1,900 | 81 |
| Pasquotank | 6,600 | 5,900 | 90 |
| Pender | 4,300 | 3,400 | 80 |
| Perquimans | 2,400 | 1,900 | 81 |
| Person | 6,100 | 5,100 | 83 |
| *Pitt | 16,200 | 13,500 | 84 |
| *Polk | 3,000 | 2,300 | 75 |
| Randolph | 16,300 | 13,600 | 84 |
| Richmond | 9,500 | 8,100 | 85 |
| Robeson | 19,100 | 15,300 | 80 |
| Rockingham | 18,100 | 16,000 | 89 |
| Rowan | 22,600 | 19,700 | 87 |
| Rutherford | 11,400 | 9,400 | 82 |
| Sampson | 11,000 | 8,700 | 79 |
| Scotland | 5,600 | 4,700 | 84 |
| Stanly | 10,900 | 8,500 | 78 |
| Stokes | 5,400 | 4,300 | 80 |
| Surry | 12,000 | 9,400 | 78 |
| Swain | 1,900 | 1,300 | 69 |
| Transylvania | 3,600 | 3,000 | 84 |
| Tyrrell | 1,000 | 800 | 82 |
| Union | 10,800 | 8,000 | 74 |
| Vance | 7,700 | 6,600 | 86 |
| *Wake | 42,900 | 37,600 | 88 |
| Warren | 4,000 | 3,300 | 82 |
| Washington | 3,000 | 2,500 | 82 |
| Watauga | 3,900 | 3,200 | 82 |
| Wayne | 19,300 | 16,700 | 86 |
| Wilkes | 10,700 | 8,900 | 83 |
| Wilson | 14,400 | 12,100 | 84 |
| Yadkin | 5,500 | 4,100 | 75 |
| Yancey | 3,100 | 2,400 | 77 |
| **Total** | **1,124,800** | **954,900** | **85** |
| **NORTH DAKOTA** | | | |
| Adams | 1,300 | 1,200 | 89 |
| Barnes | 4,600 | 4,000 | 88 |
| Benson | 2,400 | 1,800 | 77 |
| Billings | 300 | 200 | 65 |
| Bottineau | 3,000 | 2,400 | 79 |
| Bowman | 1,100 | 1,000 | 87 |
| Burke | 1,800 | 1,400 | 78 |
| *Burleigh | 9,700 | 8,800 | 90 |
| *Cass | 19,100 | 17,300 | 90 |
| Cavalier | 2,500 | 1,800 | 74 |
| Dickey | 2,300 | 1,900 | 82 |
| Divide | 1,500 | 1,100 | 72 |
| Dunn | 1,600 | 1,100 | 69 |
| Eddy | 1,300 | 1,100 | 85 |
| Emmons | 2,100 | 1,600 | 78 |
| Foster | 1,500 | 1,300 | 84 |
| Golden Valley | 1,000 | 900 | 88 |
| Grand Forks | 13,500 | 11,900 | 88 |
| Grant | 1,600 | 1,200 | 72 |
| Griggs | 1,500 | 1,300 | 84 |
| Hettinger | 1,700 | 1,400 | 83 |
| Kidder | 1,300 | 1,000 | 78 |
| La Moure | 2,200 | 1,800 | 84 |
| Logan | 1,100 | 900 | 79 |
| McHenry | 2,800 | 2,300 | 83 |
| McIntosh | 1,700 | 1,300 | 78 |
| McKenzie | 2,300 | 1,700 | 75 |
| McLean | 3,600 | 2,800 | 77 |
| Mercer | 1,800 | 1,400 | 76 |
| *Morton | 5,400 | 4,800 | 90 |
| Mountrail | 3,000 | 2,300 | 75 |
| Nelson | 1,800 | 1,500 | 84 |
| Oliver | 500 | 400 | 80 |
| Pembina | 3,400 | 2,800 | 82 |
| Pierce | 1,900 | 1,500 | 81 |
| Ramsey | 3,300 | 3,000 | 92 |
| Ransom | 2,100 | 1,700 | 80 |
| Renville | 1,200 | 1,000 | 83 |
| Richland | 5,200 | 4,500 | 87 |
| Rolette | 2,400 | 1,800 | 75 |
| Sargent | 1,800 | 1,600 | 87 |
| Sheridan | 1,100 | 900 | 84 |
| Sioux | 800 | 600 | 76 |
| Slope | 400 | 300 | 72 |
| Stark | 4,800 | 4,000 | 84 |
| Steele | 1,300 | 1,100 | 85 |
| Stutsman | 6,700 | 5,400 | 81 |
| Towner | 1,400 | 1,100 | 80 |
| Traill | 2,800 | 2,500 | 89 |
| Walsh | 4,400 | 4,000 | 90 |
| *Ward | 13,700 | 12,000 | 87 |
| Wells | 2,500 | 1,900 | 77 |
| Williams | 6,700 | 5,400 | 81 |
| **Total** | **170,800** | **144,000** | **84** |
| **OHIO** | | | |
| Adams | 6,100 | 4,400 | 73 |
| *Allen | 31,500 | 28,500 | 91 |
| Ashland | 12,400 | 11,200 | 90 |
| Ashtabula | 29,000 | 25,000 | 86 |
| Athens | 12,200 | 10,300 | 85 |
| Auglaize | 11,100 | 9,600 | 86 |
| *Belmont | 25,100 | 23,400 | 93 |
| Brown | 7,900 | 6,800 | 86 |
| Butler | 59,000 | 56,900 | 96 |
| Carroll | 6,100 | 5,100 | 84 |
| Champaign | 9,100 | 8,100 | 89 |
| Clark | 40,500 | 39,700 | 98 |
| Clermont | 24,800 | 24,400 | 98 |
| Clinton | 9,300 | 8,300 | 89 |
| Columbiana | 32,700 | 28,900 | 88 |
| Coshocton | 10,000 | 8,500 | 85 |
| Crawford | 15,100 | 13,400 | 89 |
| *Cuyahoga | 517,700 | 494,600 | 96 |
| Darke | 14,100 | 11,900 | 84 |
| Defiance | 9,600 | 7,900 | 82 |
| Delaware | 10,300 | 9,300 | 90 |
| Erie | 21,400 | 19,200 | 90 |
| Fairfield | 19,600 | 17,500 | 89 |
| Fayette | 7,800 | 6,900 | 88 |
| *Franklin | 208,700 | 202,100 | 97 |
| Fulton | 8,800 | 7,300 | 83 |
| Gallia | 6,900 | 6,000 | 87 |
| Geauga | 13,800 | 12,600 | 91 |
| *Greene | 27,600 | 25,400 | 92 |
| Guernsey | 11,200 | 9,100 | 81 |
| *Hamilton | 277,300 | 261,900 | 94 |
| Hancock | 17,800 | 15,900 | 89 |
| Hardin | 9,000 | 7,700 | 85 |
| Harrison | 5,300 | 4,500 | 86 |
| Henry | 7,700 | 6,900 | 90 |
| Highland | 9,300 | 7,800 | 84 |
| Hocking | 5,800 | 5,000 | 86 |
| Holmes | 5,800 | 4,700 | 81 |
| Huron | 14,100 | 13,200 | 94 |
| Jackson | 8,200 | 6,800 | 82 |
| *Jefferson | 28,100 | 25,500 | 91 |
| Knox | 12,000 | 10,500 | 88 |
| *Lake | 47,400 | 45,600 | 96 |
| *Lawrence | 15,800 | 14,200 | 90 |
| Licking | 28,700 | 25,900 | 90 |
| Logan | 11,200 | 10,200 | 91 |
| Lorain | 65,700 | 62,500 | 95 |
| *Lucas | 140,500 | 136,100 | 97 |
| Madison | 7,200 | 6,500 | 91 |
| *Mahoning | 85,900 | 80,700 | 94 |
| Marion | 18,900 | 17,000 | 90 |
| Medina | 21,100 | 18,900 | 90 |
| Meigs | 6,600 | 5,500 | 84 |
| Mercer | 9,200 | 7,500 | 82 |
| Miami | 23,100 | 20,900 | 90 |
| Monroe | 4,400 | 3,700 | 83 |
| *Montgomery | 159,800 | 153,300 | 96 |
| Morgan | 4,000 | 3,500 | 86 |
| Morrow | 5,600 | 4,600 | 82 |
| Muskingum | 24,000 | 21,000 | 88 |
| Noble | 3,300 | 2,900 | 88 |
| Ottawa | 11,000 | 10,300 | 94 |
| Paulding | 5,100 | 4,100 | 81 |
| Perry | 7,900 | 6,700 | 85 |
| Pickaway | 9,400 | 8,300 | 88 |
| Pike | 5,400 | 4,400 | 82 |
| Portage | 26,800 | 23,300 | 87 |
| Preble | 9,600 | 8,500 | 88 |
| Putnam | 8,100 | 7,200 | 89 |
| Richland | 35,000 | 30,800 | 88 |
| Ross | 17,200 | 15,000 | 87 |
| Sandusky | 18,900 | 16,900 | 90 |
| Scioto | 24,600 | 19,900 | 81 |
| Seneca | 17,600 | 16,500 | 94 |
| Shelby | 9,800 | 8,500 | 87 |
| Stark | 101,100 | 93,300 | 92 |
| Summit | 157,100 | 149,300 | 95 |
| Trumbull | 61,500 | 58,400 | 95 |
| Tuscarawas | 23,700 | 19,900 | 84 |
| Union | 7,000 | 5,900 | 85 |
| Vanwert | 9,200 | 7,800 | 85 |
| Vinton | 2,500 | 2,000 | 78 |
| Warren | 19,900 | 17,800 | 90 |
| Washington | 16,200 | 13,800 | 85 |
| Wayne | 21,900 | 19,800 | 90 |
| Williams | 9,600 | 8,500 | 89 |
| *Wood | 21,400 | 18,700 | 88 |
| Wyandot | 6,500 | 5,600 | 86 |
| **Total** | **2,966,200** | **2,754,500** | **93** |
| **OKLAHOMA** | | | |
| Adair | 3,300 | 2,600 | 79 |
| Alfalfa | 2,600 | 2,200 | 84 |

(Continued on next page)

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| OKLAHOMA—(Continued) | | | |
| Atoka | 2,600 | 2,000 | 76 |
| Beaver | 2,000 | 1,500 | 77 |
| Beckham | 5,000 | 4,100 | 82 |
| Blaine | 3,500 | 3,200 | 90 |
| Bryan | 6,900 | 5,500 | 80 |
| Caddo | 8,200 | 6,800 | 83 |
| Canadian | 7,100 | 6,100 | 85 |
| Carter | 12,100 | 9,900 | 82 |
| Cherokee | 4,600 | 3,500 | 77 |
| Choctaw | 4,200 | 2,900 | 68 |
| Cimarron | 1,300 | 900 | 73 |
| Cleveland | 11,900 | 10,100 | 85 |
| Coal | 1,300 | 1,100 | 82 |
| Comanche | 23,300 | 20,600 | 88 |
| Cotton | 2,300 | 1,900 | 83 |
| Craig | 4,100 | 3,400 | 82 |
| Creek | 12,300 | 10,500 | 86 |
| Custer | 6,500 | 5,700 | 88 |
| Delaware | 3,600 | 2,700 | 76 |
| Dewey | 1,500 | 1,300 | 85 |
| Ellis | 1,600 | 1,100 | 67 |
| Garfield | 15,700 | 14,100 | 90 |
| Garvin | 8,000 | 6,700 | 83 |
| Grady | 8,800 | 7,300 | 83 |
| Grant | 2,300 | 2,000 | 87 |
| Greer | 2,600 | 2,100 | 81 |
| Harmon | 1,500 | 1,200 | 80 |
| Harper | 1,700 | 1,400 | 81 |
| Haskell | 2,100 | 1,500 | 70 |
| Hughes | 4,300 | 3,600 | 83 |
| Jackson | 8,500 | 6,700 | 79 |
| Jefferson | 2,300 | 1,900 | 84 |
| Johnston | 2,100 | 1,600 | 78 |
| Kay | 16,200 | 14,100 | 87 |
| Kingfisher | 3,100 | 2,800 | 89 |
| Kiowa | 4,400 | 3,600 | 81 |
| Latimer | 2,000 | 1,400 | 68 |
| LeFlore | 7,800 | 6,000 | 76 |
| Lincoln | 5,500 | 4,600 | 84 |
| Logan | 5,700 | 5,000 | 87 |
| Love | 1,400 | 1,200 | 82 |
| McClain | 3,600 | 3,100 | 86 |
| McCurtain | 6,600 | 5,100 | 77 |
| McIntosh | 3,100 | 2,400 | 79 |
| Major | 2,200 | 1,700 | 75 |
| Marshall | 2,100 | 1,700 | 83 |
| Mayes | 5,500 | 4,600 | 83 |
| Murray | 3,200 | 2,700 | 84 |
| Muskogee | 17,100 | 14,100 | 82 |
| Noble | 3,200 | 2,900 | 91 |
| Nowata | 3,200 | 2,800 | 86 |
| Okfuskee | 3,100 | 2,500 | 80 |
| *Oklahoma | 143,600 | 130,300 | 91 |
| Okmulgee | 10,500 | 8,800 | 84 |
| Osage | 9,400 | 8,300 | 88 |
| Ottawa | 8,600 | 7,300 | 85 |
| Pawnee | 3,200 | 2,800 | 89 |
| Payne | 12,600 | 10,600 | 84 |
| Pittsburg | 9,300 | 7,200 | 77 |
| Pontotoc | 8,000 | 7,100 | 89 |
| Pottawatomie | 12,300 | 10,700 | 87 |
| Pushmataha | 2,300 | 1,600 | 69 |
| Roger Mills | 1,300 | 900 | 72 |
| Rogers | 5,900 | 5,000 | 85 |
| Seminole | 7,700 | 6,600 | 86 |
| Sequoyah | 4,400 | 3,400 | 78 |
| Stephens | 11,500 | 9,900 | 86 |
| Texas | 3,900 | 2,800 | 71 |
| Tillman | 4,200 | 3,500 | 84 |
| *Tulsa | 111,700 | 100,600 | 90 |
| Wagoner | 4,300 | 3,500 | 81 |
| Washington | 13,500 | 12,500 | 93 |
| Washita | 5,200 | 4,500 | 86 |
| Woods | 3,500 | 2,900 | 84 |
| Woodward | 3,800 | 3,000 | 78 |
| Total | 691,400 | 595,800 | 86 |
| OREGON | | | |
| Baker | 5,800 | 4,700 | 80 |
| Benton | 11,400 | 9,500 | 83 |
| *Clackamas | 36,600 | 34,200 | 94 |
| Clatsop | 9,000 | 8,100 | 90 |
| Columbia | 7,000 | 6,100 | 87 |
| Coos | 18,800 | 14,500 | 77 |
| Crook | 2,600 | 2,300 | 89 |
| Curry | 5,000 | 3,900 | 79 |
| Deschutes | 7,400 | 6,500 | 87 |
| Douglas | 21,300 | 18,700 | 88 |
| Gilliam | 1,000 | 700 | 75 |
| Grant | 2,300 | 1,700 | 75 |
| Harney | 2,000 | 1,900 | 93 |
| Hood River | 4,100 | 3,500 | 84 |
| Jackson | 24,400 | 22,000 | 90 |
| Jefferson | 2,100 | 1,700 | 80 |
| Josephine | 10,000 | 7,800 | 78 |
| Klamath | 15,000 | 13,500 | 90 |
| Lake | 2,200 | 1,900 | 84 |
| *Lane | 52,000 | 46,800 | 90 |
| Lincoln | 8,600 | 7,500 | 87 |
| Linn | 17,500 | 15,600 | 89 |
| Malheur | 6,400 | 5,800 | 91 |
| Marion | 37,100 | 34,500 | 93 |
| Morrow | 1,300 | 1,100 | 85 |
| *Multnomah | 182,200 | 166,800 | 92 |
| Polk | 8,300 | 7,300 | 88 |
| Sherman | 800 | 700 | 86 |
| Tillamook | 6,000 | 4,600 | 77 |
| Umatilla | 14,100 | 11,400 | 81 |
| Union | 5,800 | 4,300 | 75 |
| Wallowa | 2,300 | 1,700 | 75 |
| Wasco | 6,900 | 6,000 | 88 |
| *Washington | 30,100 | 27,500 | 91 |
| Wheeler | 1,000 | 900 | 89 |
| Yamhill | 10,300 | 9,000 | 87 |
| Total | 578,700 | 514,700 | 89 |
| PENNSYLVANIA | | | |
| Adams | 14,600 | 12,100 | 83 |
| *Allegheny | 477,000 | 464,400 | 97 |
| Armstrong | 22,700 | 19,600 | 86 |
| Beaver | 59,000 | 56,600 | 96 |
| Bedford | 11,900 | 9,600 | 81 |
| Berks | 82,500 | 75,600 | 92 |
| *Blair | 40,100 | 37,400 | 93 |
| Bradford | 16,500 | 14,100 | 85 |
| *Bucks | 98,800 | 92,400 | 94 |
| Butler | 32,500 | 28,600 | 88 |
| *Cambria | 54,100 | 51,900 | 96 |
| Cameron | 2,100 | 2,000 | 95 |
| Carbon | 15,000 | 13,400 | 89 |
| Centre | 20,100 | 17,100 | 85 |
| *Chester | 56,900 | 55,700 | 98 |
| Clarion | 10,300 | 9,200 | 90 |
| Clearfield | 23,000 | 19,700 | 86 |
| Clinton | 10,800 | 9,500 | 88 |
| Columbia | 15,900 | 13,900 | 87 |
| Crawford | 22,600 | 18,900 | 84 |
| *Cumberland | 37,700 | 34,800 | 92 |
| *Dauphin | 66,300 | 61,000 | 92 |
| *Delaware | 162,400 | 158,100 | 97 |
| Elk | 10,300 | 9,300 | 90 |
| *Erie | 73,800 | 70,100 | 95 |
| Fayette | 46,500 | 39,800 | 86 |
| Forest | 1,200 | 1,000 | 86 |
| Franklin | 25,400 | 19,800 | 78 |
| Fulton | 2,800 | 2,100 | 74 |
| Greene | 10,700 | 9,200 | 86 |
| Huntingdon | 10,900 | 9,100 | 84 |
| Indiana | 20,700 | 17,700 | 86 |
| Jefferson | 13,600 | 12,100 | 89 |
| Juniata | 4,500 | 3,600 | 79 |
| *Lackawanna | 67,100 | 64,500 | 96 |
| *Lancaster | 81,000 | 71,300 | 88 |
| Lawrence | 33,200 | 29,700 | 90 |
| *Lebanon | 26,300 | 23,100 | 88 |
| Lehigh | 66,700 | 63,500 | 95 |
| *Luzerne | 96,800 | 91,600 | 95 |
| Lycoming | 33,400 | 29,000 | 87 |
| McKean | 16,600 | 14,800 | 89 |
| Mercer | 37,000 | 36,000 | 97 |
| Mifflin | 12,700 | 11,300 | 89 |
| Monroe | 11,900 | 10,700 | 90 |
| *Montgomery | 149,900 | 147,300 | 98 |
| Montour | 3,700 | 3,400 | 91 |
| Northampton | 58,800 | 56,800 | 97 |
| Northumberland | 30,200 | 26,100 | 87 |
| Perry | 7,600 | 6,400 | 84 |
| *Philadelphia | 583,300 | 569,500 | 98 |
| Pike | 3,200 | 2,600 | 82 |
| Potter | 4,900 | 4,300 | 87 |
| Schuylkill | 48,600 | 41,700 | 86 |
| Snyder | 7,100 | 5,600 | 79 |
| Somerset | 21,400 | 19,400 | 91 |
| Sullivan | 1,800 | 1,500 | 82 |
| Susquehanna | 9,300 | 8,100 | 87 |
| Tioga | 10,900 | 9,100 | 84 |
| Union | 6,200 | 5,100 | 82 |
| Venango | 18,500 | 16,500 | 89 |
| Warren | 12,900 | 10,900 | 85 |
| Washington | 62,400 | 60,400 | 97 |
| Wayne | 8,000 | 6,700 | 84 |
| Westmoreland | 100,200 | 95,500 | 95 |
| Wyoming | 4,900 | 4,200 | 85 |
| *York | 72,600 | 67,000 | 92 |
| Total | 3,282,300 | 3,083,000 | 94 |
| RHODE ISLAND | | | |
| Bristol | 10,800 | 10,600 | 98 |
| Kent | 34,500 | 34,100 | 99 |
| Newport | 21,500 | 21,400 | 100 |
| *Providence | 172,500 | 168,000 | 97 |
| Washington | 16,600 | 16,300 | 98 |
| Total | 255,900 | 250,400 | 98 |
| SOUTH CAROLINA | | | |
| Abbeville | 5,400 | 4,300 | 80 |
| *Aiken | 22,100 | 19,100 | 86 |
| Allendale | 2,400 | 1,700 | 69 |
| Anderson | 25,700 | 21,600 | 84 |
| Bamberg | 4,000 | 3,200 | 80 |
| Barnwell | 4,300 | 3,300 | 76 |
| Beaufort | 10,900 | 8,700 | 80 |
| Berkeley | 8,400 | 6,600 | 79 |
| Calhoun | 2,900 | 2,300 | 78 |
| *Charleston | 60,000 | 53,000 | 88 |
| Cherokee | 8,700 | 7,100 | 82 |
| Chester | 7,400 | 6,300 | 85 |
| Chesterfield | 7,600 | 6,000 | 79 |
| Clarendon | 6,000 | 4,700 | 78 |
| Colleton | 7,000 | 5,400 | 77 |
| Darlington | 12,800 | 10,200 | 80 |
| Dillon | 6,600 | 5,000 | 75 |
| Dorchester | 5,700 | 4,700 | 82 |
| Edgefield | 3,800 | 3,100 | 83 |
| Fairfield | 5,000 | 3,800 | 76 |
| *Florence | 20,600 | 16,700 | 81 |
| Georgetown | 8,500 | 6,800 | 80 |
| *Greenville | 58,700 | 52,500 | 89 |
| Greenwood | 11,900 | 10,600 | 89 |
| Hampton | 4,100 | 3,100 | 76 |
| Horry | 14,800 | 11,700 | 79 |
| Jasper | 3,000 | 2,400 | 80 |
| Kershaw | 8,100 | 6,400 | 80 |
| Lancaster | 9,400 | 7,400 | 79 |
| Laurens | 11,600 | 9,500 | 82 |
| Lee | 4,600 | 3,500 | 77 |
| *Lexington | 16,100 | 12,100 | 75 |
| McCormick | 2,000 | 1,600 | 78 |
| Marion | 7,200 | 6,000 | 83 |
| Marlboro | 6,700 | 5,200 | 77 |
| Newberry | 7,500 | 6,200 | 82 |
| Oconee | 9,600 | 8,100 | 85 |
| Orangeburg | 15,800 | 12,200 | 77 |
| Pickens | 12,000 | 10,100 | 85 |
| *Richland | 44,400 | 39,400 | 89 |
| Saluda | 3,500 | 2,700 | 78 |
| *Spartanburg | 41,300 | 34,400 | 83 |
| Sumter | 15,800 | 12,400 | 79 |
| Union | 7,400 | 6,100 | 83 |
| Williamsburg | 8,100 | 5,900 | 73 |
| York | 19,400 | 16,500 | 85 |
| Total | 588,800 | 489,600 | 83 |
| SOUTH DAKOTA | | | |
| Aurora | 1,300 | 1,200 | 89 |
| Beadle | 6,700 | 5,800 | 87 |
| Bennett | 700 | 600 | 81 |
| Bon Homme | 2,700 | 2,100 | 78 |
| Brookings | 5,800 | 4,700 | 80 |
| Brown | 10,300 | 8,700 | 84 |
| Brule | 1,900 | 1,600 | 84 |
| Buffalo | 400 | 300 | 81 |
| Butte | 2,700 | 2,300 | 86 |
| Campbell | 900 | 700 | 77 |
| Charles Mix | 3,300 | 2,400 | 74 |
| Clark | 2,000 | 1,700 | 85 |
| Clay | 3,200 | 2,500 | 77 |
| Codington | 6,000 | 5,100 | 86 |
| Corson | 1,300 | 1,000 | 74 |
| Custer | 1,400 | 1,100 | 75 |
| Davison | 5,100 | 4,300 | 85 |
| Day | 3,100 | 2,500 | 82 |
| Deuel | 1,600 | 1,100 | 71 |
| Dewey | 1,200 | 800 | 68 |
| Douglas | 1,300 | 900 | 71 |
| Edmunds | 1,500 | 1,200 | 77 |
| Fall River | 3,000 | 2,500 | 83 |
| Faulk | 1,200 | 1,000 | 83 |
| Grant | 2,800 | 2,300 | 82 |
| Gregory | 2,200 | 1,900 | 85 |
| Haakon | 900 | 800 | 87 |
| Hamlin | 1,800 | 1,500 | 81 |
| Hand | 1,900 | 1,600 | 82 |
| Hanson | 1,200 | 1,100 | 88 |
| Harding | 700 | 500 | 72 |
| Hughes | 3,600 | 3,400 | 94 |
| Hutchinson | 3,200 | 2,500 | 78 |
| Hyde | 800 | 600 | 79 |
| Jackson | 500 | 400 | 80 |
| Jerauld | 1,100 | 900 | 83 |
| Jones | 500 | 400 | 74 |
| Kingsbury | 2,900 | 2,400 | 84 |
| Lake | 3,200 | 2,800 | 88 |
| Lawrence | 5,500 | 4,800 | 87 |
| Lincoln | 3,800 | 3,200 | 85 |
| Lyman | 1,000 | 800 | 84 |
| McCook | 2,400 | 1,900 | 81 |
| McPherson | 1,600 | 1,100 | 66 |
| Marshall | 2,000 | 1,700 | 83 |
| Meade | 1,900 | 1,600 | 82 |
| Mellette | 600 | 400 | 72 |
| Miner | 1,600 | 1,400 | 85 |
| *Minnehaha | 27,100 | 24,900 | 92 |
| Moody | 2,500 | 2,100 | 85 |
| Pennington | 18,900 | 16,000 | 85 |
| Perkins | 1,600 | 1,400 | 90 |
| Potter | 1,400 | 1,100 | 80 |
| Roberts | 3,300 | 2,700 | 81 |
| Sanborn | 1,400 | 1,100 | 82 |
| Shannon | 1,200 | 1,000 | 79 |
| Spink | 3,200 | 2,800 | 86 |
| Stanley | 1,000 | 900 | 92 |
| Sully | 800 | 600 | 75 |
| Todd | 1,100 | 800 | 73 |
| Tripp | 2,500 | 2,100 | 85 |
| Turner | 3,100 | 2,700 | 86 |
| Union | 3,100 | 2,900 | 93 |
| Walworth | 2,400 | 1,700 | 72 |
| Washabaugh | 200 | 200 | 81 |
| Yankton | 4,800 | 4,000 | 83 |
| Ziebach | 600 | 500 | 82 |
| Total | 196,500 | 165,600 | 84 |
| TENNESSEE | | | |
| Anderson | 15,700 | 12,800 | 81 |
| Bedford | 6,400 | 5,300 | 82 |
| Benton | 2,800 | 1,900 | 69 |
| Bledsoe | 1,600 | 1,000 | 60 |
| Blount | 15,000 | 12,200 | 81 |
| Bradley | 10,100 | 8,900 | 88 |
| Campbell | 6,300 | 4,500 | 72 |
| Cannon | 2,100 | 1,400 | 66 |
| Carroll | 6,700 | 4,800 | 72 |
| Carter | 10,300 | 8,100 | 79 |
| Cheatham | 2,500 | 1,900 | 76 |
| Chester | 2,500 | 1,800 | 71 |
| Claiborne | 4,400 | 3,300 | 75 |

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| Clay | 1,700 | 1,100 | 64 |
| Cocke | 5,900 | 4,400 | 74 |
| Coffee | 8,100 | 6,500 | 80 |
| Crockett | 3,900 | 2,900 | 75 |
| Cumberland | 4,400 | 3,200 | 73 |
| *Davidson | 115,000 | 99,800 | 87 |
| Decatur | 2,100 | 1,500 | 70 |
| De Kalb | 2,600 | 2,100 | 80 |
| Dickson | 5,100 | 4,100 | 81 |
| Dyer | 8,100 | 6,700 | 82 |
| Fayette | 5,600 | 4,300 | 78 |
| Fentress | 2,800 | 1,600 | 56 |
| Franklin | 6,400 | 4,800 | 76 |
| Gibson | 13,200 | 10,700 | 81 |
| Giles | 6,000 | 4,400 | 73 |
| Grainger | 3,000 | 2,300 | 76 |
| Greene | 11,300 | 7,800 | 69 |
| Grundy | 2,600 | 1,800 | 70 |
| Hamblen | 8,900 | 7,000 | 79 |
| *Hamilton | 68,600 | 58,900 | 86 |
| Hancock | 1,900 | 1,200 | 64 |
| Hardeman | 4,900 | 3,300 | 67 |
| Hardin | 4,300 | 2,900 | 67 |
| Hawkins | 7,300 | 5,500 | 75 |
| Haywood | 5,600 | 4,100 | 72 |
| Henderson | 4,200 | 3,100 | 75 |
| Henry | 6,600 | 5,400 | 81 |
| Hickman | 2,800 | 2,100 | 74 |
| Houston | 1,300 | 900 | 71 |
| Humphreys | 3,200 | 2,300 | 72 |
| Jackson | 2,100 | 1,400 | 69 |
| Jefferson | 5,700 | 4,600 | 80 |
| Johnson | 2,500 | 1,800 | 72 |
| *Knox | 69,000 | 57,800 | 84 |
| Lake | 2,400 | 1,700 | 73 |
| Lauderdale | 5,600 | 4,400 | 79 |
| Lawrence | 7,300 | 5,500 | 75 |
| Lewis | 1,500 | 1,100 | 75 |
| Lincoln | 6,300 | 4,900 | 78 |
| Loudon | 6,100 | 4,800 | 78 |
| McMinn | 8,800 | 7,200 | 82 |
| McNairy | 4,700 | 3,200 | 68 |
| Macon | 3,300 | 2,400 | 73 |
| Madison | 17,000 | 13,900 | 82 |
| Marion | 5,000 | 4,000 | 81 |
| Marshall | 4,800 | 3,800 | 79 |
| Maury | 11,800 | 9,600 | 82 |
| Meigs | 1,100 | 800 | 75 |
| Monroe | 5,700 | 4,500 | 80 |
| Montgomery | 13,600 | 11,600 | 85 |
| Moore | 900 | 600 | 69 |
| Morgan | 3,000 | 2,100 | 69 |
| Obion | 8,000 | 6,200 | 77 |
| Overton | 3,500 | 2,500 | 72 |
| Perry | 1,400 | 1,100 | 75 |
| Pickett | 1,000 | 700 | 70 |
| Polk | 2,900 | 2,300 | 80 |
| Putnam | 7,600 | 5,600 | 73 |
| Rhea | 4,100 | 3,100 | 76 |
| Roane | 10,300 | 8,400 | 82 |
| Robertson | 7,600 | 6,100 | 81 |
| Rutherford | 14,200 | 12,300 | 87 |
| Scott | 3,400 | 2,000 | 59 |
| Sequatchie | 1,100 | 800 | 73 |
| Sevier | 6,100 | 4,200 | 69 |
| *Shelby | 180,700 | 155,700 | 86 |
| Smith | 3,300 | 2,500 | 75 |
| Stewart | 2,000 | 1,400 | 70 |
| *Sullivan | 30,900 | 26,000 | 84 |
| Sumner | 10,100 | 8,100 | 81 |
| Tipton | 7,100 | 5,000 | 71 |
| Trousdale | 1,100 | 800 | 75 |
| Unicoi | 3,600 | 2,900 | 81 |
| Union | 1,900 | 1,200 | 64 |
| Van Buren | 700 | 500 | 76 |
| Warren | 6,400 | 4,800 | 75 |
| *Washington | 16,800 | 14,000 | 83 |
| Wayne | 3,000 | 2,000 | 65 |
| Weakley | 7,000 | 4,800 | 69 |
| White | 3,900 | 3,000 | 76 |
| Williamson | 6,600 | 5,400 | 82 |
| Wilson | 7,900 | 6,200 | 78 |
| **Total** | **966,200** | **785,900** | **81** |
| **TEXAS** | | | |
| Anderson | 7,800 | 6,100 | 78 |
| Andrews | 4,000 | 3,500 | 86 |
| Angelina | 11,700 | 9,600 | 82 |
| Aransas | 2,100 | 1,800 | 86 |
| Archer | 1,700 | 1,500 | 87 |
| Armstrong | 400 | 300 | 87 |
| Atascosa | 4,600 | 3,700 | 79 |
| Austin | 4,200 | 3,100 | 75 |
| Bailey | 2,400 | 1,800 | 76 |
| Bandera | 1,200 | 1,000 | 82 |
| Bastrop | 4,800 | 3,800 | 80 |
| Baylor | 1,500 | 1,300 | 84 |
| Bee | 5,800 | 4,900 | 84 |
| *Bell | 22,700 | 19,400 | 85 |
| *Bexar | 198,000 | 175,300 | 89 |
| Blanco | 1,100 | 800 | 74 |
| Borden | 200 | 100 | 60 |
| Bosque | 3,400 | 2,900 | 85 |
| Bowie | 17,900 | 15,000 | 84 |
| Brazoria | 21,300 | 18,500 | 87 |
| *Brazos | 12,300 | 10,300 | 83 |
| Brewster | 1,700 | 1,200 | 71 |
| Briscoe | 900 | 700 | 82 |
| Brooks | 2,300 | 1,800 | 80 |
| Brown | 7,500 | 5,900 | 79 |
| Burleson | 3,000 | 2,400 | 80 |
| Burnet | 2,700 | 2,300 | 84 |
| Caldwell | 4,700 | 3,800 | 80 |
| Calhoun | 5,000 | 3,800 | 77 |
| Callahan | 2,200 | 1,700 | 76 |
| *Cameron | 38,200 | 30,900 | 81 |
| Camp | 2,300 | 1,900 | 84 |
| Carson | 2,300 | 1,900 | 84 |
| Cass | 6,300 | 5,200 | 83 |
| Castro | 2,300 | 2,000 | 87 |
| Chambers | 3,000 | 2,600 | 87 |
| Cherokee | 8,600 | 7,100 | 83 |
| Childress | 2,400 | 1,800 | 74 |
| Clay | 2,400 | 2,000 | 85 |
| Cochran | 1,400 | 1,100 | 80 |
| Coke | 1,000 | 800 | 80 |
| Coleman | 3,700 | 2,900 | 78 |
| *Collin | 12,400 | 10,400 | 84 |
| Collingsworth | 1,600 | 1,300 | 78 |
| Colorado | 5,400 | 4,300 | 79 |
| Comal | 5,700 | 4,800 | 84 |
| Comanche | 3,400 | 2,500 | 72 |
| Concho | 1,000 | 800 | 78 |
| Cooke | 6,600 | 5,500 | 83 |
| Coryell | 7,500 | 6,300 | 84 |
| Cottle | 1,000 | 700 | 70 |
| Crane | 1,400 | 1,200 | 88 |
| Crockett | 1,100 | 800 | 73 |
| Crosby | 3,000 | 2,600 | 86 |
| Culberson | 800 | 600 | 78 |
| Dallam | 1,800 | 1,600 | 89 |
| *Dallas | 305,900 | 281,200 | 92 |
| Dawson | 5,800 | 4,700 | 82 |
| Deaf Smith | 3,800 | 3,200 | 86 |
| Delta | 1,700 | 1,400 | 82 |
| *Denton | 13,000 | 11,000 | 85 |
| De Witt | 5,900 | 4,600 | 78 |
| Dickens | 1,300 | 1,100 | 85 |
| Dimmit | 2,100 | 1,300 | 64 |
| Donley | 1,300 | 1,100 | 83 |
| Duval | 3,000 | 2,300 | 77 |
| Eastland | 6,300 | 5,100 | 81 |
| *Ector | 27,800 | 24,800 | 89 |
| Edwards | 600 | 400 | 75 |
| *Ellis | 12,600 | 10,800 | 86 |
| *El Paso | 85,500 | 74,700 | 87 |
| Erath | 4,900 | 4,000 | 83 |
| Falls | 5,800 | 4,500 | 78 |
| Fannin | 7,100 | 5,600 | 79 |
| Fayette | 6,000 | 4,500 | 75 |
| Fisher | 2,000 | 1,700 | 87 |
| Floyd | 3,500 | 3,100 | 90 |
| Foard | 900 | 700 | 80 |
| Fort Bend | 10,200 | 9,100 | 89 |
| Franklin | 1,400 | 1,100 | 78 |
| Freestone | 3,500 | 2,600 | 75 |
| Frio | 2,400 | 1,700 | 72 |
| Gaines | 3,400 | 2,800 | 84 |
| Galveston | 42,300 | 37,900 | 89 |
| Garza | 1,600 | 1,400 | 86 |
| Gillespie | 3,200 | 2,300 | 70 |
| Glasscock | 300 | 300 | 84 |
| Goliad | 1,500 | 1,100 | 72 |
| Gonzales | 4,600 | 3,600 | 78 |
| Gray | 9,700 | 8,700 | 90 |
| Grayson | 22,700 | 20,000 | 88 |
| Gregg | 19,900 | 17,500 | 88 |
| Grimes | 3,700 | 3,000 | 81 |
| Guadalupe | 8,200 | 6,900 | 84 |
| Hale | 10,200 | 9,100 | 89 |
| Hall | 2,000 | 1,400 | 70 |
| Hamilton | 2,500 | 2,000 | 80 |
| Hansford | 1,500 | 1,300 | 85 |
| Hardeman | 2,600 | 2,100 | 80 |
| Hardin | 6,900 | 5,600 | 81 |
| *Harris | 378,300 | 337,400 | 89 |
| Harrison | 12,100 | 10,200 | 84 |
| Hartley | 700 | 600 | 84 |
| Haskell | 3,000 | 2,400 | 81 |
| Hays | 4,900 | 4,100 | 84 |
| Hemphill | 900 | 700 | 73 |
| Henderson | 6,200 | 5,100 | 82 |
| Hidalgo N | 33,800 | 27,000 | 80 |
| Hidalgo S | 10,000 | 8,000 | 80 |
| Hill | 7,000 | 6,000 | 86 |
| Hockley | 6,000 | 4,900 | 82 |
| Hood | 1,600 | 1,400 | 90 |
| Hopkins | 5,500 | 3,900 | 71 |
| Houston | 5,300 | 4,300 | 81 |
| Howard | 11,100 | 9,500 | 86 |
| Hudspeth | 700 | 500 | 76 |
| Hunt | 12,100 | 10,300 | 85 |
| Hutchinson | 9,700 | 8,600 | 88 |
| Irion | 300 | 200 | 75 |
| Jack | 2,300 | 2,100 | 90 |
| Jackson | 3,800 | 3,000 | 79 |
| Jasper | 5,700 | 4,600 | 80 |
| Jeff Davis | 300 | 200 | 79 |
| *Jefferson | 72,400 | 66,500 | 92 |
| Jim Hogg | 1,200 | 800 | 66 |
| Jim Wells | 8,400 | 7,100 | 84 |
| *Johnson | 11,100 | 9,400 | 85 |
| Jones | 5,800 | 4,900 | 84 |
| Karnes | 3,700 | 2,900 | 78 |
| Kaufman | 8,000 | 6,800 | 85 |
| Kendall | 1,800 | 1,400 | 78 |
| Kenedy | 100 | ..... | .... |
| Kent | 500 | 400 | 87 |
| Kerr | 4,800 | 3,800 | 78 |
| Kimble | 1,100 | 700 | 63 |
| King | 100 | 100 | 86 |
| Kinney | 600 | 300 | 48 |
| Kleberg | 7,700 | 6,300 | 81 |
| Knox | 2,200 | 1,800 | 80 |
| Lamar | 10,000 | 6,800 | 68 |
| Lamb | 6,100 | 5,200 | 85 |
| Lampasas | 3,000 | 2,500 | 84 |
| La Salle | 1,400 | 1,000 | 72 |
| Lavaca | 5,800 | 3,900 | 67 |
| Lee | 2,300 | 1,600 | 72 |
| Leon | 2,800 | 2,200 | 77 |
| Liberty | 8,800 | 7,400 | 84 |
| Limestone | 5,700 | 4,500 | 79 |
| Lipscomb | 1,100 | 800 | 75 |
| Live Oak | 1,900 | 1,400 | 76 |
| Llano | 1,600 | 1,300 | 81 |
| Loving | 100 | 100 | 87 |
| *Lubbock | 44,100 | 38,500 | 87 |
| Lynn | 3,000 | 2,600 | 86 |
| McCulloch | 2,500 | 1,700 | 68 |
| *McLennan | 44,100 | 38,800 | 88 |
| McMullen | 200 | 200 | 81 |
| Madison | 1,900 | 1,400 | 72 |
| Marion | 2,000 | 1,700 | 83 |
| Martin | 1,200 | 1,000 | 80 |
| Mason | 1,100 | 700 | 68 |
| Matagorda | 7,100 | 5,400 | 76 |
| Maverick | 4,300 | 1,900 | 44 |
| Medina | 4,900 | 4,100 | 84 |
| Menard | 800 | 500 | 58 |
| *Midland | 21,400 | 19,500 | 91 |
| Milam | 6,600 | 5,000 | 76 |
| Mills | 1,300 | 1,000 | 75 |
| Mitchell | 3,100 | 2,700 | 86 |
| Montague | 4,600 | 4,000 | 87 |
| Montgomery | 7,900 | 6,400 | 80 |
| Moore | 4,000 | 3,300 | 83 |
| Morris | 3,500 | 2,900 | 84 |
| Motley | 900 | 500 | 59 |
| Nacogdoches | 7,500 | 5,900 | 79 |
| Navarro | 10,100 | 8,800 | 87 |
| Newton | 2,700 | 2,100 | 77 |
| *Nolan | 5,800 | 5,100 | 88 |
| *Nueces | 61,000 | 54,000 | 89 |
| Ochiltree | 2,900 | 2,400 | 84 |
| Oldham | 600 | 600 | 93 |
| *Orange | 17,100 | 14,700 | 86 |
| Palo Pinto | 6,600 | 5,900 | 89 |
| Panola | 4,200 | 3,500 | 83 |
| Parker | 7,000 | 6,000 | 86 |
| Parmer | 2,600 | 2,200 | 84 |
| Pecos | 3,100 | 2,500 | 81 |
| Polk | 3,700 | 2,700 | 72 |
| *Potter | 38,100 | 35,500 | 93 |
| Presidio | 1,300 | 800 | 63 |
| Rains | 700 | 500 | 75 |
| *Randall | 10,600 | 8,600 | 81 |
| Reagan | 900 | 800 | 91 |
| Real | 500 | 300 | 58 |
| Red River | 4,400 | 3,200 | 73 |
| Reeves | 5,200 | 4,500 | 86 |
| Refugio | 3,000 | 2,500 | 83 |
| Roberts | 300 | 200 | 82 |
| Robertson | 4,300 | 3,600 | 84 |
| Rockwall | 1,600 | 1,400 | 90 |
| Runnels | 4,200 | 3,600 | 85 |
| Rusk | 10,100 | 8,400 | 83 |
| Sabine | 1,800 | 1,300 | 73 |
| San Augustine | 1,900 | 1,600 | 85 |
| San Jacinto | 1,600 | 1,200 | 77 |
| San Patricio | 11,100 | 9,600 | 87 |
| San Saba | 1,900 | 1,300 | 69 |
| Schleicher | 700 | 600 | 85 |
| Scurry | 6,000 | 5,100 | 85 |
| Shackelford | 1,100 | 1,000 | 88 |
| Shelby | 5,900 | 4,400 | 74 |
| Sherman | 800 | 700 | 86 |
| *Smith | 24,800 | 21,800 | 88 |
| Somervell | 900 | 700 | 83 |
| Starr | 3,500 | 2,500 | 72 |
| Stephens | 2,700 | 2,300 | 86 |
| Sterling | 200 | 200 | 80 |
| Stonewall | 800 | 700 | 86 |
| Sutton | 900 | 700 | 77 |
| Swisher | 2,900 | 2,500 | 85 |
| *Tarrant | 165,400 | 148,700 | 90 |
| *Taylor | 31,400 | 28,100 | 90 |
| Terrell | 800 | 500 | 59 |
| Terry | 4,300 | 3,600 | 83 |
| Throckmorton | 700 | 600 | 81 |
| Titus | 4,600 | 3,700 | 81 |
| Tom Green | 18,800 | 15,900 | 85 |
| *Travis | 60,500 | 52,700 | 87 |
| Trinity | 2,100 | 1,500 | 71 |
| Tyler | 2,700 | 2,200 | 83 |
| Upshur | 5,500 | 4,100 | 75 |
| Upton | 1,900 | 1,600 | 84 |
| Uvalde | 4,500 | 3,500 | 78 |
| Val Verde | 7,200 | 5,000 | 70 |
| Van Zandt | 5,700 | 4,600 | 80 |
| Victoria | 13,500 | 11,100 | 82 |
| Walker | 5,600 | 4,600 | 83 |
| Waller | 3,100 | 2,500 | 82 |
| Ward | 4,000 | 3,400 | 84 |
| Washington | 5,600 | 4,200 | 75 |
| Webb | 16,900 | 13,700 | 81 |
| Wharton | 10,400 | 8,700 | 84 |
| Wheeler | 2,000 | 1,500 | 76 |

(Continued on next page)

| State and County | Total Households | TV Households Number | Percent |
|---|---|---|---|
| TEXAS—(Continued) | | | |
| *Wichita | 34,300 | 30,600 | 89 |
| Wilbarger | 4,900 | 4,100 | 85 |
| *Willacy | 4,700 | 3,700 | 78 |
| Williamson | 9,900 | 8,500 | 86 |
| Wilson | 3,200 | 2,600 | 82 |
| Winkler | 4,100 | 3,500 | 86 |
| Wise | 5,100 | 4,300 | 84 |
| Wood | 5,200 | 4,300 | 82 |
| Yoakum | 2,100 | 1,800 | 87 |
| Young | 5,300 | 4,800 | 90 |
| Zapata | 900 | 600 | 62 |
| Zavala | 2,700 | 1,800 | 66 |
| **Total** | **2,777,900** | **2,401,000** | **86** |
| **UTAH** | | | |
| Beaver | 1,000 | 900 | 88 |
| Box Elder | 6,500 | 5,900 | 90 |
| Cache | 9,600 | 8,100 | 84 |
| Carbon | 5,600 | 4,500 | 81 |
| Daggett | 300 | 100 | 41 |
| *Davis | 17,300 | 15,600 | 90 |
| Duchesne | 1,600 | 1,200 | 76 |
| Emery | 1,400 | 1,100 | 80 |
| Garfield | 800 | 600 | 80 |
| Grand | 1,700 | 900 | 55 |
| Iron | 2,900 | 2,200 | 77 |
| Juab | 1,200 | 1,100 | 90 |
| Kane | 600 | 500 | 76 |
| Millard | 1,900 | 1,400 | 75 |
| *Morgan | 700 | 600 | 87 |
| Piute | 200 | 200 | 76 |
| Rich | 400 | 300 | 73 |
| *Salt Lake | 111,300 | 104,000 | 93 |
| San Juan | 1,700 | 1,300 | 75 |
| Sanpete | 2,900 | 2,600 | 90 |
| Sevier | 2,600 | 2,300 | 90 |
| Summit | 1,300 | 1,200 | 90 |
| Tooele | 5,100 | 4,300 | 85 |
| Uintah | 2,800 | 2,400 | 86 |
| *Utah | 27,800 | 24,700 | 89 |
| Wasatch | 1,300 | 1,100 | 85 |
| Washington | 2,700 | 1,900 | 70 |
| Wayne | 300 | 300 | 96 |
| *Weber | 32,400 | 30,100 | 93 |
| **Total** | **246,400** | **221,400** | **90** |
| **VERMONT** | | | |
| Addison | 5,200 | 4,300 | 83 |
| Bennington | 7,600 | 6,200 | 81 |
| Caledonia | 6,600 | 5,700 | 87 |
| *Chittenden | 20,000 | 17,800 | 89 |
| Essex | 1,700 | 1,500 | 89 |
| Franklin | 7,900 | 7,100 | 90 |
| Grand Isle | 700 | 700 | 94 |
| Lamoille | 2,900 | 2,700 | 92 |
| Orange | 4,400 | 3,600 | 82 |
| Orleans | 5,400 | 4,500 | 82 |
| Rutland | 13,600 | 11,600 | 85 |
| Washington | 12,000 | 10,700 | 90 |
| Windham | 8,600 | 7,100 | 82 |
| Windsor | 12,700 | 10,700 | 84 |
| **Total** | **109,300** | **94,200** | **86** |
| **VIRGINIA** | | | |
| Accomack | 8,800 | 7,400 | 84 |
| Albemarle | 15,300 | 11,500 | 75 |
| Alleghany | 7,300 | 6,100 | 83 |
| Amelia | 1,600 | 1,200 | 77 |
| Amherst | 5,200 | 3,900 | 74 |
| Appomattox | 2,000 | 1,500 | 77 |
| *Arlington | 76,700 | 71,400 | 93 |
| Augusta | 20,000 | 14,900 | 74 |
| Bath | 1,300 | 900 | 72 |
| Bedford | 7,700 | 6,100 | 79 |
| Bland | 1,300 | 1,000 | 80 |
| Botetour | 4,000 | 3,400 | 86 |
| Brunswick | 3,600 | 3,000 | 83 |
| Buchanan | 7,300 | 5,600 | 77 |
| Buckingham | 2,300 | 1,700 | 75 |
| Camphell | 23,500 | 19,500 | 83 |
| Caroline | 2,800 | 2,400 | 87 |
| Carroll | 7,000 | 5,500 | 79 |
| Charles City | 1,100 | 900 | 78 |
| Charlotte | 3,100 | 2,500 | 80 |
| *Chesterfield | 17,900 | 17,000 | 95 |
| Clarke | 2,100 | 1,600 | 78 |
| Craig | 800 | 700 | 85 |
| Culpeper | 3,600 | 3,000 | 84 |
| Cumherland | 1,400 | 1,100 | 81 |
| Dickenson | 4,200 | 3,400 | 82 |
| Dinwiddie | 14,700 | 12,400 | 85 |
| Essex | 1,600 | 1,300 | 80 |
| *Fairfax | 81,600 | 73,200 | 90 |
| Fauquier | 6,000 | 5,300 | 88 |
| Floyd | 2,400 | 1,800 | 76 |
| Fluvanna | 1,900 | 1,500 | 78 |
| Franklin | 6,000 | 4,700 | 78 |
| Frederick | 10,400 | 8,500 | 82 |
| Giles | 4,000 | 3,400 | 84 |
| Gloucester | 3,200 | 2,800 | 88 |
| Goochland | 1,800 | 1,600 | 88 |
| Grayson | 4,400 | 3,300 | 74 |
| Greene | 1,000 | 600 | 65 |
| Greensville | 3,600 | 3,000 | 84 |
| Halifax | 8,900 | 7,100 | 80 |
| Hanover | 6,500 | 5,400 | 84 |
| *Henrico | 94,100 | 81,500 | 87 |
| Henry | 14,400 | 12,400 | 86 |
| Highland | 600 | 500 | 79 |
| Isle of Wight | 4,000 | 3,400 | 84 |
| James City | 3,400 | 2,900 | 86 |
| King and Queen | 1,200 | 900 | 74 |
| King George | 1,800 | 1,500 | 82 |
| King William | 1,800 | 1,600 | 86 |
| Lancaster | 2,500 | 2,200 | 87 |
| Lee | 5,500 | 4,400 | 80 |
| Loudoun | 5,900 | 4,900 | 82 |
| Louisa | 3,200 | 2,400 | 76 |
| Lunenhurg | 3,000 | 2,400 | 80 |
| Madison | 1,900 | 1,300 | 67 |
| Mathews | 1,900 | 1,700 | 88 |
| Mecklenburg | 7,200 | 5,700 | 79 |
| Middlesex | 1,700 | 1,400 | 84 |
| Montgomery | 10,300 | 8,800 | 86 |
| Nansemond | 11,300 | 9,500 | 84 |
| Nelson | 2,900 | 2,400 | 83 |
| New Kent | 1,100 | 900 | 79 |
| *Norfolk | 139,900 | 120,500 | 86 |
| Northampton | 4,400 | 3,700 | 84 |
| Northumberland | 2,600 | 2,200 | 84 |
| Nottoway | 3,800 | 3,200 | 83 |
| Orange | 3,100 | 2,500 | 81 |
| Page | 4,000 | 3,500 | 87 |
| Patrick | 3,500 | 2,700 | 78 |
| Pittsylvania | 26,700 | 21,500 | 81 |
| Powhatan | 1,400 | 1,200 | 83 |
| Prince Edward | 3,300 | 2,400 | 74 |
| Prince George | 11,900 | 9,800 | 82 |
| *Princess Anne | 23,500 | 20,300 | 86 |
| Prince William | 13,000 | 11,700 | 90 |
| Pulaski | 6,900 | 6,000 | 87 |
| Rappahannock | 1,200 | 1,000 | 85 |
| Richmond | 1,600 | 1,300 | 84 |
| *Roanoke | 43,500 | 39,700 | 91 |
| Rockbridge | 7,300 | 6,000 | 83 |
| Rockingham | 13,600 | 10,600 | 78 |
| Russell | 5,900 | 4,500 | 75 |
| Scott | 6,100 | 4,700 | 77 |
| Shenandoah | 5,800 | 4,900 | 84 |
| Smyth | 7,100 | 5,800 | 82 |
| Southampton | 6,400 | 5,600 | 87 |
| Spotsylvania | 7,000 | 5,800 | 83 |
| Stafford | 4,500 | 3,500 | 77 |
| Surry | 1,400 | 1,100 | 78 |
| Sussex | 2,700 | 2,300 | 85 |
| Tazewell | 10,100 | 8,200 | 81 |
| Warren | 3,700 | 3,000 | 80 |
| *Warwick | 55,000 | 48,200 | 88 |
| *Washington | 13,000 | 10,600 | 81 |
| Westmoreland | 2,800 | 2,300 | 82 |
| Wise | 11,100 | 9,700 | 88 |
| Wythe | 5,400 | 4,700 | 87 |
| York | 5,700 | 4,900 | 86 |
| **Total** | **1,038,500** | **885,400** | **85** |
| **WASHINGTON** | | | |
| Adams | 3,100 | 2,900 | 93 |
| Asotin | 4,200 | 3,600 | 85 |
| Benton | 19,200 | 16,200 | 84 |
| Chelan | 13,500 | 10,800 | 80 |
| Clallam | 9,700 | 8,400 | 86 |
| *Clark | 30,000 | 27,800 | 93 |
| Columbia | 1,500 | 1,300 | 85 |
| Cowlitz | 18,400 | 16,700 | 91 |
| Douglas | 4,700 | 3,900 | 84 |
| Ferry | 1,000 | 800 | 79 |
| Franklin | 5,800 | 4,900 | 85 |
| Garfield | 800 | 700 | 88 |
| Grant | 13,800 | 12,000 | 87 |
| Grays Harbor | 18,400 | 15,700 | 85 |
| Island | 6,300 | 5,700 | 90 |
| Jefferson | 2,700 | 2,300 | 86 |
| *King | 323,000 | 302,600 | 94 |
| Kitsap | 27,800 | 25,600 | 92 |
| Kittitas | 6,200 | 5,200 | 84 |
| Klickitat | 4,500 | 3,600 | 79 |
| Lewis | 13,900 | 11,600 | 84 |
| Lincoln | 3,500 | 3,100 | 89 |
| Mason | 5,200 | 4,900 | 93 |
| Okanogan | 7,600 | 6,300 | 83 |
| Pacific | 4,900 | 4,100 | 84 |
| Pend Oreille | 2,100 | 1,800 | 85 |
| *Pierce | 96,900 | 91,700 | 95 |
| San Juan | 900 | 800 | 88 |
| Skagit | 16,400 | 14,500 | 88 |
| Skamania | 1,700 | 1,400 | 84 |
| Snohomish | 59,200 | 52,100 | 88 |
| *Spokane | 92,300 | 87,100 | 94 |
| Stevens | 5,500 | 4,300 | 78 |
| Thurston | 18,900 | 18,100 | 96 |
| Wahkiakum | 900 | 800 | 86 |
| Walla Walla | 12,800 | 10,900 | 85 |
| Whatcom | 23,600 | 20,700 | 88 |
| Whitman | 9,000 | 7,600 | 84 |
| *Yakima | 45,200 | 39,300 | 87 |
| **Total** | **935,100** | **851,800** | **91** |
| **WEST VIRGINIA** | | | |
| Barhour | 3,800 | 2,800 | 73 |
| Berkeley | 9,400 | 8,300 | 88 |
| Boone | 6,400 | 5,400 | 85 |
| Braxton | 3,600 | 2,800 | 76 |
| *Brooke | 7,900 | 7,100 | 90 |
| *Cabell | 32,800 | 29,700 | 91 |
| Calhoun | 1,800 | 1,300 | 73 |
| Clay | 2,800 | 2,200 | 78 |
| Doddridge | 1,700 | 1,200 | 70 |
| Fayette | 14,900 | 12,200 | 82 |
| Gilmer | 1,900 | 1,400 | 72 |
| Grant | 2,200 | 1,500 | 70 |
| Greenbrier | 8,400 | 6,800 | 81 |
| Hampshire | 2,800 | 2,300 | 83 |
| *Hancock | 10,400 | 9,300 | 90 |
| Hardy | 2,200 | 1,600 | 71 |
| Harrison | 21,500 | 19,400 | 90 |
| Jackson | 4,600 | 4,000 | 87 |
| Jefferson | 4,900 | 4,300 | 88 |
| *Kanawha | 69,500 | 62,800 | 90 |
| Lewis | 4,800 | 4,100 | 86 |
| *Lincoln | 4,600 | 3,700 | 81 |
| Logan | 13,800 | 11,900 | 86 |
| McDowell | 16,000 | 13,000 | 81 |
| Marion | 18,200 | 16,200 | 89 |
| *Marshall | 10,600 | 9,300 | 88 |
| Mason | 6,400 | 5,500 | 85 |
| Mercer | 17,200 | 14,700 | 86 |
| Mineral | 6,200 | 5,000 | 81 |
| Mingo | 8,900 | 7,400 | 83 |
| Monongalia | 14,200 | 12,300 | 87 |
| Monroe | 2,800 | 2,100 | 75 |
| Morgan | 2,300 | 1,900 | 84 |
| Nicholas | 6,000 | 4,800 | 80 |
| *Ohio | 20,100 | 19,500 | 97 |
| Pendleton | 2,000 | 1,400 | 69 |
| Pleasants | 1,700 | 1,500 | 91 |
| Pocahontas | 2,400 | 1,700 | 71 |
| Preston | 6,600 | 5,600 | 85 |
| *Putnam | 5,900 | 4,800 | 82 |
| Raleigh | 18,900 | 16,000 | 85 |
| Randolph | 6,500 | 4,800 | 74 |
| Ritchie | 2,900 | 2,300 | 79 |
| Roane | 3,600 | 2,800 | 78 |
| Summers | 3,900 | 3,100 | 79 |
| Taylor | 4,000 | 3,300 | 83 |
| Tucker | 1,800 | 1,500 | 83 |
| Tyler | 2,800 | 2,200 | 78 |
| Upshur | 4,800 | 3,400 | 71 |
| *Wayne | 8,000 | 6,700 | 84 |
| Webster | 3,200 | 2,300 | 73 |
| Wetzel | 5,100 | 4,500 | 87 |
| Wirt | 1,200 | 900 | 77 |
| Wood | 22,800 | 20,500 | 90 |
| Wyoming | 7,600 | 6,300 | 82 |
| **Total** | **481,300** | **413,400** | **86** |
| **WISCONSIN** | | | |
| Adams | 2,400 | 1,800 | 74 |
| Ashland | 4,700 | 4,200 | 89 |
| Barron | 10,000 | 8,400 | 84 |
| Bayfield | 3,500 | 3,000 | 85 |
| *Brown | 34,700 | 33,100 | 95 |
| Buffalo | 4,000 | 3,000 | 75 |
| Burnett | 2,800 | 2,100 | 77 |
| Calumet | 6,300 | 5,600 | 89 |
| Chippewa | 12,100 | 10,200 | 84 |
| Clark | 8,900 | 7,200 | 81 |
| Columhia | 11,300 | 9,600 | 85 |
| Crawford | 4,400 | 3,500 | 80 |
| *Dane | 64,300 | 58,100 | 90 |
| Dodge | 18,200 | 15,100 | 83 |
| Door | 6,200 | 5,300 | 85 |
| *Douglas | 13,600 | 12,700 | 93 |
| Dunn | 7,300 | 6,300 | 86 |
| Eau Claire | 17,200 | 14,800 | 86 |
| Florence | 800 | 600 | 76 |
| Fond Du Lac | 21,800 | 19,800 | 91 |
| Forest | 2,000 | 1,500 | 76 |
| Grant | 13,000 | 11,400 | 88 |
| Green | 7,800 | 6,500 | 83 |
| Green Lake | 4,600 | 4,000 | 87 |
| Iowa | 5,600 | 4,700 | 84 |
| Iron | 2,500 | 2,200 | 90 |
| Jackson | 4,400 | 3,700 | 85 |
| Jefferson | 14,900 | 13,200 | 89 |
| Juneau | 4,900 | 3,900 | 80 |
| Kenosha | 31,200 | 29,600 | 95 |
| Kewaunee | 4,800 | 4,100 | 86 |
| La Crosse | 20,800 | 18,600 | 90 |
| Lafayette | 5,200 | 4,300 | 82 |
| Langlade | 5,500 | 4,900 | 88 |
| Lincoln | 6,500 | 5,700 | 88 |
| Manitowoc | 22,000 | 19,800 | 90 |
| *Marathon | 24,600 | 21,400 | 87 |
| Marinette | 10,000 | 8,700 | 87 |
| Marquette | 2,400 | 1,900 | 81 |
| *Milwaukee | 313,400 | 299,800 | 96 |
| Monroe | 8,300 | 7,100 | 86 |
| Oconto | 7,100 | 6,000 | 85 |
| Oneida | 6,800 | 6,000 | 88 |
| *Outagamie | 28,700 | 26,800 | 94 |
| Ozaukee | 11,400 | 10,400 | 91 |
| Pepin | 2,000 | 1,700 | 85 |
| Pierce | 6,500 | 5,900 | 90 |
| Polk | 7,600 | 6,700 | 89 |
| Portage | 9,700 | 8,800 | 90 |
| Price | 4,200 | 3,500 | 82 |
| Racine | 43,400 | 41,300 | 95 |
| Richland | 4,700 | 4,000 | 85 |
| Rock | 35,300 | 31,800 | 90 |
| Rusk | 4,100 | 3,200 | 79 |
| St. Croix | 8,500 | 7,900 | 92 |
| Sauk | 10,600 | 8,600 | 81 |
| Sawyer | 2,800 | 2,300 | 82 |
| Shawano | 9,200 | 7,900 | 86 |
| Sheboygan | 26,200 | 23,600 | 90 |
| Taylor | 4,700 | 4,100 | 88 |
| Trempealeau | 6,500 | 5,600 | 86 |
| Vernon | 7,300 | 6,200 | 85 |

| State and County | Total Households | TV Households Number | TV Households Percent |
|---|---|---|---|
| Vilas | 2,700 | 2,000 | 74 |
| Walworth | 16,500 | 15,100 | 92 |
| Washburn | 3,000 | 2,400 | 79 |
| Washington | 13,600 | 12,000 | 88 |
| Waukesha | 45,600 | 43,300 | 95 |
| Waupaca | 10,300 | 8,900 | 87 |
| Waushara | 4,000 | 3,300 | 83 |
| Winnebago | 32,300 | 29,200 | 90 |
| Wood | 16,500 | 14,700 | 89 |
| **Total** | **1,160,700** | **1,054,600** | **91** |
| **WYOMING** | | | |
| Albany | 6,100 | 5,000 | 82 |
| Big Horn | 3,300 | 2,500 | 77 |
| Campbell | 1,900 | 1,300 | 68 |
| Carbon | 4,500 | 3,300 | 73 |
| Converse | 1,800 | 1,500 | 82 |
| Crook | 1,500 | 1,100 | 70 |
| Fremont | 7,900 | 6,300 | 79 |
| Goshen | 3,500 | 3,000 | 86 |
| Hot Springs | 2,100 | 1,700 | 83 |
| Johnson | 1,700 | 1,300 | 79 |
| *Laramie | 17,500 | 15,700 | 90 |
| Lincoln | 2,700 | 2,000 | 73 |
| Natrona | 14,500 | 12,400 | 86 |
| Niobrara | 1,200 | 1,000 | 84 |
| Park | 5,300 | 4,200 | 78 |
| Platte | 2,200 | 1,500 | 69 |
| Sheridan | 5,900 | 4,700 | 80 |
| Sublette | 1,300 | 900 | 68 |
| Sweetwater | 5,200 | 4,100 | 78 |
| Teton | 900 | 700 | 81 |
| Uinta | 2,000 | 1,800 | 92 |
| Washakie | 2,400 | 2,000 | 85 |
| Weston | 2,500 | 2,100 | 83 |
| **Total** | **97,900** | **80,100** | **82** |

Erratum for Television Factbook No. 32. Page 77 (U.S. Television Directory) should read: "Data updated to April 1, 1961."

This special supplement contains statistical projections updating the ARB section of "TV Households by Regions, States and Counties" in Television Factbook No. 32, Spring-Summer edition, pages 39-54.

The 1960 TV-household figures contained in that Factbook section are based on more than 500,000 telephone interviews, including every county in the United States. They have now been updated to Jan. 1, 1961 through the use of standard statistical procedures.

These new county-by-county figures reflect an estimated increase of 1,031,700 U.S. households and 1,866,020 U.S. TV households from January 1960 to January 1961.

Summary information from ARB's TV Coverage Study as it appears in the Factbook's U.S. Station Directory section, pages 79-759, is based on 1960 survey results. The circulation coverage percentages and county groupings are unchanged by the updating of the figures.

Additional copies of Television Factbook No. 32 may be secured from our Radnor business office at $12.50 per copy or $10 apiece for orders of 5 or more.

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**FCC'S LICENSE-FEE THINKING** includes .4% levy on stations' gross revenues plus application fees (pp. 1 & 5).

**FCC INVOKES "SEEK-OUT-NEEDS" POLICY:** turns down uncontested N.J. FM applicant on programming-plans grounds (p. 1).

**REVISED PROGRAM FORMS DUE FROM FCC**—long for TV, short for radio, including reinstated "composite week" (p. 2).

**FM RULES & STANDARDS SHAKEUP** proposed by FCC. Milage-separation concept, similar to TV's, is in works (p. 5).

**FORD DEFINES "PUBLIC INTEREST"** as what broadcasters—not FCC—say it is; warns licensees to study Commission's guides (p. 6).

**AGENCY STUDIES ARE STARTED** by new White House-sponsored Administrative Conference, set up to cut redtape (p. 6).

### *Auxiliary*

**CATV SCORES POINT IN PROPERTY-RIGHTS FIGHT,** winning court decision on use of Salt Lake City signals (p. 2).

**YEAR'S DELAY FOR HARTFORD PAY-TV START** is sought by RKO, which gives FCC a progress report (p. 3).

### *Congress*

**FCC REFORM BILLS NEAR VOTE** in Congress, following committee clearances of nearly-identical Commission-drafted proposals by Sen. Pastore & Rep. Harris (p. 3).

**DODD SETS REFORM DEADLINE** of 6 months for TV to clean up sex & crime in shows (p. 7).

### *Consumer Electronics*

**BIGGEST FM STEREO MARKET** probably won't be ready until fall, as 7 N.Y. stations indicate desire to "get it right" (p. 18).

**SHAPE OF COLOR SETS** becomes controversy as Motorola shows developmental 23-in. 90-degree receiver and says it will wait (p. 19).

**JAPANESE BATTERY TVs** reach U.S. market. Sony's 8-in. direct-view portable goes on sale in N.Y. (p. 19). Sony's prospects (p. 21).

**GE'S FIRST STEREO RADIO,** single-piece unit with speaker doors, priced around $175. Lower-priced sets due this month (p. 20).

**MOTOROLA SALES** ahead of last year, Taylor predicts as new lines are unveiled. Sales of 6.25 million TV's foreseen (p. 22).

### *Films*

**OUR FILM BOXSCORE FOR NEXT SEASON** shows Revue with twice as many network series as its closest rivals (p. 10).

### *Advertising*

**NETWORK TV IS THE ONLY ONE** of nation's 6 major media to show a billings gain for April 1961 over April 1960 (p. 13).

### *ETV*

**WNTA-TV N.Y. SALE** is at last a contractual reality, after several months of negotiation with an ETV group (p. 4). Dept. (p. 16).

### *Other Departments*

**NETWORKS** (p. 8). **FOREIGN** (p. 12). **PROGRAMMING** (p. 12). **STATIONS** (p. 15). **PERSONALS** (p. 17). **TECHNOLOGY** (p. 17). **FINANCE** (p. 23).


**FCC'S LICENSE-FEE THINKING:** FCC Chmn. Minow asked Commission staff to come up with ideas for charging licensees a fee (Vol. 17:22 p11), to carry out a Budget Bureau directive which in turn is seeking to implement a Congressional resolution. Congress's intention was that govt. agencies become essentially self-supporting, and FCC staff has devised a suggested fee schedule which would cover the full 1961 budget of $11,789,000 (excluding special uhf appropriation) plus $1,393,000 for estimated value of all FCC office space—for total of $13,182,000.

Broadcasters would be required to pony up $5,991,671 of this—$5 million to come from a levy of .4% on gross revenues of all stations (but not networks), balance to be derived from application fees. Theory behind formula: Ability to pay.

Safety & special services would produce $3,902,536, common carrier $2,453,505, commercial operators $542,689, ship inspections $291,599. (For more detail on recommendation, see p. 5.)

**FCC INVOKES 'SEEK-OUT-NEEDS' POLICY:** Remember the name "Suburban." It could become celebrated in broadcast-regulation history. In a significant decision last week, FCC turned down the FM application of Suburban Bcstrs., for Elizabeth, N.J., on the simple ground that it had done nothing to seek out the programming needs of its proposed service area. This "seek out" concept is the touchstone of FCC's new philosophy, as expressed in last year's policy statement (1960 Special Supplement No. 7) which the Commission is trying to implement with new program form (see p. 2).

Application was uncontested, and FCC traditionally grants such bids without reference to programming plans if applicant otherwise has usual qualifications—financial, technical, etc. However, WNEW-FM N.Y., which would suffer some interference from Elizabeth station, got Commission to insert a hearing issue "to determine whether the program proposals . . . are designed to & would be expected to serve the needs of the proposed service area."

Suburban counsel Edward Kenehan, former FCC Broadcast Bureau chief, kicked fiercely, asserting Commission has no powers over programming—and even if it does, it certainly shouldn't apply this new policy retroactively.

Suburban is expected to appeal, go all the way to Supreme Court on "freedom of speech" grounds if it has to—or can.

FCC vote was 4-2, Comrs. Hyde & Cross dissenting, Ford absent, reversing examiner's recommendation to grant. "In essence," FCC said, "we are asked to grant an application prepared by individuals totally without knowledge of the area they seek to serve. We feel that the public deserves something more in the way of preparation for the responsibilities sought by applicant than was demonstrated on this record."

**CATV SCORES POINT IN PROPERTY-RIGHTS FIGHT:** CATV won a battle last week but by no means won the war when San Francisco Federal District Court Judge W. T. Sweigert ruled that the 3 Salt Lake City stations (backed by NAB) have no rights infringed when their signals are distributed by CATV system Cable Vision Inc., Twin Falls, Ida., and Idaho Microwave Inc. which feeds the system the signals. Both sides found both comfort & disquiet in the decision, which is just one step in adjudication of whole issue.

National Community TV Assn. counsel E. Stratford Smith couldn't be reached for comment, but NAB counsel Douglas Anello said he found helpful language in the ruling despite defeat.

Judge Sweigert discussed case primarily in light of 1918 U.S. Supreme Court decision, which held that International News Service had unfairly lifted & sold AP news—and he decided that the INS situation differed. Here's the core of his edict:

Defendants' antenna-service facility is simply a more expensive & elaborate application of the antenna principle needed for all television reception. It does not otherwise differ from what the owners could do for themselves.

"Nor does the fact that the owners are willing to pay for such a service facility change the essential situation. The test for purposes of determining unfair competition is not whether defendants are paid for their service or whether, as appears in this case, they expect to realize a profit. The true test is whether any such profit is one which under the circumstances rightfully belongs to plaintiffs so as to make it a misappropriation by defendants.

"Let us assume for the purpose of discussion that the owners of home TV sets in Twin Falls chose to form a non-profit cooperative to construct facilities identical with those planned by defendants. Certainly, the owners could do collectively, through a non-profit co-operative, what each one of them could admittedly do for himself. The Court does not believe that the mere profit-purpose of defendants' rendition of an identical service to the owners would transform the operation into unfair competition with plaintiffs.

"It is true that in the International News Service case, the Court, speaking of the relationship between the public, International News Service and Associated, said that, admitting the right of the purchaser of a single newspaper to spread knowledge of its contents gratuitously for any legitimate purpose not unreasonably interfering with plaintiffs' right to make merchandise of it, the transmission of that news for commercial use, in competition with complaint, would be a different matter."

Kicker in decision is this, in the conclusion: "Plaintiffs, upon further presentation, may make a case for protection under copyright law, statutory or common law, with respect to any programs which they themselves creatively produce or for protection under the doctrine of unfair competition with respect to any exclusive license arrangements which have heretofore been recognized as ground for invoking that doctrine."

As we understand it, if telecasters win in such "further presentation," they've got CATV right by the antennas—for no cable operator can, as practical matter, sit with hand on switch, cutting in-&-out the station-owned programs such as news, etc. Main arena of whole battle is still suit brought by United Artists against CATV—this is a long way from decision.

**REVISED PROGRAM FORMS DUE FROM FCC:** Industry representatives persuaded FCC that its proposed programming form was unwieldy & unclear (Vol. 17:20 p13)—so the Commission went back to the drawing boards and is expected to come up with something more understandable, if not more palatable, next week. (For full text of previous proposal, see Supplement No. 2, Feb. 27, 1961.)

Commission hashed over new proposal last week, and though nothing has been announced, it's

expected these changes will be considered this week, probably adopted and offered for industry comment:

(1) Two forms to be issued—long one for TV, short for radio.

(2) More detailed information to be required—more precise, more understandable, more readily complied with.

(3) "Composite week" to be reinstated.

(4) New "selected week"—of applicants' own choosing—to be supplied.

(5) More detail on commercial operations required.

Chances are that new proposal will garner FCC majority. Comrs. Hyde & Craven, in light of past reservations about Commission's authority to seek programming data, are likely to dissent to at least part of new forms.

**FCC REFORM BILLS NEAR VOTE:** Nearly-parallel Senate & House measures to streamline FCC's complex procedures (Vol. 17:26 p4) were pushed into position last week for early floor votes.

Legislative substitutes for FCC reorganization plan proposed by President Kennedy & junked by House were cleared June 29 by Senate Commerce Communications Subcommittee & House Commerce Committee. Both bills (S-2034 & HR-7856) may reach Senate & House floors this week.

FCC-drafted Senate bill must clear hurdle of full Commerce Committee headed by Sen. Magnuson (D-Wash.) before it gets on Senate action calendar, but Subcommittee Chmn. Pastore (D-R.I.) expects no trouble with measure he sponsors. Following quickie hearing June 28, Pastore did some minor pencil work on bill, then won Subcommittee approval of it through informal telephone poll of members without bothering to call them into formal session.

At the same time, House Committee put on burst of speed. While Pastore was holding Senate hearing, House Commerce Chmn. Harris (D-Ark.) got his Regulatory Agencies Subcommittee to endorse HR-7856, which he patterned after S-2034. House bill replaced earlier Harris reorganization measure (HR-7333), which was out of line with FCC's own recommendations. Full House Commerce Committee went along with him next day.

Language of Senate & House bills is nearly identical now. Missing from Senate bill is House measure's provision that Commission may limit reviews of decisions by delegated panels to "issues of general communications importance" in adjudicatory cases. But original Senate bill was brought into line with revised House bill on another difference, Pastore accepting Harris language that delegated FCC authority may be rescinded by "vote of a majority of the members of the Commission then holding office." As first written, Senate measure gave rescinding power to majority present for vote.

Senate hearing was routine & perfunctory except for one flare-up by Pastore while Federal Communications Bar Assn. Pres. Robert M. Booth Jr. was on stand. Booth said FCBA was all in favor of "objectives" of Pastore bill, but had many suggestions for changes & refinement in legal terminology. "You agree with the objectives, but so far you haven't agreed with a single line of the bill," Pastore commented caustically. He also didn't buy suggestion by ex-FCBA Pres. Leonard H. Marks that FCC "administrator" be named to handle uncontested cases. Lead-off witness FCC Chmn. Minow, flanked by all other members except Comr. Ford, who was out of town on speech-making trip (see p. 6), repeated House Subcommittee testimony on legislation, was asked few questions.

President Kennedy's FTC reorganization plan survived Republican assaults on Senate floor meanwhile. Democrats who helped defeat SEC plan a week earlier rallied to turn back (47-31) resolution disapproving White House proposals for FTC, which goes into effect July 8. They then kept similar White House plan for CAB intact by 37-33 vote. Leading Republican attack on FTC & CAB plans was Sen. Mundt (R-S.D.), who taunted Democrats for rejecting FCC & SEC plans. He said all of White House reorganization schemes were steps toward "decapitating Congress" & "glorifying govt. by decree." Rejection of FTC & CAB plans had been recommended 5-4 by Senate's Govt. Operations Committee, Chmn. McClellan (D-Ark.) & Sen. Ervin (D-N.C.) joining committee Republicans against White House.

**YEAR'S DELAY FOR HARTFORD PAY-TV START:** Insisting that theater exhibitors' court appeal hasn't deterred it one whit, RKO General last week informed FCC that other matters force it to ask that start of its Hartford pay-TV test be shifted from previous target of Aug. 23, 1961 to July 1, 1962.

RKO Phonevision Co. (name changed from Hartford Phonevision Co.) gave FCC a progress report to buttress its request, asserting that things are shaping up well all along the line:

(1) New WHCT gen. mgr. & chief engineer have been hired.

(2) Zenith has partially completed manuals for installation, maintenance & repair of decoders and for personnel operating control center (billings, etc.).

(3) 2,000 decoders have been ordered, delivery to come 6 months after Oct. 11. Station coding equipment to be ready for installation by end of 1961.

(4) "Preliminary negotiations" have been held with movie producers and: "Subject to establishing & correlating specific subscription playing dates with the release dates of specific film product, we feel assured that adequate subscription program in this category will be available for the purposes of the trial."

(5) A survey of Broadway play producers indicates that there "will be sufficient program product."

(6) Many discussions have been conducted with educators, and programs will be available.

(7) Availability of operas, symphonies, etc. is being studied.

(8) Negotiations have been conducted "covering the availability of some of the world's great artists in the classical & popular entertainment fields for concerts & similar types of 'one-man' shows of the class associated with such places as Carnegie Hall & the Palace Theatre in N.Y. On the basis of the negotiations, we feel assured that this type of talent & show will be available."

(9) A 4-week tour of Europe was made by RKO employe who contacted movie producers and "major cultural attractions for which Europe is famous." RKO is now considering arrangements for such features.

(10) RKO is finalizing arrangements for studios, tape equipment, etc.

(11) Negotiations are under way with labor organizations; no "insurmountable difficulties" foreseen.

(12) "One of the nation's largest radio & TV survey organizations" has been contacted for purpose of conducting before-&-after viewing-habit surveys—and "several large advertising agencies" are interested in joining this study.

RKO summarized: "On the basis of our program negotiations to date, we are assured that we will be in a position to present to the Hartford public a firm & specific schedule of a reasonable number of committed programs covering the initial period of the trial before asking the first member of the Hartford public to sign up as a subscriber without knowing what programs he may get for a reasonable period after the date of his subscription & the commencement of the operation."

**N.Y. GETS VHF ETV OUTLET:** Long-delayed sale of WNTA-TV N.Y. (Vol. 17:8 p8 et seq.) to a N.Y. ETV group was closed June 30, subject to FCC approval. The deal is significant on several counts:

(1) It will be first N.Y. VHF ETV channel. Actually, it probably will be the city's 2nd ETV outlet, since municipally-owned radio WNYL plans Nov. 1 start for educational programming over WUHF, FCC's experimental Ch. 31 station. (N.Y. Daily News' WPIX has been broadcasting a daytime schedule of classroom programs under contract to state Board of Regents.)

(2) Competitive stations & networks aided substantially in raising the $6.2 million purchase ante. Each of the 3 networks contributed $500,000 and WOR-TV and WNEW-TV each gave $250,000—with the blessings of the Department of Justice, which waived usual antitrust rules.

(3) New outlet will be cultural showcase for ETV in the country's largest market. The station will close down later this year for a 2-month period (while FCC weighs the deal), and is expected to reopen as WNET-TV around Jan. 1. After that, it's expected to tap N.Y.'s potential as a cultural center (Lincoln Center for the Performing Arts, local universities, Broadway, etc.).

(4) A N.Y.-based ETV national network is now a possibility, providing NET's group of 50-plus ETV outlets with a N.Y. origination center in the manner of the 3 commercial networks.

Purchasing ETV group has a new name: Educational TV for the Metropolitan Area (ETMA). Its pres. is Howard C. Sheperd, former chmn. & pres. of First National City Bank, and its vp (who signed the sales contract with NTA Pres. Leonard Davis) is Devereux C. Josephs, former chmn. of N.Y. Life Insurance Co. John F.

White, NET pres., is ETMA secy.-treasurer. Howard Stark acted as station broker.

Most other ETV shows in N.Y. will continue, despite a full-time ETV rival, we were told. WCBS-TV N.Y. will maintain its early morning "Sunrise Semester" & other local shows, and WNBC-TV will be the local outlet for NBC-TV's "Continental Classroom." The N.Y. State Board of Regents TV shows carried by WPIX (which did not contribute toward the purchase of WNTA-TV) may be shifted to the new ETV channel.

**FM RULES & STANDARDS SHAKEUP:** With FM's resurgence in last few years, FCC has been fretting over its allocations & applications problems, fearfully watching it drift toward the AM hodge-podge with its haggles over population counts and protected-contour nit-picking. Last week, Commission took step toward treating FM like TV, with its delightfully simple mileage-separation—"go or no-go," in which a channel assignment fits or doesn't.

Perhaps even more important than proposed technical changes was start of an "inquiry" feeling out industry's thoughts about reducing or eliminating duplication of AM programs on commonly owned FM stations. Vast majority of stations employ straight duplication. The "duplication" phase of proceeding isn't a proposed rule at this stage of game.

Also subject of "inquiry," not rule-making, were several technical matters—including signal ratios, polarization (with eye to vertical auto antennas), directionalization, receiver characteristics.

Three classes of commercial stations and 2 educational were proposed. Commercial: (1) Class A, maximum power & height 1 kw & 250 ft. (or equivalent), 25-mile protected service radius, 115-mile minimum co-channel spacing. (2) Class B, 20 kw & 500 ft., 50-mile radius, 190-mile spacing. (3) Class C, 100 kw & 2,000 ft., 100-mile radius, 300-mile spacing. The educationals: Class D, 10 watts & 100 ft., 6-mile radius, 25-mile spacing; Class E, "same as for maximum commercial station at the same location."

Commission is also concerned about "waste space" between assignments, is thinking about a formula of "maximum spacing," i.e., locating stations at multiples of the minimum spacing so that new assignments may be dropped in between existing stations.

There are no plans for shifting existing stations—and Commission hasn't said what it would do about existing stations seeking changes in facilities.

Industry is concerned lest FCC freeze applications until it puts new rules & standards into effect. Commission says nothing publicly about a freeze, but its's considered a distinct possibility—a partial freeze, at least. Comments on proposal are due by Sept. 5.

## The FCC

***More about***

**LICENSE FEE RECOMMENDATIONS:** Herewith are the highlights of FCC's staff suggestions on fees to be levied on its licensees (see p. 1) :

(1) **Broadcasting.** In addition to placing a .4% levy on station gross revenues, FCC would require TV applicants for new stations or for assignments of licenses to pay $600 when they file, AM & FM applicants $300. Translator—and all other—applicants would pay $30.

(2) **Safety & special services.** Applicants for amateur, RACES and disaster radio service licenses, $5. For special amateur call letters, $5. All other special radio services, $20.

(3) **Common carrier.** Telephone companies with annual operating revenues over $250,000, .08% of annual gross revenues from interstate & foreign services. Domestic telegraph companies with revenues over $100,000, .1% of gross revenues. International telegraph companies with revenues over $100,000, .3% of gross.

(4) **Ship inspections.** Scaled from $200 to $75 per vessel, depending on type.

(5) **Commercial operators.** Commercial operators' examinations, $5. Commercial operator applications, $2. Restricted permits, $2.

**Uhf Exhibit Set:** All-channel TV receivers, uhf converters & translators and receiving antennas will be demonstrated in a 2-week Washington equipment exhibit starting July 15 in the lobby of the Commerce Dept. Bldg., co-sponsored by FCC & the Greater Washington Educational TV Assn. Comr. Lee has invited members of the Assn. of Federal Communications Consulting Engineers to help man the exhibit, which is intended to focus public attention on GWETA programming proposals for its newly-granted ETV Ch. 26 (Vol. 17:25 p9). Exhibitors will include Zenith, Transvision, Jerrold, Admiral, Sylvania, GE, Westinghouse, Blonder-Tongue, Entron.

**FCC To Consider Vhf-to-Uhf Bill:** FCC is expected to give Congress its views shortly on Rep. Bray's (R-Ind.) bill (HR-5570) which would prohibit the Commission from shifting any vhf station to uhf unless all vhfs are shifted (Vol. 17:13 p15). The Commission undoubtedly will oppose the measure on the grounds that it would thwart selective deintermixture.

**FCC Field Force's 50th:** FCC marked the golden anniversary of its radio monitoring & field enforcement arm with a resolution noting that one William D. Terrell was appointed as a "Wireless Ship Inspector" on July 1, 1911. It extended its "sincerest thanks, congratulations and best wishes to all members of the Field Engineering & Monitoring Bureau and its predecessors."

**FORD DEFINES 'PUBLIC INTEREST':** FCC Comr. Ford set out last week, in a brace of Seattle speeches, to explain what the Communications Act & the Commission mean by the "inherently complex" term "public interest." He came up with this: It isn't what FCC says it is, but what the broadcaster says it is—with qualifications.

In an address to the Washington State Assn. of Bcstrs., Ford said that the best clues to the meaning of the term are in FCC's 1960 Program Policy Statement: "It recognizes that in providing service to his community, the public interest is what the licensee says it is; provided—and this is the key—provided that his judgment is the result of a reasonable & *bona fide* effort to ascertain the program interests & needs of the area he is licensed to serve."

In another June 28 talk—this time to the Advertising Assn. of the West—Ford explored public-interest aspects of broadcast commercials. He said he would no sooner attempt to evaluate good commercials than good programming, but that "personal discipline" by broadcasters is needed. "Certain practices in both areas are in disrepute," Ford said, urging the industry to watch its good-conduct codes "as a means of preserving as much self-regulation as possible."

"Those who long for a definitive statement of the term are seeking to simplify something which is inherently complex," Ford told the broadcasters. "Yet if they are willing to look, I think they will find that in all of the major areas which the Congress & the courts have acknowledged as representing components of the public interest, there exist rules, policy statements and decisions by the Commission which serve to refine the legislative & judicial determinations and give substance to the bare language of the statute."

**FCC Not 'Academy of Fine Arts'**

He added: "I think everyone would regard it as intolerable if the Commission were to find in the public interest the vicious personal attacks & abuse which characterized the so-called 'programming' of one broadcast licensee in the early days of radio . . .

"On the other hand, the Commission is not an academy of fine arts and no one on the Commission, I am sure, regards himself as a cultural arbiter for the nation. We have neither the power nor the desire to impose personal tastes & preferences on broadcasters or on the American people.

"It is neither legally nor humanly possible for an agency such as ours single-handedly to raise the quality of what we listen to & see on our radio & TV sets. The Commission is determined, however, to do its part."

Ford told the admen that last year's Commission Program Policy Manifesto is "equally applicable" to commercials. "Our concern," he said, "rests with the creation of a proper relationship between service to the public with program material which informs & entertains, and a portion of the air time for commercial copy which furnishes the financial support for the service."

He said he couldn't agree more with "the concept that show business must be left free & unshackled or its creativeness will be destroyed." But Ford added this warning: "Without the personal discipline that must accompany freedom in this respect . . . restrictive [govt.] measurements will undoubtedly follow."

Citing one FCC-noted instance in which a station used 60%—36 minutes in an hour—of its air time for commercials, Ford said: "The imbalance present in many broadcast operations at the present time between minutes devoted to advertising copy & program material should be cause for grave concern not only in your [advertising] profession but to broadcasters generally."

**AGENCY STUDIES STARTED:** Participants in the new Administrative Conference of the U.S. (Vol. 17:26 p13) were told last week by Attorney General Robert F. Kennedy to get going fast on their advisory job of finding ways to cut delays in procedures of FCC & other regulatory agencies.

Addressing the first plenary session of the White House-sponsored study group of agency officials, practicing lawyers and law-school professors, Kennedy said it should be a working organization "in which the members take off their coats, roll up their sleeves and get on with a job too long delayed."

President Kennedy is "vitally interested" in the Conference's work and looks to it for specific recommendations—by Dec. 31, 1962—for methods of slicing through administrative red tape, his brother said. White House advisor James M. Landis seconded Kennedy's speech. Chief Justice Earl Warren, another scheduled speaker, was unable to appear.

As a starter, Conference Chmn. Judge E. Barrett Prettyman, who also heads the group's plan-making Council, named members of 9 working committees—on personnel, internal organization & procedure, rule-making, licensing, compliance & enforcement, claims adjudication, statistics & reports, information & education and judicial review.

FCC Comr. Hyde was designated chmn. of the compliance committee, on which the Council will be represented by Nathaniel L. Nathanson of the Northwestern U. Law School. FCC gen. counsel Max D. Paglin, vice chmn. of the Conference, will be Council liaison man on the licensing committee headed by CAB member Whitney Gilliland. Washington communications lawyer John D. Lane was named to the judicial review committee.

Other committee leaders include: personnel, E. S. Redford (U. of Tex.); internal organization, David Ferber (SEC); rule-making, Robert W. Ginnane (ICC); claims, Cyrus R. Vance (Defense Dept.); statistics, Charles W. Buey (Agriculture Dept.); information, James H. Henderson (FTC).

The Council will meet in Washington Sept. 19 for reports on committee progress. Judge Prettyman called the next meeting of the Conference itself for Dec. 5.

When filled out, the membership of the Conference will total 86, but it got under way with 72, including spokesmen for 41 federal agencies. An FCC representative in addition to Hyde & Paglin is John F. Cushman, a lawyer in Paglin's litigation division.

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**Reversal on Moline Ch. 8:** FCC has told its staff to come up with a decision finally granting Ch. 8, Moline, to Moline TV Corp., denying Community Telecasting, TeleViews News, Midland Bcstg. and Illiway TV. Last year (Vol. 16:18 p14), FCC examiner Charles J. Frederick recommended a grant to Community Telecasting. Moline TV is headed by Frank Schreiber, ex-mgr. of WGN-TV.

**FCC-Industry "Plugola" Conference:** A "clarification" meeting was conducted at the Commission last week on FCC's proposal to cover the broadcast of promotional material that boosts products & services in which licensees are financially interested (Vol. 17:20 p13). Commission staff members discussed problems with CBS's Leon Brooks, NBC's Howard Monderer, ABC's Mortimer Weinbach and NAB's Douglas Anello. The industry group, under NAB's aegis, will be given several weeks to come up with suggestions for improved language.

**Status of WINS & WMGM:** After long investigation of payola problems, FCC has ordered its staff to prepare a document setting for hearing the renewal of radio WINS N.Y. This would put a damper, temporarily at least, on the proposed sale for $10 million to Storer Bcstg. Co. (Vol. 16:31 p9). Storer has a deal to sell its WWVA Wheeling for $1.3 million, contingent on the WINS sale (Vol. 16:39 p11). It's understood that the Commission has no objections to the WWVA transfer. The other pending big N.Y. radio sale, WMGM to Crowell-Collier Bcstg. for $10,950,000 (Vol. 16:50 p12), was considered by the FCC last week, and it is understood to be deadlocked at the moment—3 for approval, 3 for a hearing, Chmn. Newton Minow abstaining. Minow may be forced to vote to break the tie. The WMGM deal hinges on Crowell-Collier's qualifications in light of its operations of WDWB St. Paul, KEWB Oakland & KFWB Los Angeles. FCC charges it with engineering violations and "alarming" & "vulgar" programming (Vol. 17:18 p6). Since Crowell-Collier seeks to buy WGMS Washington from RKO, these issues have been placed into the massive NBC-RKO transfer package.

**FCC Checks Stations' Translators:** To keep regular stations from extending their service areas through the use of vhf translators, FCC has issued proposed rule making, as expected (Vol. 17:21 p9), to provide: "That a vhf translator will not be granted to a TV station, or a TV station financially interested in a vhf translator application, unless the translator would fill in an unserved area within the TV station's Grade B contour, and neither duplicate any part of the network service of another TV station serving the proposed translator area with a Grade B signal or better, nor serve any community which has a TV channel allocation on which a TV station grant has been made or a construction permit issued." The Commission said, however, that its proposal would allow exceptions—extensions of service via translators—to areas getting no other service. But such translators will be subject to cancellation on 60-days' notice if local situations change to make the grants violative of the rules. Comments are due by Sept. 5.

**FCC Delegates Chores:** Continuing a policy of trying to rid itself of housekeeping chores, FCC has delegated to its Broadcast Bureau chief (Kenneth Cox) the authority to: "(1) Act upon applications for broadcast facilities (including modifications, renewals and transfers) where such applications comply fully with the Communications Act, Commission's rules, policies and standards, are not mutually exclusive and concerning which no petition to deny or other substantial application has been filed. (2) Designate for hearing mutually exclusive applications. (3) Extend time for replies to correspondence."

**FCC Documents Contract:** Cooper-Trent Inc., 1130 19th St. NW, Washington, has replaced The Goetz Co. as FCC's contractor for the duplication of its records—such as AM directional antenna patterns—for sale to the general public. The new contractor will also maintain a master file of microwave authorizations, will sell duplicates. The Seabrooke Print Co., 514 10th St. NW, was given a contract for the duplication & sale of non-govt. frequency lists. Ward & Paul Inc., 1760 Pennsylvania Ave., again will supply stenographic reports of FCC hearings.

**San Angelo TV Proposed:** Grant of Ch. 3, San Angelo, Tex. to Abilene Radio & TV Co. has been recommended by FCC examiner Elizabeth C. Smith following the withdrawal of competitor E. C. Gunter.

## Congress

**Dodd Sets Reform Deadline:** If TV networks don't act within 6 months to take some of the sex, crime and violence out of their programs, Chmn. Dodd of the Senate Judiciary Juvenile Delinquency Subcommittee will press for legislation to put them under govt. curbs.

This ultimatum was delivered June 29 by Dodd on CBS Radio's *Capitol Cloakroom* when he was questioned by the network's George Herman about results of Subcommittee hearings on TV's impact on children (Vol. 17:25 p7).

Dodd said, however, that he looked to TV to reform itself before the year is out. "I hope that the industry will clean up its own house," he told Nancy Hanschman, another CBS News interviewer on the show. "I am encouraged to believe that it will."

He added: "If it doesn't do so, there will be a great demand from the public that it be done by govt. and I hope this isn't necessary." Dodd expects to gather more ammunition against network programs when his Subcommittee resumes its TV hearings—probably in mid-July.

Dodd told the Senate meanwhile that he had won one programming point in another broadcasting area—the Voice of America. He wrote USIA dir. Edward R. Murrow that it would be a good idea if VOA programs were to be opened with quotes from the Declaration of Independence, followed by an announcer with "a strong, dramatic voice" saying: "This is what America stands for—for her own people & for all men everywhere."

USIA's broadcasting-service dir. Henry Loomis replied that Dodd's suggestion "has much merit and is one which we will implement to the widest degree possible consonant with the nature of individual programs."

**Super Agency Proposed:** Establishment of an over-all Office of Federal Administrative Practice to ride herd on federal regulatory agencies such as FCC is proposed in a bill (S-2189) by Sen. Keating (R-N.Y.). The measure also would set up a Hearing Commissioner Corps in which examiners would have to meet "standard qualifications." Keating said that his bill—substituting for White House & Congressional reorganization plans for the agencies (see p3)—would provide "really constructive & thoughtful action on the multitude of problems in this field." Similar legislative proposals at past sessions of Congress have been unsuccessful.

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**Anti-Sabotage Law Pushed:** The Senate has approved a bill (S-1990), setting $10,000 fines & 10-year prison sentences for vandals who damage private communications equipment, which may be used by military or civil defense authorities. The legislation—inspired by recent sabotage of microwave towers in Utah & Nevada—is similar to an anti-sabotage measure cleared earlier by the House Judiciary Committee (Vol. 17:26 p14).

**Daytimers' Petition Filed:** Bypassing FCC, the Delaware State Legislature has sent a petition to Congress & the White House asking them to do something to increase broadcasting hours of daytime radio stations. The legislature said that under present rules downstate listeners get little nighttime radio service.

**Billboard "Bonus" Approved:** Opponents of billboard advertising along federally-supported highways have won their argument in a Senate-House conference on $11.4-billion road legislation (Vol. 17:25 p7). The conferees have agreed to a 2-year extension (from July 1) of bonus payments to those states which curb highway advertising.

## Networks

**NETWORK PROBE, ROUND 2:** Much of the vituperation, artistic bitterness and art-for-art's-sake which characterized the first week's testimony in FCC's N.Y. network-control program hearings (Vol. 17:26 p5) was absent as the probe went into its 2nd week. (It closed after the morning session, June 29th.) Possibly the shift was due, as much as anything else, to the fact that several of the earlier witnesses were inactive in TV writing & production while the later crop were nearly all gainfully employed in network TV for the 1961-62 season. Producer Fred Coe, frequently hailed by writers & producers during the hearing's opening days as the grand champion of controversial live drama, and George Schaefer, producer of the "Macbeth" adaptation for Hallmark, were measured in their criticism of networks and even sided with agencies & advertisers in defending controls.

There were even hints that some of the earlier hearing witnesses may have stepped off the deep end of their criticism. Said veteran producer-host Robert Montgomery June 29: "I am overcome with admiration for the witnesses who have come down here & had the courage to express adverse opinions . . . They have taken their livelihoods in their hands." Reported *N.Y. Post* TV editor Bob Williams 2 days earlier: "The word is being passed around the TV industry that hard times may lie ahead for outspoken witnesses . . . A number of witnesses privately conceded misgivings about appearing and said they insisted on subpoenas."

The more outspoken anti-network witnesses could take some comfort from FCC counsel Ashbrook P. Bryant's closing remarks: "The Commission is confident that testimony given here will not be made the basis for any actions which would adversely affect the professional careers or future activities of these witnesses . . . retaliatory action would hardly comport with the responsibilities assumed by the Commission licensees."

### Networks Decline Invitation to Reply

An FCC invitation to network heads to answer remarks aimed against them was refused. Unwilling to appear as "defense witnesses," network officials chose to hold their fire until the hearings resume in Washington.

Some witnesses maintained that ratings often provided a useful guide to mass-audience program taste and predicted that the much-bemoaned trend to action-adventure filmed melodramas would probably end of its own accord. There were even several suggestions for improving the TV medium, and a strong indication that public-affairs producers have it made, so far as sponsor & network interference in programming is concerned. Highlights:

Fred Coe, veteran producer closely associated with TV's "Golden Age," threw cold water on all "the whoop-de-do & hoop-la" about sponsor interference. He had encountered "no creative interference" from advertisers or networks in any of his shows. But, he added, "as TV is set up now, the sponsor has every right to object to anything he wants to . . . He's footing the bill 100%." Commenting on the touchstone of the hearing—diversity & balance—Coe said, "there's a large minority of viewers who are not being served adequately today."

Ralph Nelson, producer-director, disagreed strongly with Coe, saying any sponsor voice in programming content is "a basic corruption of the stated principles of broadcasting." He quoted an ABC-TV West Coast programming vp's attitude toward shows like *Hawaiian Eye* as typical of network philosophy: "We know they're trash, but they're cheap, and after sufficient exposure the public gets used to them."

John Secondari, Fred W. Friendly and Irving Gitlin, veteran producers of public-affairs shows for, respectively, ABC, CBS and NBC, gave a word picture of a TV utopia with which most producers in other show categories appear to be unfamiliar. In the documentary & public-affairs fields, all 3 said, there was great creative freedom (within budgetary limitations), little or no sponsor interference, and growing audiences. Should networks keep a tight control in this area? "The network is obligated to hold the rights & responsibilities of editorial policy," said CBS's Friendly. The ABC & NBC producers concurred, although Secondari admitted that ABC had bought "some" documentaries outside its own shop which "fulfilled all requirements of ABC."

Albert McCleery, producer for CBS-TV, attacked today's TV on a number of scores, including the lack of "grass-roots activity," and "the tyranny of the child, which dominates from 3-9 p.m." But most of his fire was aimed at the "committee system" which dictates Hollywood production and leaves "a large gray area of responsibility." Pointing to ex-network men like Hubbell Robinson and Sylvester (Pat) Weaver, McCleery said: "We used to have key network executives who had a definite philosophy of programming. Now its a 'they' operation, with a tendency to follow, which is regrettable."

### Brodkin: "The Problem Is Small Men"

Herbert Brodkin, another veteran of N.Y. drama production, also gave a verbal back-pat to men like Robinson, Weaver and Tom McAvity, but his attitude toward advertisers, particularly Goodyear, was less amicable. "When we were doing the Alcoa-Goodyear hour, we did the softer plays for Goodyear . . . the kind of play that dealt vigorously with the world around us was frowned upon." He praised network public-affairs shows as "the darling of the industry," and hoped their courage & daring would extend to drama. "The problem is that many small men in TV are afraid to do the down-beat, hard-hitting things in live drama . . . This hearing may allay their fears."

George Schaefer, producer of drama specials for the Hallmark series, also saw a "not particularly bright" outlook for original drama, but cited the 1960-61 contest staged by Hallmark—because of which "a great deal of steam was generated behind the idea of original writing this season." Schaefer praised his greeting-card sponsor; "interference doesn't exist," he said.

Robert Montgomery, last week's most outspoken critic of current network procedures & programming, charged network creation of a "built-in sellers market." When program content & distribution are controlled by one group, it leads to "tremendous power," he said, reminding FCC that in both theaters & radio, production-distribution monopolies had been broken up by the government. Network heads must be "willing to assume their obligation to the public, not merely show stockholders dollars & cents results." Toll TV might be a solution, Montgomery suggested, challenging FCC to allow more "broad experimentation" in that area, but speculating that one reason pay TV "can't get off the ground" might be network lobbies in Washington.

Perry Como took the same soft line as Ed Sullivan a week earlier. "It's time we quit kicking the medium around," he said. "Most of those who've testified at this hearing are either not working in TV or have just finished." Asked about any network interference in his show, Como

said he had the "final decision" because NBC (and sponsors) "respect me and know I'm the boss." Questioned about his position with Roncom Productions, Como seemed puzzled and turned to his lawyer. "I either own it or I'm president, whichever you prefer," he said finally.

Irving Mansfield, pres., Impa Productions, predicted "the same sameness in network programming will be a little worse next season . . . Programs that used to bore you for 30-min. will bore you for an hour." The entire responsibility lies with the networks, "who fight among themselves to be bigger than each other." But at least part of the problem was inherent in the medium itself, according to Mansfield: "We devour playwrights & directors. Because the important thing in TV is the deadline, it can never be an art form. Good writers would rather live in a big house in Beverly Hills where they're not rushed by the clock."

H. William Fitelson, gen. mgr., The Theatre Guild, favored network programming for the entire public, not its largest segment, and cited significant network domination. Fitelson offered 3 proposals: (1) The creation of a national govt. network to telecast non-sponsored programs. (2) The divorce, by judicial decree, of the network from its financial interest in all programs other than news & public-affairs shows. ("If the network had no vested interest in programs and were able to select them on the open market, they would choose better quality programs," he said.) (3) "Full disclosure" of the names of all industry stockholders.

Garry Moore, host of his own weekly variety show on CBS-TV, admitted that live adult-appeal drama had been largely sacrificed for "a new load of shoot-'em-ups" in the coming season. But Moore also said that TV "tends to run in crests & cycles," and that the current trends in TV programming are "coming to the end." He had not, he said, had any trouble with the major talent agencies in booking talent for his shows, and was not opposed to the dual role of MCA *et al.* as packagers & talent representatives.

### Other Views on Sponsor Control

Dave Garroway, host of NBC-TV's *Today* show, testified that "on no occasion, in the 9 years of my show, has any sponsor attempted to interfere in subject matter, and at no time has NBC asked me to restrain my remarks or attempted to reprimand me in any way."

Audrey Gellen, associate producer of Talent Associates, gave a backstage glimpse of what the proponents of untried, original drama are up against. "I had an auto sponsor recently who wanted me to break a 30-min. drama show into 3 acts & a teaser," she said. Another sponsor, she related, startled her by asking her to "liven up" the opening of Melville's "Billy Budd" (in which a crew member falls to his death from the rigging of a British ship). Talent Associates' reputation for doing adaptations of old movies, she insisted, was more because of sponsor pressure than by creative choice. Off the witness stand, Miss Gellen was later quoted as saying: "Du Pont was a great sponsor. They gave you trouble, but they listened to reason."

Sylvester L. (Pat) Weaver, McCann-Erickson Corp. (International) chmn. & gen. mgr. and one-time NBC-TV pres., was the hearing's final witness. "The networks must find a way to nourish programming within the framework of an advertising-based system," said Weaver. He criticized those who referred to the sponsor as the "heavy" in program control. While sponsors may have been able to hold a tight control on airtime in radio days, they are "no longer able to do so" in TV. Weaver also needled networks for having relinquished so much program creation to major Hollywood studios where executives "all think alike," resulting in a flood of B-picture-type TV shows.

**Canadian Broadcasting Probe:** Action to pare down CBC's power and to determine whether the govt. can control wired TV systems highlight the recommendations made last week by Canada's Parliamentary Committee on Broadcasting. The major proposals:

(1) That the Supreme Court be asked to decide whether Parliament has constitutional authority to legislate control of wired pay-TV & CATV systems. The Court will be asked to determine whether wired TV is "broadcasting" and, if so, whether the government can legislate control through the Board of Broadcast Governors.

(2) That a study of political broadcasting be made by the Parliamentary Committee on Privileges & Elections, emphasizing proposals to ban all paid political broadcasting, to give all candidates & parties free time on TV & radio at taxpayers' expense, or as a public-service requirement of station operators.

(3) That the CBC's Board of Directors be increased from 11 to 15 members to give greater representation to the French-language areas, and that no executive officer or employe of CBC be permitted to serve on the board. CBC Pres. Alphonse Ouimet and vp W. E. S. Bridges are currently directors. The recommendation, if adopted, would have the effect of removing management from participation in policy-making.

(4) That CBC be included within the definition of "licensee," placing it in the same category as private stations & networks. This move would serve to eliminate the taxpayer-financed CBC from its preferred position.

(5) That networks be deprived of the right to prevent affiliates from carrying programs of competing networks. This change would permit BBG to grant a station the right to carry program series aired by a competing network provided it did not violate the station's affiliation contract.

(6) That Canadian-citizenship requirements for control of stations or networks be tightened by limiting control to Canadian citizens "ordinarily resident in Canada."

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Philco Wins Round: The Court of Appeals has ordered FCC to hold hearings on Philco's long-standing protest against renewal of NBC's WRCV-TV (Ch. 3) Philadelphia. Philco charged that the network's parent RCA is headed on a "consistent course towards monopoly" (Vol. 16:40 p10). The Commission had dismissed Philco's protest after oral argument, but no hearing, contending that most antitrust troubles of RCA were ancient history. In a decision written by Circuit Judge Henry W. Edgerton, the Court held otherwise: "We think it was error to divorce the alleged background from Philco's allegations of current monopolistic & other improper conduct." The Court also scored the Commission for failure "to consider Philco's charges that NBC gave preferential publicity to RCA." Under terms of the Court's order, FCC may combine the required Philco proceedings with other hearings involving WRCV-TV's license. Philco has applied for WRCV-TV's Ch. 3, is due for a hearing.

Japanese Investment for ABC: As the latest step in its growing program of overseas station investment and/or affiliation, ABC International is completing minority-investment arrangements with 2 Japanese TV stations. The first is JOAB-TV Tokyo's Nippon ETV (NET) and the 2nd, JOOR-TV Osaka, is owned by the Mainichi newspaper interests. Negotiations for the ABC investment have been conducted in Japan by the network's news & public-affairs vp, James Hagerty. Investment by foreign broadcasters in Japanese TV is limited to a 10% ownership.

## NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon.-Fri., 4-5:30 p.m., eff. Sept. 5.
*Colgate-Palmolive* (Ted Bates)

Maverick, Sun. 6:30-7:30 p.m., part. eff. fall.
*Corning Glass* (N. W. Ayer)

CBS-TV

Eyewitness, Fri. 10:30-11 p.m., part. eff. fall.
*American Cyanamid* (EWR&R)

NBC-TV

All-Star Scouting Report, July 11, 3:30-3:45 p.m.; July 31, 2:30-2:45 p.m., full sponsorship.
*General Mills* (Knox Reeves)

Bonanza, Sun. 9-10 p.m., full sponsorship eff. fall.
*Chevrolet div. General Motors* (C-E)

NBC-TV

Thriller, Mon. 10-11 p.m.; Laramie, Tue. 7:30-8:30 p.m.; The Dick Powell Show, Tues. 9-10 p.m.; Outlaws, Thu. 7:30-8:30 p.m.; Robert Taylor—The Detectives, Fri. 8:30-9:30 p.m., part. eff. Sept.
*Pillsbury* (Campbell-Mithun)

Daytime Programming, Sat. a.m., part. eff. Oct.
*Perkins div. of General Foods* (Foote, Cone & Belding)

Hagerty's Clearance Threat: ABC News & Public Affairs vp James Hagerty has reportedly threatened to quit —unless more affiliates get on the clearance bandwagon for *News Final*, the 11-11:15 p.m. network newscast now on o&o WABC-TV N.Y. and affiliate WMAL-TV Washington. The ultimatum was delivered June 20 on a closed-circuit telecast to affiliates. As the line-up now stands, only some 20 stations have indicated they would surrender the choice 11 p.m. local news period to the network. Hagerty hopes to boost the clearance total to at least 60, and thus have a line-up large enough to attract a national advertiser. Sunoco now sponsors the newscast in the N.Y. & Washington markets.

New-Type Cameras for ABC-TV: RCA's largest single order for TV cameras has come from ABC-TV, the network having ordered 18 of the new 4½-in. image orthicon units. ABC engineering vp Frank Marx said ABC-TV would be first network to use the new camera. The 18 will be equally divided between N.Y. & Hollywood. Marx also reported that ABC is accelerating the replacement of its tube equipment with solid-state devices, has "ceased purchasing tube equipment of any type" and "soon" will have a "completely transistorized broadcasting system."

Option Time Back to FCC: The Court of Appeals has remanded the network-option time case to FCC, as expected. The Commission had requested the remand and networks & affiliates, which had been contesting the FCC decision, acquiesced in the return of the case (Vol. 17:19 p2). Presumably, the Commission will now go ahead with its plan to seek industry comments on whether option time is in the public interest.

CBS Spot Sales Changes Its Name: CBS-TV Spot Sales (which represents the 5 CBS-TV o&o's) changes its name this week (effective July 3) to CBS-TV Stations National Sales. Vp & gen. mgr. Bruce R. Bryant said he expected the change to "classify our function—the selling of TV advertising to national accounts."

## Film & Tape

**OUR FILM BOXSCORE AGAIN:** Revue Studios has greatly improved its lead in our newest boxscore of Hollywood's TV-film companies. Now that the schedules are firmed up for the fall, Revue, the boxscore shows, will be producing 16 network shows next season, as against 8 for the runners-up—Screen Gems and Warner Bros.

Last season's boxscore (Vol. 17:13 p10) had Revue (with 14) narrowly leading Four Star Television with 12. Warner Bros. ran third with 9. The hectic spring season of buying new series & discarding old ones has not been good for Four Star, Desilu and Ziv-UA. But, as we predicted in our earlier boxscore, MGM-TV and 20th Century-Fox TV have hit production records. A newcomer in the list of top network program suppliers is Marterto Productions, owned by Danny Thomas, Sheldon Leonard and Louis Edelman, which has 5 network series for next season.

The record shows that Four Star dropped from 12 to 5 series; Warner Bros., 9 to 8; Desilu Productions, 4 to 1, and Ziv-UA, from 4 to a gloomy zero. Ziv-UA is thus the only major supplier which is now completely out of the network picture for next season. And Desilu's drop to one series takes it down to its lowest network production output since the 1957-58 season.

### TV-FILM BOXSCORE

The leading Hollywood TV-film production companies ranked in order of the number of series each supplies to the networks.

| | 1961-62 | 1960-61 |
|---|---|---|
| Revue Studios | 16 | 14 |
| Screen Gems | 8 | 7 |
| Warner Bros. | 8 | 9 |
| CBS-TV | 7 | 6 |
| Four Star Television | 5 | 12 |
| Marterto Productions | 5 | 3 |
| 20th Century-Fox TV | 5 | 3 |
| MGM-TV | 4 | 3 |
| NBC-TV | 2 | 3 |
| Desilu Productions | 1 | 4 |

**How to Save Pilot Costs:** Some major movie studios in TV are recouping costs of their pilots by releasing them as theatrical movies.

Screen Gems' 60-min. pilot, *The Insider*, starring David Janssen, could not find a buyer last spring. Instead of taking a loss on its investment, Columbia Pictures—SG's parent company—plans to release *Insider* to theaters. At MGM, 2 segments of *Cain's Hundred*—a show which did sell—are being linked together to be shown in European theaters as a movie titled "Crime of Commitment."

The device is a distinct advantage for the majors in TV, giving them an edge over the independents, who have no such opportunity to recoup.

**Seek a 'Less Conventional' Screen Gems:** Screen Gems executives, at their recent program meeting in Phoenix, decided that they would aim at "less conventional" programming for 1962-63. It was pointed out that the company's successful *Flintstones* had been a departure in programming when introduced, and there was much discussion about innovation rather than imitation.

Company executives told us that although contracts have not been firmed on most projects, Screen Gems' agenda contains a documentary series on psychiatry, anthologies; a contemporary action show and comedies.

## HOLLYWOOD ROUNDUP

**Storer to Make TV Films?** That's what a tradepaper quoted Storer Bcstg. Co. Pres. George B. Storer Jr. as saying. But Storer told us such a step is not imminent. He added that while SBC had been exploring the possibility since being in TV, actual production "could be a year, 5 years or 10 years away . . . I don't know when it will be. I hope we're closer to it than we were when we began thinking about it years ago." Production could be tape or live, added Storer.

**MCA Loses Court Appeal:** D.C. Court of Appeals ruled for FCC last week and threw out the appeal of MCA & its vp Taft Schreiber. The Commission had cited them for contempt—for refusing to testify publicly during network-study hearings in Hollywood. The next move is uncertain. MCA may try other courts; FCC may ask Justice Dept. to proceed with criminal charges, etc.

**QM Productions** will use a new lightweight portable magnetic soundfilm recorder, weighing 51 pounds, on its series, *The New Breed.* The recorder was developed by Gordon Sawyer of the Goldwyn sound dept.

**Cambria Studio,** producers of *Clutch Cargo,* have completed the pilot of their latest animated strip, *Spacc Angel.* Produced in color and portrayed in "a realistic illustrative art style," the series will be ready for January, 1962 release.

**Screen Gems** has placed into production for next season *Dennis the Menaee,* starring Jay North, and *Shannon,* starring George Nader. Winston O'Keefe is producer of *Dennis* and Jerry Briskin of *Shannon.*

**Four Star Television's** 60-min. *The Corrupters,* starring Stephen McNally & Robert Harland, has gone into production at Republic for next season.

**Warner Bros.** has resumed filming its *Room for Onc Morc* series, starring Andrew Duggan & Peggy McCay, and produced by Ed Jurist.

**20th Century-Fox TV** has signed 12 directors for its *Bus Stop, Follow the Sun* and *Adventures in Paradise.*

**Producer Collier Young** is planning a new series, *1600 Pennsylvania Ave.,* in which lives of the Presidents will be dramatized.

**Revue Studios'** *Wagon Train* has resumed production for next season.

**Desilu Productions** begins filming next season's *The Untouchables* in early July.

**Warner Bros.,** has signed Frankie Laine to guest in a *Roaring 20s* segment going into production July 10.

**CBS-TV's** November special starring Danny Kaye will be produced & directed by Bud Yorkin.

**People:** GAC vp **Herman Rush** is in Hollywood for 2 weeks of conferences on client TV plans and projects for next season . . . **Taft Schreiber,** Revue Studios pres., is back at his desk following a Hawaiian vacation.

***Obituary***

**Paul Guilfoyle,** 58, former stage & movie character actor, and more recently a TV director, died June 27 of a heart attack. He had directed shows for *Lawman, Highway Patrol* and *Sea Hunt,* among others, and had acted in the *Gunsmokc* series. Surviving are his wife and son.

## NEW YORK ROUNDUP

**Add Syndication Sales:** ITC has sold its new first-run series, *Whiplash,* in 48 markets to date . . . Ziv-UA has upped the market total on *Ripeord* to 87 . . . Trans-Lux has added 5 more markets to the list in which the 30-min. documentary series the *American Civil War* is scheduled . . . MCA-TV's rerun package of 4 former network film shows (*Overland Trail, Suspicion, Riverboat* and *Cimmaron City*) has been sold to 5 more stations, bringing the total to 60. New purchasers include WGN-TV Chicago. MCA is launching syndication sales on *Mickey Spillane's Mike Hammer* for 5-times-weekly strips . . . Seven Arts has sold both of its current packages of post-1948 Warner Bros. features to 3 more stations. Latest 7 Arts totals: The first package has been sold in 94 markets; the 2nd in 20.

**United Artists** placed a color-spot campaign on WNBC-TV for a black-&-white movie, "The Naked Edge," which opened at 2 N.Y. theaters June 30. Incongruous? Not at all, according to WNBC-TV salesmen. A flashing red light on the theater marquees signals "no admission" during the last 13 minutes of the surprise-ending suspense show. "It didn't take too much selling to convince UA executives that if you have a blinking red light to impress on the public, color TV is the place to do it," said WNBC-TV.

**Official Films** acquired 5 TV-film production firms & their product last week, all owned or controlled by the Hollywood production team of Don W. Sharpe-Warren Lewis. The deal, whereby Official exchanged "an undisclosed number of shares of its stock" for all the stock of the Sharpe-Warren companies, adds 5 off-network properties to the Official syndication roster: *Peter Gunn* (114 episodes), *Mr. Lucky* (34), *Yancy Derringer* (34), *Wire Service* (39), and *Du Pont Theatre* (42). Sharpe has been named to Official Films' board. One report placed Official Films' stock-exchange deal at more than $2 million.

**Screen Gems** scored 4 firsts last week, all involving the sale of a new game-show called *Showdown:* (1) It was the first purchase made by the new Canadian network, CTV. (2) It's the first TV program produced in Canada by a U.S. production firm specifically for Canadian telecasting. (3) It's the first network game program produced in Canada. (4) It's SG's first live show. *Top Cat,* the SG-Hanna-Barbera animated show set for ABC this fall, was also brought by CTV.

**D & R Productions Inc.,** a new telefilm production company formed by Dan Hunn & Ron Fritz, will specialize in animated TV commercials & industrial films. They have recently done commercials for Alcoa, General Electric, Brillo and Texaco, among others. The new firm is located at 210 E. 47th St., N.Y.

**Ziv-UA** has bought "Acres & Pains," the S. J. Perelman collection of short stories, as a prospective network series for the 1962-63 season. Perelman will collaborate with "another writer" to script the pilot and will continue as a writer on the entire series.

***Obituary***

**Arthur M. Good,** 49, RKO General film mgr., died of a heart attack June 28 at Middlesex General Hospital, New Brunswick, N.J. He was also RKO TV-film buyer.

## Foreign

**Foreign-Market Watchdogs Are Hopeful:** The threat of telefilm dubbing costs mounting so high that "the entire Spanish-language market would soon be lost to American TV film" has been stalled until 1962. And in Washington, FCC Chmn. Newton Minow is keeping his mind "open & very receptive to a constructive & factual approach" to the question of the kind of U.S. image projected by export film shows playing in foreign markets. These 2 reports were made respectively last week by 2 prime spokesmen for the export telefilm industry, William H. Fineshriber (TV vp, Motion Picture Export Assn.) and John G. McCarthy (pres., TV Program Export Assn.).

Following a 5-week survey trip throughout Latin America (Vol. 17:26 p12), Fineshriber reported that he had "received assurances" that proposed legislation in Argentina requiring all Spanish telefilm dubbing for Argentine TV to be done in that country "would be rejected in its present form . . . and sent back to the [Argentine] Senate for revision." One result of the Fineshriber-lobbied review of the bill: "Consideration of the dubbing measure by the Deputies would be postponed until the spring of 1962." (For more on this see Vol. 17:24 p10.)

Fineshriber and U.S. telefilm producers have good reason to breathe easier because of the Argentine decision to pigeon-hole the bill. If the bill ever becomes law, MPEA officials predict gloomily, it will be followed by "similar measures . . . in all the major Latin-American markets—with each country requiring local dubbing." At the moment, most Spanish dubbing is done by U.S. producers in Mexico City or San Juan at a cost of about $1,000 per 30-min. film. The dubbing is done once for all Spanish-speaking markets, since no single market in this group pays enough for telefilms to cover dubbing costs.

In N.Y., TVPEA's McCarthy, alarmed recently by what he considered Chmn. Minow's "blanket indictment of the American TV industry," met with Minow to put in a good word for the industry's export activities. Said McCarthy: "I was pleased to be able to advise him that based on an intensive study of this matter I could assure him that, by & large, the image of America portrayed by our TV programs abroad is enormously attractive & favorable." Furthermore, added McCarthy, he had stressed to Minow that what might be the pattern of network fare in the U.S. was not necessarily the pattern of shows available in overseas syndication and that "a comparatively small segment represents crime & private-eye programs." Result of McCarthy's talk with Minow: "I am satisfied that his mind is open & very receptive . . . He was appreciative of information [re] our operations abroad."

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Brazil Sets Up TV-Radio Controls: President Janio Quadros signed a decree June 28 empowering the official govt. press agency to use privately-owned TV-radio stations for transmission of govt. programs whenever it would be "in the public interest," the *N.Y. Times* reported last week. The decree also forbids stations to broadcast "expressions or images that are offensive to public morals."

"Tele Sept Jour": This French TV weekly editorialized in its May 20 issue for early morning ETV patterned after NBC-TV's *Continental Classroom* and CBS-TV's *Sunrise Semester*. The piece mentioned that the U.S. had been doing this successfully for several years, but qualified even as it praised: " . . . and God knows we don't have much respect for American TV production."

## Programming

**Comedies Rate High Among Newcomers:** In the 1960-61 season, 2 comedies have emerged as the rating pace-setters among new-this-season shows. The comedies were the only shows launched in the past-season to make the "Top 10." In Nielsen's first national June report, *The Andy Griffith Show* (Mon. 9:30-10 p.m. on CBS-TV for General Foods) out-distanced every show execpt *Gunsmoke* in the AA ratings. It drew a 2nd-place 27.5 rating (12,898,000 homes). *Gunsmoke*, a traditional winner, scored a 33.6. *My 3 Sons*, also a relative newcomer, landed in 9th place with a 23.6 AA worth 11,068,000 homes (Thu. 9-9:30 p.m. on ABC-TV for Chevrolet).

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Networks Gear for 2nd Space Shot: Another Project Mercury sub-orbital space shot is due in mid-July, and network TV will give it the same extensive live coverage afforded the maiden U.S. space voyage in May (Vol. 17:18 p9). CBS will co-ordinate the 3-network pool, with CBS News producer Robert Wussler & director Bob Quinn officiating. Determined not to lose film footage of the capsule recovery (as happened in the case of Commander Shepard's flight) CBS plans to install a silent, automatic film camera on the underside of the main recovery helicopter. This camera will be triggered by the co-pilot on picking up the astronaut—either Lt. Col. John H. Glenn or Capt. Virgil Grissom. Other coverage refinements, if NASA permission is granted: Live TV cameras will be placed inside Mercury control and the blockhouse, operational centers of the space-travel effort. An official request has also been made to transmit, live, the astronaut's in-flight reports to the Cape.

Seven Arts & WOR-TV N.Y. showed—in the wake of the June 20 premiere of *The Big Preview*—that a well-promoted post-1948 film that's new to TV can beat network reruns at the local level. WOR-TV selected the Warner-distributed "The High & the Mighty" (John Wayne, Claire Trevor, Robert Stack) as the kick-off attraction for its new Tue. 9-11 p.m. showcase of hand-picked features, most in color, from 7 Arts and UAA sources. The station scored an average 15-min. audience share in Arbitron of 38% in the 9-11:15 p.m. period, against competition from 6 other local channels. The score was 10 points higher than 2nd-place WCBS-TV, which carried regular CBS fare, and easily outdistanced other network o&o's and independents.

Prime-Time Public Service Pays Off: For Corinthian's KHOU-TV Houston, at any rate. That station reports sale of 7 local prime-time news & public affairs specials in the past 6 months to a savings & loan assn., a bank, an auto dealer and—most recently—a pharmacy. The pharmacy bought a crime-investigation documentary entitled "Seventeen Murders in May," requesting only that the title be changed to "Every Third Day." It was changed.

That ABC-TV Children's Show: The network's news & culture show for junior viewers (Vol. 17:22 p4) has begun to take shape. Titled *Periscope*, the 30-min. afternoon Monday-Friday series will present 20 minutes of culture & scientific experiences, and 10 minutes of news. This news segment will provide a training ground for students to aid production & camera crews. The series is scheduled to debut in October.

ATAS Assembly Postponed: Because of what was termed "overwhelming global response," the ATAS International Assembly will be postponed until late 1962. It was to have been held in N.Y. Nov.-11.

**'Today' Goes Live Again:** Originally a fully live show, *Today* has shifted more & more to tape production until only the Monday & Thursday segments are done without pre-taping. Now, *Today* will switch back from tape to all-live production, effective July 17. NBC's reason: "The program will dwell more strongly on news than in the past." One result of the switch: Program regular Jack Lescoulie, who has been with the show for nearly a decade, announced he was resigning, stating "I can't face those hours (7-9 a.m., with rehearsals starting around 5:30 a.m.) anymore." Garroway himself leaves the show Sept. 15.

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NBC & Westinghouse Bcstg. Co. last week were all but challenging each other to a choice of slide rules at dawn as one of the season's liveliest rating feuds continued. Needled by NBC's release of 5-city Arbitron ratings in which *Jack Paar* and WBC's *PM East & PM West* shows are compared (Vol. 17:26 p12), Westinghouse hit back. Had WBC's new tape-syndicated series initially lost out to Paar in Arbitron? WBC didn't care if it had. Inverting the situation to produce the classic good-offensive-is-the-best-defense, WBC snapped: "The *Jack Paar Show* has made no dent whatever on the ratings of *PM East & PM West*." Furthermore, said WBC, it knew that "across-the-board shows don't capture a No. 1 position on the first week out . . . WBC is quite happy with the initial progress & major objective." NBC bounced back with a new round of data: "The 2nd week of *PM East & PM West* shows no apparent trend upwards from the first week . . . In fact the share softened slightly the 2nd week . . . Paar has shown a slight increase in shares." WBC, meanwhile, had closed deals in 12 markets, with sales pending in 4 more.

**4th "Continental Classroom" Series:** NBC-TV's early-morning educational series, *Continental Classroom*, will continue for a 4th season on that network, NBC Chmn. Robert W. Sarnoff announced last week. Missing, however, will be the administration & financing assistance of Learning Resources Institute, which has shifted its allegiance as a network ETV angel to CBS-TV for an educational series this fall (Vol. 17:19 p8). The latest *Classroom* series will be a 2-semester college-level course in the structure & function of the U.S. government, taught by Dr. Peter H. Odegard of the U. of Cal. at Berkeley. The series will be colorcast & carried by "approximately 170 stations" Mon.-Fri., 6:30-7 a.m. In the 30-min. period prior to the political science course, there'll be a rerun of the show's course in contemporary mathematics. NBC, Sarnoff told us, is currently discussing low-pressure financial support for the new series with several large industrial concerns, and there is also a possibility that the show may be opened for full-fledged TV sponsorship.

**Jack Gould:** "One of the more attractive innovations of summer TV is the decision of ABC and CBS to give a showing of programs produced by stations in other cities. Tuesday night, as an example, the ABC affiliate in Oklahoma City, KOCO-TV, held the screen on Channel 7 (N.Y.) with an unpretentious & tasteful half-hour of history entitled 'Cows, Cowboys and Cow Country.' "—*N.Y. Times.*

**Experiment '61:** That's the name of a local 30-min. series WCAU-TV Philadelphia started airing last weekend (July 2), Sundays at 11 a.m. The show resulted from a canvassing by program dir. John O. Downey of employes. Their ideas will make up the series. Sunday's show was "A Walk Into Freedom," produced by Vicki Brown, a secretary.

## Advertising

**TV Sets Pace for All Ad Media:** Network TV ad volume was 16% higher in April compared with the same month in 1960 and represented "the brightest spot in the national advertising picture," reported *Printers' Ink* last week. There is, said *PI*, a "pattern of decline" evident in all other media (magazines, newspapers, network radio, business publications, outdoor) that are measured for the advertising trade publication by the media planning div. of McCann-Erickson. This decline resulted in an April all-media volume drop of 3%. Rallies were staged in April by farm publications & business papers, but not enough to offset the long-term drops.

Here in *PI's* index for April as prepared by McCann-Erickson's media-planning division:

| MEDIUM | INDEX April 1961 | INDEX April 1960 | % CHANGE FROM 1 month ago | % CHANGE FROM 1 year ago | % Cumulative Change |
|---|---|---|---|---|---|
| GENERAL INDEX | 229 | 235 | — 3 | — 3 | 0 |
| TOTAL MAGAZINES | 177 | 190 | — 5 | — 7 | — 2 |
| Weekly | 198 | 215 | — 7 | — 8 | — 3 |
| Women's | 136 | 140 | — 4 | — 3 | + 4 |
| General Monthly | 208 | 232 | — 8 | —10 | + 1 |
| Farm | 97 | 100 | +21 | — 3 | —21 |
| NEWSPAPERS | 196 | 211 | — 8 | — 7 | — 5 |
| NETWORK TELEVISION | 512 | 443 | — 2 | +16 | +13 |
| NETWORK RADIO | 23 | 25 | 0 | — 8 | — 8 |
| BUSINESS PAPERS | 234 | 255 | + 6 | — 8 | — 7 |
| OUTDOOR | 125 | 157 | — 7 | —20 | —11 |

All indexes have been seasonably adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49, except for the TV base, which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through April 1961.

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**Magazine Attacks Summer TV:** Latest exchange in the running media duel between TV & print came in the form of a *Sports Illustrated* ad in the *N.Y. Herald-Tribune* June 26 which heaved a promotional brick at TV's "slack, summer-replacement & rerun season." Unlike TV, said the ad, "magazines put on a new show all year round . . . and in the summer, distributors will tell you that newsstand sales boom in the resort areas." [They will also tell you what *Sports Illustrated* did not add: That newsstand sales in non-resort areas go down in the summer; that subscription-delivered magazines are often left unopened until their owners return from vacation; and that vacationists have been known to look at TV while staying at resorts.—ED.] Then, getting down to Madison Ave. cases, *Sports Illustrated* added: "You could take $50,000 out of what you've saved with your summer show and invest it in, say, 8 beautiful black-&-white pages in tested, tried-&-true *Sports Illustrated*—and sell all summer long."

**New Reps:** WTTG Washington to Blair Television Associates July 1 from Peters, Griffin, Woodward • WKST-TV Youngstown to Young July 1 from Weed • WITN Washington, N.C. to Venard, Rintoul & McConnell July 1 from Bolling.

**Ad People:** Herbert D. Strauss promoted from exec. vp to pres., Grey Advertising, succeeding Arthur C. Fatt, named chmn. & chief exec. officer. Lawrence Valenstein, founder of the agency, resigns as chmn., continues as exec. committee chmn. . . . Hilton N. Wasserman elected administrative vp, Kenyon & Eckhardt; Fred Hauser appointed dir. of personnel services and a vp; Alfred Norcott elected controller, continuing as secy.

Mickey Trenner, ex-Grey Advertising, named to head TV-radio & commercial production activities, Kenyon & Eckhardt Los Angeles office . . . Stanley DeNisco elected a Ted Bates vp.

**Fall TV Costs Rise:** Next season's prime-time network TV shows will cost advertisers 2-6% more than they did this past season, according to a new *Sponsor* report. Analysis of production-talent costs on a weekly basis revealed that crime-suspense shows, up 2.4% in average cost, will get the largest share of advertiser dollars, followed by situation comedies (costs up 18%), and Westerns (costs up 6%). Here's the cost breakdown of this fall's weekly $6.8-million outlay for programs:

Adventure: 30-min. shows (there'll be 5) average $33,600 each, while the 60-min. type (6) average $90,500.

Anthologies: The three 30-min. dramatic shows average $51,600 apiece; the 60-min. shows (5) average $79,600.

Comedy: Four half-hour shows average $60,600.

Situation comedy: All 30-min. long, the 23 programs in this group average $45,000.

Crime-suspense: 60-min. shows (16) will average $92,600. There's only one 30-min. show in this category.

Music: *Sing Along with Mitch* will cost about $70,000 weekly; *Lawrence Welk* about $45,000.

Public affairs: 30-min. shows (4) average $27,500. *CBS Reports*, the only 60-min. show, will cost $50,000.

Panel quiz: 30-min. programs (4) average $26,600.

Sports: *Fight of the Week* will cost $45,000 weekly; *Make that Spare* $15,000.

Variety: 60-min. type (6) average $128,600.

Westerns: The 10 hour-long shows in this group will average $82,000. The 30-min. shows (4) average $47,200.

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**TvB's Penn State Study:** Because "most mass-communications research is inadequate, limited and superficial," TvB has been involved for the last 2 years in a 2-pronged, and as yet unsuccessful, search for a realistic method of ad media measurement. In a brochure published last week, the Bureau revealed the findings, to date, of a Penn State University team commissioned by TvB to study research problems: (1) "Perhaps the most important finding is the realization that the problems are intertwined with those of almost every field." (2) Closed-circuit TV provides a new way to accelerate research by making it possible to study many things simultaneously. (3) Many previous tests are misleading because they failed to fit the medium used. (4) Previous studies combined advertising, the medium and the audience, thus making it impossible to discern which factor was responsible for the result.

Effective research techniques, according to the study findings, would include: (1) More systematic study of the effects of communication variables and conditions of use in terms of desired objectives. (2) A more thorough definition of such variables & conditions. (3) Development of reliable & valid criteria for evaluating results of the experimental comparisons. (4) Designs which "make it possible to study the interactions among variables, opposed to keeping all variables constant but the one being studied."

The 2nd phase in TvB's exploration is now closed. This was the competition to find exceptional plans in the field of TV research—a contest to "stimulate the scientific community, irrespective of field, to focus attention on the challenging problems of mass communication." More than 150 original plans were received, said TvB. They are now being evaluated; outcome will be made known this fall.

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Drug Firms Cited: Two N.J. drug firms—Zenith Laboratories Inc., Englewood, and Kemworth Laboratories Inc., Orange—have been accused by FTC of misrepresenting their "quality control" systems in advertising. In addition, Zenith was cited for allegedly false claims for capsules.

**It's Lestoil for Zsa Zsa:** But of course, Dah-leenk, Zsa Zsa Gabor will be selling "Sparkle Scent Lestoil" in a 13-week spot-TV campaign scheduled to start this week (July 3) in 75 major markets. Who else? Naturally, Dah-leenk, Zsa Zsa won't actually be seen *using* Lestoil. She'll sweep around her N.Y. mansion in a $1,500 Marusia creation, complaining that "woman's work is never done," but anything so un-Gaborish as dish-washing will be done on camera by a staff of household domestics. Copy & production for the new Lestoil commercials was handled by Sackel-Jackson, Lestoil Products' agency, and the series was produced by Filmways.

Lestoil is no longer spot-TV's biggest spender; P&G is. However the cleanser firm has budgeted $3.5 million (71% for spot TV) to backstop "Sparkle Scent Lestoil," and another $3.5 million (100% in spot TV) is allocated for a later campaign for "Pine Scent Lestoil." Lately, according to Sackel-Jackson media vp Len Tarcher, Lestoil's strategy has been that of "pulling out of those early-morning & late-night viewing hours in favor of buying high-rated adjacencies in both day & night programming." By early autumn, Tarcher predicted, the Zsa Zsa campaign would cover "150 TV stations in Lestoil's established 26-state marketing area."

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Freberg's Happy (Chinese) New Year: The spot TV-radio, tongue-in-cheek commercials produced for Chun King Corp. by satirist Stan Freberg have boosted sales of the firm's canned Chinese foods by 25% according to Chun King Pres. Jeno Palucci. Last week, Palucci decided to move into full-scale network advertising, and signed with ABC-TV for a 6:30-7:30 p.m. one-shot Stan Freberg special to be seen Sun. Feb. 4, 1962. The date, which at first glance looks arbitrary and unusually long-range, isn't really a random choice. It is the eve of the Chinese New Year (4460—the "Year of the Tiger"). The show will originate live in ABC-TV's Hollywood studios. The program sale was made through BBDO. The Feb. 4 special will also serve as the kick-off for Chun King's 1962 spot-TV campaign, again featuring commercials produced by Freberg Ltd.

Updated Agency Guide Published: The 1961-62 *Roster & Organization* of the American Assn. of Ad Agencies, listing 338 member agencies operating 735 offices in 112 U.S. and 55 foreign cities, has been issued by AAAA, 420 Lexington Ave., N.Y. 17. The new agency total represents an increase of 25 since last year. They are located in 112 U.S. and 55 foreign cities. This is a record number for 4A, which handles "about three-fourths of all advertising volume in the U.S." Included in the *Roster* are membership qualifications, agency service standards & standards of practice, and a statement of 4A aims.

Adman Heads GOP Unit: Rep. Wilson (R-Cal.), 45, the only professional advertising man in Congress, has been elected House Republican Campaign Committee chairman. He replaces Rep. Miller (R-N.Y.), who now is GOP National Committee chairman. Wilson is a partner in San Diego's Champ, Wilson & Slocum Agency.

Storer's New Regional Sales Offices: In addition to its N.Y. and Chicago offices (Vol. 17:6 p12 & 16:50 p12) Storer Television Sales Inc. has opened offices at 1018 W. Peachtree St. N.W., Atlanta 5; New Center Bldg., Detroit 2; 338 South Western Ave., Los Angeles 5, and Russ Bldg., San Francisco 4.

Post Goes Higher: *SatEvePost* will raise its newsstand price to 20¢ in mid-September.

## Stations

**NEW & UPCOMING STATIONS:** New starters reporting this week include KUSD-TV (Ch. 2, educational) Vermillion, S.D., which will begin programming July 5 and a Canadian station in the Maritimes, CFXU-TV (Ch. 9) Antigonish, N.S., which began programming with CBC-TV on June 26. The U.S. on-air total will change to 586 (91 uhf), including 57 non-commercial educational outlets. And the Canadian on-air total now stands at 91 stations.

KUSD-TV has a 250-watt Sarkes Tarzian transmitter on the campus of its owner, U. of S.D., which also operates radio KUSD. It has a Jampro antenna on a 150-ft. tower purchased from Tower Construction Co., Sioux City, Ia. The studios are those formerly used by the U. for its closed-circuit system, which is being abandoned after more than 3 years of operation. Acting as gen. mgr. is Martin Busch, director of KUSD-radio-TV-film. Don Miller, continuing with radio KUSD, also is TV-program supervisor. Philip Hess is TV-production dir. James Prusha, from KUSD, is chief engineer.

CFXU-TV has a 12-kw RCA transmitter and a 420-ft. Microtower. Owner is Atlantic Television Co. Ltd., which has A. D. MacInnis as pres. and A. J. Sears & J. Hilus Webb as vps. Charles J. O'Brien, ex-radio CJFX Antigonish, is gen. mgr. Wilfred S. Taylor, ex-Chrysler of Canada, is in charge of sales. Regis Kell, ex-St. Francis Xavier U. electronics lab, is chief engineer. The station is sold in combination with CJCB-TV (Ch. 4) Sydney, N.S. at a $300 base hourly rate, but it also has its own base hour at $120. Reps are Weed and All-Canada.

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**In our continuing survey of upcoming stations, here are the latest reports from principals:**

**KNDU (Ch. 25) Richland, Wash.** hopes to begin in July as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate, writes Hugh E. Davis, KNDO pres. & gen. mgr. An RCA transmitter has been installed in a building on a 2,200-ft. hill S of Kennewick, Wash., where a 100-ft. Stainless tower also is ready. The station will have a resident staff, but over-all management & programming will be handled by Davis. The combination rate for the 2 stations hasn't been reported, but KNDO has a $300 base hour. Weed and Day-Wellington (Seattle) will be reps.

**KSLN-TV (Ch. 34) Salina, Kan.** has changed its target to July for ABC-TV programming, according to Melville L. Gleason, pres. of grantee Prairie States Bcstg., which operates radio KAWL York, Neb. It has a 5-kw GE transmitter and an Alofrd antenna on a 210-ft. tower. Base hour will be $250. Rep will be Pearson.

**KTES (Ch. 19) Nacogdoches, Tex.** plans to return to the air Sept. 13, the effective date of an affiliation agreement with ABC-TV. It will pick up the signal of KTBS-TV (Ch. 3) Shreveport, La. shortly after that station becomes a primary ABC-TV affiliate (Vol. 17:13 p11). KTES is now owned by Pat Scoggins, who acquired it for $5,000 from Lee Scarborough last year. It has a $75 base hour.

**KMED-TV (Ch. 10) Medford, Ore.** has set a Sept. 24 programming target, but building construction is to be completed by July 15, reports Ray Johnson, exec. vp of grantee Radio Medford Inc., which also operates radio KMED. It will use a 288-ft. Fisher tower, but other equipment hadn't been ordered when Johnson wrote us on June 22. He will be gen. mgr. of the stations and TV mgr. as well. Rep will be Meeker.

**'Don't Wear Blinders,' Collins Says:** "We cannot wear blinders in this business and make the kind of track record of which we are capable," NAB Pres. LeRoy Collins said at June 27 ceremonies dedicating the new $3.5-million Mid-America Broadcast Center of WGN-TV & WGN Chicago.

"I have criticized broadcasting's shortcomings—just as I have praised its virtues—because I want broadcasting to do better," Collins told 200 broadcasting & civic leaders at a dinner winding up a fete by the *Chicago Tribune* station.

"No one is more ambitious for broadcasting to succeed & surpass itself than I," he went on. "Further, perhaps no one has been more outspoken exhorting broadcasting to find ways more frequently to scale those heights."

Collins said TV & radio "must remain independent of any govt. thought-control," but he warned that broadcasters' free-enterprise status "cannot be used as prop for the *status quo*."

He wound up his speech with these admonitions: "No broadcaster in America can afford to be satisfied to measure his product solely by that of a competitor. He can & must measure it against the limits of his own potential—and always seek to expand those limits. Nor can any broadcaster be justified in doing merely what he thinks will meet popular acceptance. For that is the way to conformity, the way to banal mediocrity."

Collins praised WGN Inc. exec. vp-gen. mgr. Ward L. Quaal as one of the "brightest examples of what can be achieved in this great profession of broadcasting through competent, dedicated, tireless effort." He cited Quaal as a champion of NAB's TV & Radio Codes.

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**NAB's Carlisle Applauded:** Vigorous backing of NAB Pres. Collins by the Association's station-relations mgr. William Carlisle, in a speech before the N.D. Bcstg. Assn. (Vol. 17:26 p10), brought enthusiastic applause from his audience, hand-shaking and back-thumping later. Carlisle's associates were split, in advance, on the wisdom of the speech—although those who saw no need for it were agreed on one fact, as one of them put it: "Carlisle is definitely no apple polisher, and Collins didn't put him up to it." The speech made explicit what the staff assumed everyone knows—that NAB's hq forces are behind Collins's basic principles all the way and that anyone who doesn't support him would resign. It's understood that NAB Chmn. McCollough heartily supports Carlisle's speech.

**There's Wide Spread in Station "Values":** A good indication of just what a well-established broadcast channel is worth in a major market can be seen in the difference between "book value" and "sale value" of WMGM N.Y., owned by Loew's Theatres Inc. The independent radio outlet, whose sale is currently awaiting FCC approval, is being acquired by Crowell-Collier for $10,950,000. Actually, it's carried on Loew's books for $300,000, according to Sidney D. Slater, research dir. of the N.Y. brokerage house of Herzfeld & Stern.

**ITA Enters AM Field:** First AM transmitter built by ITA Electronics has been shipped to WLYN Lynn, Mass. ITA Pres. Bernard Wise said the company has more than a score of back orders for the new 1-kw units. ITA also announced the first shipment in its new series of FM transmitters—a 7.5 unit to WMUU, Bob Jones University, Greenville, S.C.

**Plunge From Tower Kills Painter:** Homer G. Welles, a painter, fell 150-ft. to his death while painting KDKA-TV Pittsburgh's 675-ft. tower.

**Dub Rogers Sells Stations:** In a $4-million transaction, owners of KSYD-TV Wichita Falls, Tex., headed by Pres. Sidney A. Grayson, have bought W. D. (Dub) Rogers' KDUB-TV & KDUB Lubbock, KEDY-TV Big Spring, physical assets of leased KPAR-TV Sweetwater-Abilene and West Texas TV Network. The broker was Hamilton-Landis & Associates. Pioneer telecaster Rogers will continue as gen. mgr. of the stations "for a limited time," a joint announcement said. Rogers said he wasn't ready to announce further plans, but: "Broadcasting is the business I know best and in which I am most interested. I am definitely going to stay in it."

**Minow Kudos to Kansas:** After FCC Chmn. Newton Minow read the 6-point program for getting re-licensed, as suggested by the Kansas Assn. of Radio Bcstrs. to its members (Vol. 17:24 p5), he wrote the organization's Pres., Thad M. Sandstrom (gen. mgr. WIBW-TV & WIBW Topeka): "May I personally congratulate you & the Association for this most constructive & encouraging step. Through such exemplary leadership we hope that this will aid more broadcasters in serving the public interest."

**Kliegl SCR Dimmers UL-Approved:** A line of UL-approved silicon-controlled rectifier dimmers in 4-, 5- and 6-kw capacities has been introduced by Kliegl Brothers. Dimmers of 3-, 10- and 12-kw capacities also will be available in the immediate future. A new 38-page manual covering the SCR dimmers, autotransformers and other lighting & control equipment is available on request to Kliegl Bros., 321 West 50th St., N.Y. 19.

**State Directory for Newsmakers:** Kansas Assn. of Radio Bcstrs. has issued a directory of TV & radio stations in the state and in Kansas City, Mo. The pamphlet is directed primarily to Kansas Congressmen & state officials, and calls attention to news-room telephones which may be called to make beeper recordings for later broadcast.

**Atlass Buys San Francisco Radio:** KQBY has been sold by Sherwood R. Gordon for $750,000 to Atlass Bcstg. Co. Inc., which has as its principals Patricia & Frank Atlass. The latter was formerly with radio WIND Chicago and is currently head of Atlass Productions, Beverly Hills. Broker was Edwin Tornberg & Co. Inc.

**C-E-I-R Approves ARB Merger:** Stockholders of the 7-year-old data-processing & business-services company voted June 29 to merge with American Research Bureau (Vol. 17:22 p6). C-E-I-R will acquire all ARB stock, the latter's 11-acre facilities at Beltsville, Md. and ARB affiliate ARB Surveys Inc.

**Decca Case Disapproved:** FTC hearing examiner Abner E. Lipscomb has recommended dismissal of payola charges against Decca Distributing Corp., N.Y. subsidiary of Decca Records Inc. His initial decision was in line with the agency's policy of withdrawing payola complaints following implementation by FCC of the 1960 Harris-Pastore Act (Vol. 17:26 p10).

**Taft Bcstg. Buys Recreation Center:** Taft Bcstg. has purchased for more than $1 million cash 3 corporations which operate Brentwood Bowl, which is a Cincinnati recreation center comprising bowling lanes, a restaurant and an amusement park. Taft will operate the center as a wholly-owned subsidiary, renamed Cincinnati Bowl Inc.

**Wometco Buys Florida Vending Firm:** Wometco Enterprises has acquired in a cash transaction L & H Vending Co., Orlando, Florida. The acquisition will be absorbed into Wometco Vending of Central Florida.

## Educational Television

**ETV Lobbying Urged:** It will take letter-lobbying by ETV supporters across the country to build up enough steam in the House for approval of federal subsidies for educational station equipment. That's the warning from Washington Dir. David Stewart of the National Educational TV & Radio Center as broadcast in *NET News*. Pointing out that ETV legislation has been passed by the Senate, but has not yet reached the House floor (Vol. 17:25 p22), Stewart said: "Passage by the House is unlikely unless the majority of Congressmen receive more mail from their constituents." The House Commerce Committee held a closed legislative session June 22, but failed to act on a $25-million matching grant ETV bill (HR-132) recommended by its Communications Subcommittee.

**ETV Branded "Schizophrenia":** Educators took turns last week in rapping ETV and other latter-day teaching aids as "impersonalized, de-humanized" and as "academic pinball machines" before the annual convention of the National Education Assn. in Atlantic City. Among those tossing brickbats: Dr. Frederick M. Raubinger, N.J. Commissioner of Education (". . . . an increase in the distance between pupil & teacher"), and Dr. William Van Til, chmn., N.Y.U.'s Secondary Education dept. (". . . some conceive teaching machines & TV as substitutes for the living teacher rather than supplements").

**Ford Fund Folds:** The Ford Foundation's Fund for Adult Education, which in 10 years contributed more than $12 million for development of educational TV, is out of business. Its functions are now handled by the Foundation's education division. NET programming vp Robert Hudson said: "Educational TV will always be in the debt of the Fund for Adult Education for its prophetic & tangible intervention in behalf of educational TV during the critical initial period."

**Medical TV Uses Studied:** The Council on Medical TV, affiliated with N.Y.'s Institute for Advancement of Medical Communication, is undertaking a 2-year govt.-financed survey of TV techniques in medical & dental education. Awarded an Office of Education contract under Title VII of the National Defense Education Act, the Council has assigned its exec. secy. John K. Mackenzie & Dr. Michael T. Romano of the U. of Ky. dentistry school to supervise.

**TV Teaching Problems:** Philosophical, technical & educational problems which TV teaching has generated are discussed in a new book, *Television Teaching Today*, by Henry R. Cassirer. It's part of the UNESCO series *Press, Film and Radio in the World Today*, available from UNESCO publications center, 801 Third Ave., N.Y. (266 pp., paper bound, $3).

**KQED Racks Up Record TV Auction:** The San Francisco ETV station's 7th annual fund-raising event produced $84,700—double last year's revenue and markedly ahead of the $50,000 goal that had been set. Merchandise & services contributed by viewers for auctioning during the 5-day TV drive amounted to "at least $100,000 in value," the station reported. The proceeds will be applied to KQED's $375,000 budget.

**ETV Aid Bill Filed:** Surplus govt.-owned communications equipment could be given to educational TV stations under terms of a bill (S-2119) co-sponsored by Sens. Kerr & Monroney (D-Okla.). It also would authorize surplus-property donations to public libraries and schools for the mentally retarded & physically handicapped.

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Elmer W. Lower, NBC Washington news mgr., named NBC dir. of news & public-affairs shows effective Aug. 1; George A. Vicas, ex-CBS News, named to head a new NBC News European office, which will produce news & information documentaries for NBC-TV. . . . George H. Allen promoted to vp, Meredith Publishing Co.

Jim Beach, ex-ABC-TV Central div. vp, named bcst. supervisor, Foote, Cone & Belding, Chicago . . . Roger B. Read, Taft Bcstg. administration vp, named pres. of Taft's newly acquired Cincinnati Bowl (see p. 16). Other officers in the new company are Hulbert Taft Jr., chmn.; David G. Taft, vp, Dorothy S. Murphy, treas., Robert Taft Jr., secy. . . . Clayton H. Brace, KLZ-TV & KLZ Denver, elected pres., Colo. Bcstrs. Assn.

Ralph Evans resigns as exec. vp, Palmer Enterprises (WHO-TV & WHO Des Moines; WOC-TV & WOC Davenport); Dr. David D. Palmer, son of the late Dr. B. J. Palmer, will be directing head of all Palmer Enterprises . . . Naomi Andrews named ad dir., CBS Radio . . . Herbert F. Tank retires as chief transmitter engineer, WJW-TV & WJW Detroit; he joined WJW in 1923.

Peter Dimmock named gen. mgr., outside broadcasts, BBC-TV . . . Eugene D. Warren named engineering dir., John J. Leay chief engineer of TNT's new engineering div. (62-10 34th Ave., Woodside, L.I.) . . . John Perry, asst. to NAB Pres. Collins, on Aug. 4 marries Susan Berla in West Orange, N.J.; she's public relations asst. with Learning Resources Institute, producer of *Continental Classroom*.

Sylvia Kessler named asst. chief, FCC Renewal & Transfer Div. . . . Wilner, Bergson, Scheiner & Lessenco is new Washington TV-radio law partnership, succeeding Lyon, Wilner & Bergson following withdrawal of Richard Lyon.

### *Obituary*

Frank V. Bremer, 67, radio-broadcast pioneer and founder & vp of radio WAAT Newark, died June 24 of cancer. When WAAT and its TV subsidiary WATV were sold in 1958, becoming WNTA-TV & WNTA, Bremer acted as a consultant to owner NTA. He had started amateur broadcasting in 1910, using a spark-coil transmitter, received amateur & commercial operator's licenses in 1914.

Frank H. Coffine, 50, local sales mgr., KOIN-TV Portland, Ore., died June 27 after an extended illness.

Justice Dept. Juggles Topkicks: W. Wallace Kirkpatrick, first asst. to antitrust chief Lee Loevinger, has resigned after 23 years to enter private practice. He'll be succeeded by Robert L. Wright, chief counsel of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights. Other changes in the antitrust div.: George D. Reycraft promoted to chief of section operations, Harry G. Sklarsky to chief of field operations, Louise Florencourt to confidential asst. to Loevinger.

## Technology

**Space-Race Pace Picks Up:** A national policy on satellite communications finally is in the works, now that President Kennedy has asked the Federal Space Council, headed by Vice President Johnson, to come up with basic recommendations.

Importantly, the President asked the Council to examine the question of satellite ownership—which some observers take to mean that govt. ownership is again a possibility after having been ruled out by earlier administration statements. Kennedy made it clear that speed is important.

A similar plea that the U.S. "get there first" was expressed by RCA Chmn. David Sarnoff in a speech before the National Press Club last week. He also made clear his ideas about the demands of GE, Lockheed & other noncommon carriers for ownership participation in satellite communications. He spelled out the parts of an international communications system—pickup, transmission, relaying, reception, delivery—and asked: "Do the proposed satellite owners want to go into the pickup & delivery business? I don't know what they mean. And I don't think they know what they mean."

Sarnoff also disclosed that RCA has developed plans for putting a remotely-controlled camp on the moon—stocked with food, water and power facilities—to precede man's actual landing. He tickled Washington's press corps by holding up a mockup of a pocket-size color TV-AM-FM-transmitter-receiver which he said would be "the reporter's best friend in the 70s"—device by which an editor could reach his correspondent anywhere in the world. He conceded that many reporters would consider such "progress" dubious.

Asked about color TV, he said: "It has caught on. I don't think it will be long before it's a mass item and the price comes down. The price now compares with that of the first black-&-white sets."

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Technical Advances: Two devices to improve technical quality of news & special events programs are being put in use by 2 networks. NBC has designed & built a "video picture translator" which makes possible integration of program originations from separate points through dissolves, inserts, split screen, etc., and permits switching between sources without rollover. The translator is installed in N.Y., but can be moved to other locations for special program needs. At CBS-TV, an Eidophor TV projector has been installed and will be used for special effects on *Douglas Edwards & the News*. In this case, it's being used as a light amplifier, to project live film or slide pictures with high brightness, making it possible for the newscaster to appear in the same picture. TNT is the U.S. distributor for the Swiss-made Eidophor equipment.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**N.Y. CAUTIOUS ON FM STEREO:** The biggest market of them all probably won't be opened to FM stereo until fall. Of course, there could be a sleeper, but a check of the 7 stations most likely to stereocast reveals a uniformly cautious approach, with more desire to "get it right" than "get it first."

Although N.Y. Times' WQXR-FM has already received prototype RCA stereo generator (Vol. 17:26 p16), station officials say they plan to go through period of evaluation before starting stereocasts. Among objectives of WQXR-FM's stereo-testing program is close attention to main channel monophonic reproduction. "We want to make sure our monophonic listeners receive the full & complete signal." Also, station is interested in effect of stereocasting on its off-the-air-pickup QXR Network. "We look at stereo as a long-range addition to broadcasting rather than a promotion," a spokesman told us.

ABC's o&o WABC-FM N.Y., which programs separately from the network's AM operation, is moving slowly, ABC engineering vp Frank Marx told us. "We've talked with all manufacturers of transmitting equipment, and a number of receiver makers," he said: "It won't be all beer & skittles. We're not jumping overboard, because this thing must be done right or it's no good. The program material has to be good and there must be adequate receivers available."

WRVR, non-commercial station owned by Riverside Church, is acquiring stereo equipment, according to gen. mgr. Jack D. Summerfield, but won't be stereocasting before October and possibly not until first of next year. WRVR is one of organizers of upcoming non-commercial Montreal-to-Chapel Hill FM network being coordinated by National ETV & Radio Center, due to start next fall on limited basis. Much of the relaying will be done on multiplex subchannels, so WRVR already has invested in multiplex gear.

Another non-commercial outlet, Pacifica Foundation's listener-supported WBAI is also "moving slowly," according to mgr. Gene Bruck. The station, which tested Crosby system on the air 2 years ago, is "talking to the Crosby people" about multiplex equipment, Bruck told us, but wants to "wait & see whether people will really listen." Added Bruck: "Much as we'd like to partake from the very first, it's unrealistic even to talk about it now."

Municipally owned WNYC-FM plans to "move ahead as rapidly as we can"—which isn't very rapidly because of the nature of a city-owned operation—Dir. Seymour N. Siegel told us. Purchase of equipment will require municipal appropriation. "We'll be operating on stereo in time for next summer's season of live music."

Concert Network's WNCN "will definitely be on the air with stereo in the fall," a spokesman told us. Station also has a multiplex background-music operation, and therefore must make adjustments in SCA subcarrier frequencies before it can start stereocasting.

Fordham U.'s educational WFUV, which once participated in tests of Crosby system, is interested in installing stereocasting equipment, but has no target date. Because it operates on an educational frequency (unlike non-commercial WBAI, WNYC-FM & WRVR), it must wait until FCC issues rules for stereocasting by educational stations, expected soon, before it can firm up its plans.

N.Y. FM operators share these common worries over stereo multiplexing: (1) Receiver availability & circulation. (2) Effect on coverage area. (3) Effect on off-air network operations or SCA multiplex activities. (4) Effect on monophonic broadcast quality. (5) Quality of available transmitting & receiving equipment.

RCA shipped 2 more pre-production stereo multiplex generators, last week, meanwhile——to WSPA-FM Spartanburg, S.C., and KHGM Houston, Tex. These can't be used until type-accepted by FCC.

On the stereo receiver front: GE introduced its first stereo radio—a modern wood-cabinet 10-tube set with wing speakers, to retail at about $175. Admiral announced a fully transistorized plug-in multiplex unit for its radio-phono consoles. Motorola is reported to be preparing to announce a multiplex adapter for its auto FM radio. For details on multiplex receiver activity, see p. 20.

**SHAPE OF COLOR SETS—HOW IMPORTANT?** Motorola took its stand on color last week, and fired the opening gun of what could be a real battle—or a smokescreen.

Exec. vp Ed Taylor stood up before some 1,200 distributors & their salesmen at the Chicago Motorola convention and said, in effect: "Motorola won't go into color TV until we can sell a set with a 23-in. rectangular tube which can fit inside the same size cabinet as a 23-in. black-&-white set." And he revealed that Motorola has developed such a set, which could be produced in about a year, and will be demonstrated in a month.

It isn't news that such a set can be made. Motorola lab receiver uses same principles as RCA's, but substitutes a 23-in. rectangular shadow-mask color tube with 90-degree deflection for RCA's 21-in. round with 70-degree angle. The tube was made with a modified 23-in. black-&-white bulb, with color phosphor screen applied in conventional way; new yoke & deflection components were required.

Size of set is just as important as price, said Taylor. "If we get this [23-in. 90-degree set] even at the price of present color sets, color TV becomes a salable item." The 23-in. tube cuts 5 in. from set's depth, increases viewing area to 283 sq. in. from present 261.

RCA has decided that 21-in. round tube is "it" for next year or 2 at least—although it undoubtedly has know-how to produce similar tube in 90-degree rectangular version. (Westinghouse had rectangular 22-in. shadow-mask color tube in 1956-58.) Question is one of tooling & bulb costs, etc., and RCA—now in the black on color—apparently believes that any changeover would be too costly for the immediate benefits. Motorola move, if it gains adherents, could force RCA's hand and make it advance its schedule for shortening and squaring off its shadow-mask tube. In meantime, Motorola's stand is clarified—no color for at least a year.

Motorola will give data on its development to tube makers soon. It has no proprietary interest in the 23-in. color set, which uses conventional circuits, although Motorola itself holds many color patents. RCA's response, from a spokesman: "There have been so many reportedly new color tubes announced over the years that until we see them in operation we don't feel that we can comment."

National Video, which worked with Motorola on color tube, told us it could get into production on the tube in about a year, if there's a demand for it. Taylor explained Motorola's attitude this way:

"We got tired of waiting for tube manufacturers to come up with the kind of design needed to make color receivers salable. Therefore, we took the initiative ourselves to accomplish something that the industry told us was several years away. We're willing to share our laboratory findings with the industry as our 1961 contribution to color-TV progress. We would like to see all the manufacturers in this industry put as much of their time & effort into advancing the color art in their laboratories as is being put into the marketing of receivers that are too large for the average size American living room."

Motorola made no actual commitment to go into color at all, but its less-than-gentle poke in RCA's ribs may get others thinking about pros & cons of a rectangular version of the present type color tube. Motorola's attitude, in fact, seems to have changed somewhat since 2 months ago, when Pres. Robert W. Galvin told stockholders (Vol. 17:19 p23): "At the present time, color TV does not appear a profitable prospect nor is there any technological advance on the horizon to change this picture."

Rectangular color, anyone?

**JAPANESE BATTERY TVs REACH U.S. MARKET:** Sony's heralded 8-in. battery portable TV went on sale in N.Y. last week—nearly a year behind the originally announced delivery schedule (Vol. 16:4 p15). The set carried a $249.95 price tag; attachable battery pack optional at $29.95.

Liberty Music Shops broke the news with full-page ads in June 25 N.Y. Times, followed by additional insertions during the week. The headlines proclaimed: "It's here . . . the new Sony truly portable, all transistorized, personal direct-view TV." Liberty told us interest in the Japanese set was high, sales "excellent."

Distribution of Sony set will go national beginning in July. Sony Corp. of America merchandising vp Milton Thalberg told us the battery portable (Model 8-301 W) is being imported in "substantial quantities," and the import pace will be stepped up to a peak by early fall. "We expect to sell many thousands of them," he added. The sets are being brought in by Sony's U.S. import operation, Agrod Electronics.

"We'll have about 100 dealers in the metropolitan N.Y. area by the end of the week," Thalberg told us. Among outlets already offering the Sony 8-incher: Bloomingdale's, Abercrombie & Fitch, Victor Appliances. Any maintenance problems which develop will be handled by 5 Sony service centers in the N.Y. area.

"It's our policy not to spread out until our service centers are properly supplied with all necessary replacement parts," Thalberg said, explaining the reason for limiting introduction of the set to N.Y. As Sony's service centers across the country are supplied with parts, the battery portable will be introduced in their sales areas. (For profile of Sony Corp., see p. 21.)

Delmonico International expects to begin deliveries of its 8-in. Japanese battery portable by the end of July, exec. vp Herbert Kabat told us. He expects the unit will be priced in the "$250 bracket—but this is still indefinite." Pres. Albert Friedman was slated to leave for Tokyo July 2 to confer with Victor Co. of Japan about quantity & pricing details.

Deliveries of Delmonico's Japanese color TV are scheduled to start about 60 days after their first showing at the Music Show in Chicago this month. Kabat said that 2 color models are "in the works," but final decision has not yet been made as to which will be introduced at NAMM. The 2 are a table consolette and a combination embracing AM-FM-stereo phono. Both models employ RCA 21-in. color kinescopes. Prices have not been finalized on either model.

Another feature of Delmonico's NAMM display will be the $99-list 19-in. Japanese portable introduced at the Summer Home Furnishings Mart. Kabat told us deliveries are slated to get under way before July 31.

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 23 (25th week of 1961):

| | June 17-23 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 137,655 | 131,765 | 123,707 | 2,668,491 | 2,866,790 |
| Total radio | 350,684 | 339,468 | 347,687 | 7,205,157 | 8,238,602 |
| auto radio | 110,338 | 117,246 | 131,752 | 2,301,431 | 3,224,586 |

**GE'S FIRST STEREO RADIO:** Good looking, good sounding and high priced. That's capsule description of the first stereo multiplex table-model radio to be made & marketed by GE.

The T-1000, now in production, and due to be marketed in stereo-FM areas, is a slim all-wood set, modern in design, with detachable doors, each containing an 8-in. speaker. It measures 19-in. wide, 13-in. high, 8½-in. deep. The doors' hinges serve as conductors between the speakers & amplifiers when the set is played with the speaker-doors attached. The speakers may be removed and placed up to 8 ft. from the set by using plug-in cables between speakers and set.

The set has 6 controls and a vertical sliderule dial for AM & FM tuning. The controls perform these functions: on-off, AFC, phono (for phono jack), AM, mono FM, stereo FM, loudness, stereo balance. The price will be about $175.

The 10-tube set is the first in a series of GE stereo radios; lower-priced ones will be introduced later this month at the Music Show in Chicago. GE apparently has rejected the 2-piece approach for table radios. Although it originally had designed 2-piece sets, it's understood the company believes that the detachable speaker approach has more appeal. It tested 12 designs through consumer panels, and in every case the two 2-piece designs came out last in order of preference.

GE also has entered the AM-FM portable market, and last week showed an 11-transistor model at $125.

Admiral, meanwhile, announced that its FM multiplex circuit will be fully transistorized. Designed for Admiral's stereo consoles, it's advertised as "not an adapter . . . an integral component of Admiral's multiplex sound system, available as built-in or 60-second plug-in unit."

Motorola said last week it would have stereo radios around the first of the year.

At week's end only 3 FM stations were broadcasting stereo, and the FCC had granted no new type-acceptances for stereo multiplex broadcast equipment. Type-acceptance proceedings reportedly were "in the works" for RCA conversion gear, but it was expected that no final action could be taken for a couple of weeks. Although RCA has now shipped 7 prototype multiplex stereo generators to station (see p18 & Vol. 17:26 p16), they may not legally be used to transmit stereo programs until the equipment is type-accepted.

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**D. Duck, Color Salesman:** Walt Disney and his animated characters will act as spokesmen for color TV in RCA's upcoming ad campaign, termed its "most extensive in years" and reputed to be budgeted at more than $5 million. RCA's color strategy this year is to plug all color TV in general—not only RCA—geared to the RCA co-sponsored (with Eastman Kodak) *Walt Disney's Wonderful World of Color* on NBC-TV. Other RCA ad plans, as outlined last week by RCA Sales Corp. ad & sales promotion vp Jack M. Williams: (1) Individual ad campaigns for each RCA product category. (2) All ads in major circulation magazines to be in color. (3) Heavy introductory campaign for each product in September. (4) Print ad campaign in 2nd half of 1961 to reach 39.9 million homes. (5) Series of "color TV nights" to attract consumers to stores to watch a complete evening of color programming. J. Walter Thompson is RCA's agency.

**Canadian Color Sets:** Although color telecasting isn't permitted in Canada, RCA plans to start producing color sets at its Prescott, Ont. plant in time for fall sales. With the increasing number of colorcasts reaching Canada from the U.S., demand for color sets from Canadian border areas has been increasing, Canadian RCA spokesmen say.

**SONY'S SUNNY PROSPECTS & PROSPECTUS:** Japan's Sony Corp. hit the U.S. stock market June 8 with 2 million common shares offered in blocks of 10 at $17.50 a block (Vol. 17:24 p19). Within 90 minutes, the entire $3.5-million offering was gobbled up by American investors who thought they knew a good thing when they saw it. Last week (June 29), Sony's U.S. quotation was 20 7/8 bid, 22 3/8 asked.

Sony's bright prospects, as well as numerous heretofore unrevealed details about the nature, scope and success of its operations, were profiled for all to see in a comprehensive prospectus issued by underwriters Smith, Barney & Co. and Normura Securities Co. Ltd.

For a company incorporated as recently as 1946, Sony has made tremendous progress. In its 1960 fiscal year (ended Oct. 31, 1960), Sony sales totaled $36,775,000, up from $23,607,000 the preceding year. Of the 1960 sales, $12,964,000 came from exports, compared with 1959's export value of $8,720,000. Total profit in 1960 was $1,936,000—down from 1959's $2,046,000. Sony explained that the 1960 earnings "were adversely affected by the company's virtual discontinuation of [its manufacture of transistors for resale] in order to concentrate on the development & production of new products, such as portable TV receivers."

In the 4 months to Feb. 28 of fiscal 1961, Sony earned $720,000 on net sales of $15,787,000, compared with $638,000 on $10,044,000 sales in the same fiscal-1960 period.

The net sales were produced by a variety of products: transistor radios, 61.4%; tape recorders, 23.9%; recording tape, 3.6%; transistor TV sets, 0.7%; semiconductors, 0.7%; other products (hearing aids, microphones, recording heads, magnetic data recorders), 9.7%.

The Japanese home market accounted for 65.4% of total sales in fiscal 1960. Other markets: Asia (other than Japan), 10.2%; U.S. 9.1%; Europe, 6.8%; other, 8.5%.

Transistor radios accounted for 77.6% of Sony's foreign sales; audio tape recorders chipped in another 11.5%. The prospectus also noted that "net sales of Sony radios & tape recorders in the U.S. during 1960 accounted for 69.9% & 23% respectively of total net sales of Sony products in that country."

**Sony's Battery-powered Portable TV**

The 8-in. battery portable introduced to the U.S. market by Sony last week (see p.19), received this description and less-than-enthusiastic send-off in the prospectus: "In May 1960, Sony marketed a transistorized portable TV set which sells at retail in Japan for $199.72. It is anticipated that this set will be introduced in the U.S. in the summer of 1961 to sell at retail for $279.90 [actual list price $249.95 plus $29.95 battery]. This product is the first of its type to be developed & marketed and there is no assurance that it may be profitably marketed in the U.S."

Sony had a healthy financial glow as of Feb. 28, 1961. Its consolidated balance sheet of that date showed $4,820,000 cash on hand. Its total land, buildings, machinery & equipment and construction in progress were valued at $14,581,000. Total current assets were listed at $25,456,000. Current liabilities totaled $25,642,000.

An insight into Japanese labor practices also is provided by the prospectus:

"Each year Sony grants its employes [3,698 in April, 1961] an annual increase in base wages and these amounted to an average 12%, 10.8% and 17.3% for the years commencing May 1, 1958-59-60 respectively. In addition to base wages, the company, in accordance with Japanese custom, also pays a semi-annual bonus to its employes. Sony paid bonuses equal to approximately 4 months pay for each of the semi-annual periods in 1959 & 1960.

"The company has also established the Sony Health Insurance Assn. to which each employe contributes 3% of his base pay and the company contributes an amount equal to 3½% of such base pay. The Association pays the cost of certain medical & dental services for employes and utilizes surplus funds to defray part of the cost of employe recreational benefits.

"In addition, the company provides medical facilities & subsidized cafeterias at each of its plants, dormitories for certain of its employes, high school educational facilities where such facilities are not available locally, recreational facilities, and reimbursement of the costs of transportation to & from work.

"Employes are required to retire at age 55. Upon retirement, an employe, other than a director, is entitled to receive . . . a lump-sum payment based on his years of service, his monthly pay at the time of retirement and certain other factors. An employe who has worked for the company for 30 years is entitled to a maximum lump-sum retirement payment of 37 times his monthly wages at the time of retirement."

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**Japanese Electronics Output:** The Japanese electronics industry's 1960 production was valued at $1.166 billion—up 25% from the $932 million of 1959, the Commerce Dept.'s Business & Defense Services Administration reported last week on the basis of figures from the Japanese Ministry of International Trade & Industry. The total output in 1959 represented an 87% increase over 1958. Breakdown: TV receivers, 3,551,700 sets at $394.2 million (up from 2,852,800 at $334.8 million in 1959); radios with 3 or more transistors, 11.1 million at $169.2 million (vs. 7.6 million at $122.4 million); tubes, $169.8 million ($141.1 million); semiconductors, $71.3 million ($52.9 million). Japan's production of transistors continued to exceed that of the U.S. in units, but not in dollars. In 1960, Japan produced 139.8 million transistors at $53.8 million (up from 86.5 million at $44.5 million), compared with 1960 U.S. production of 127.9 million transistors at $301.4 million.

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**Japanese Import Re-Alignment:** Petely Enterprises Inc., longtime N.Y. importer of Japanese radios, has been named exclusive U.S. & Canadian sales agent for all products of Fuji High Frequency Radio Laboratory, sold under the "Constant" brand name.

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**Another RCA Strike Looms:** Some 2,500 members of the Assn. of Scientists & Professional Engineering Personnel were slated to go on strike midnight Saturday at RCA plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. On June 16, RCA & AFTE came to terms after a 5-hour walkout at the same locations (Vol. 17:25 p18). The APEP union is asking for a 10% wage boost, a 10-month contract, other benefits. APEP walked out for 6 days last year before arriving at the one-year pact which expired Saturday (Vol. 16:29 p15).

**Little Set, Big Speaker:** "Revolution in pocket-radio tone quality" is claimed by Zenith for loudspeaker being used in 2 new pocket radios at $39.95 & $60. The "Extended Range" speaker is 3 x 5-in., oval, with the voice coil offset, rather than centered, giving a steep cone angle at the top for greater treble response and a larger cone area below for extended bass. A flat ceramic magnet makes possible the use of the big speaker in a radio only 1½-in. deep.

**OPTIMISTIC MOTOROLA SHOWS LINE:** On an upbeat note, Motorola unveiled its 1962 TV, stereo & radio lines to distributors in Chicago last week. Exec. vp Edward R. Taylor reported that consumer-product business last month was the best for any June in Motorola's history.

He predicted that Motorola's unit sales of TV sets in the 3rd quarter would be 15% higher than in the same 1960 period, with stereo rising nearly 20%. "For the full year, despite the adverse economic influences in the first 4 months," he said, "Motorola distributor sales of TV, stereo & radio products in total will exceed 1960."

For the entire industry, he foresaw "a real possibility" of distributor sales of 6.25 million TV sets, compared with 5.8 million last year, translating into "nearly $1.5 billion for the consumer economy."

The new TV line features a "picture-optimizer control" which permits the viewer to select the picture texture he prefers. Among other innovations is a 23-in. "convertible consolette" (open list) featuring a "furniture frame top" and 3 interchangeable swivel furniture bases for different styles. The 19-in. all-transistor Astronaut portable is carried over at $275 plus $88 for rechargeable batteries.

The 19-in. line is priced from $169.95 to $269.95 (remote), 23-in. sets from $199.95 to $369.95. Four stereo theaters are featured at $499.95 to $825. A new remote control in 23-in. models uses an entirely transistorized remote-receiver chassis.

Stereo units continue to feature "Vibrasonic" sound, which this year is described as an "acoustical compensator control for concert-hall realism" (the word "reverb" isn't used); 3-channel sound is highlighted again. Portable stereo units range from $34.95 to $249.95, consoles $149.95 to $995 (Drexel furniture).

The AM-FM line has Motorola's first AM-FM clock radio, at $79.95, an FM-only set at $49.95, and AM-FM sets at $59.95 & $79.95. Clock radios include an all-transistor portable set at $75, other models starting at $19.95. Seven table radios range from $14.95 to $39.95.

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**Average Set Lasts 11 Years:** Families investing in new TV sets keep them 11 years on the average. Used sets last 6 years. And city families hang on to their sets a year or 2 longer than rural families. These are among "home notes" extracted by economists in the Agriculture Dept.'s research service from Census Bureau statistics. In other appliance fields, new refrigerators and electric or gas ranges are used for 16 years, used refrigerators or gas ranges 8-9 years, new automatic washers & dryers 9 years.

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FCC Weighing Radiation Seal: More prominent radiation-compliance notice to the TV & radio set-buying public is being considered by FCC. It is thinking of requiring all manufacturers to place a 3 x 1-in. label on each set—stating that "[Company X] certifies that this receiver complies with FCC radiation limits as of date of manufacture." The FCC set Aug. 7 as the deadline for comments on proposed rule making which would amend Sec. 15.66 of its rules. The proposal covers all receivers in the 30-890-mc range, including TV & FM and excluding AM.

Add Good-Business Notes: Olympic reports record orders at its national distributor convention in Chicago prior to the International Home Furnishings Market, with more business during the convention & market than during all of June & July last year.

**Trade Personals:** John Stevens resigns as vp, Hoffman consumer-products operations, to re-enter the management consultant field; Theodore S. Hoffman named vp-mgr., Hoffman Electronics semiconductor div. . . . John Booth retires July 3 as director of Philco's Techrep Div. after 15 years of service with the company. . . . Kenneth M. Lord, ex-General Dynamics, named mfg. & purchasing vp, Raytheon.

Otto J. Riss, ex-Bendix Corp., named mfg. dir., Packard Bell home-products div. . . . William R. Spackman named gen. sales mgr., Michigan Magnetic (tape recorder heads), succeeding Paul H. Schulte, who has left the position because of illness. Schulte will continue as area sales mgr. covering Mich., Ind. and Ohio.

Melvin C. Oelrich elected pres., American Concertone, succeeding George Otis, who is chmn. Paul Abbey, ex-Ampex, named mktg. dir. for consumer-professional products . . . Robert B. Wyland, ex-American Airlines, named human-relations vp, Daystrom.

Lt. Gen. Clovis E. Byers (ret.) named vp, GT&E Washington, D.C., office, succeeding Rear Adm. Frederick J. Bell (ret.), who will continue as a consultant to the company . . . William J. LaHiff appointed gen. mgr., Dynamics Corp. of America's Farmingdale div.

Charles Feldman appointed to new post of ad mgr., Columbia Record Distributors, N.Y. & Newark, N.J. . . . Harold M. Winters resigns as East Central regional sales mgr., RCA Sales Corp., because of ill health.

Richard P. Axten promoted from PR dir. to secy., Raytheon, succeeding Paul F. Hannah, who continues as vp and gen. counsel. C. Gayle Warnock, ex-Communications Affiliates, named Raytheon PR director. E. Nevin Kather, semiconductor div. gen. mgr., and John T. Thompson, distributor-products div. gen. mgr., named vps.

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Components Output Up: Shipments by U.S. manufacturers of electronic components last year had an estimated $3.4-billion value—up more than 10% above 1959 levels, the Commerce Dept.'s Business & Defense Services Administration reported. Nearly 40% of the principal components were for military end-use. Receiving-tube output declined 7% in 1960 to $348 million from $374 million in 1959, but shipments in most other categories increased—TV picture tubes by nearly 8% to $259 million, semiconductor devices by 37% to $542 million, capacitors by 9% to $255 million.

"Steelman" Name Returns: Steelman Electronics Inc. has been formed by Morris J. Steelman, veteran phono manufacturer, whose Steelman Phonograph & Radio Corp. went out of existence last year as a result of bankruptcy proceedings. The new firm, headquartered in Mt. Vernon, N.Y., will show a line of phonos from $19.95 to $149.95 at the Music Show in Chicago's Palmer House July 16-19.

TV-Radio Complaints Lead: Customers' beefs about TV-&-radio set sales & service lead all other types of complaints, according to managing dir. Leland S. McCarthy of Washington's Better Business Bureau. In 12 months, he reported, his office heard 600 complaints of alleged gyps by set dealers. Appliance sales & service accounted for 367 complaints, home improvements for 366.

Add Plant Shutdowns for Vacation: Philco, all plants, July 17-30. Thompson Ramo Woolridge, Tapco Group, July 31-August 14.

***Obituary***

John K. Gowen Jr., 67, asst. secy. of Hazeltine Corp., died June 25 at his home in Great Neck, L.I. He is survived by his wife, 2 sons, a brother, a sister and 5 grandchildren.

## Finance

**Ling-Temco Files Plan:** A 4-step financing plan paving the way for its takeover of Chance Vought Corp. has been filed with SEC by Ling-Temco Electronics Inc. The SEC application (File 2-18340) calls for registration of: (1) 493,332 common shares underlying 5-year warrants to be issued in connection with the Chance Vought purchase and conversion of 5½% subordinated Chance Vought debentures due 1977. (2) 67,462 common shares underlying 9-year warrants issued to holders of $5 million of 6% senior notes due 1974. (3) 314,264 common shares & 15,120 preferred shares issuable under stock-option plans. (4) 78,241 common shares to cover options under a Chance Vought plan. Ling-Temco's name will be changed to Ling Temco Vought Inc. The merger was approved by Chance Vought stockholders June 30 at a Dallas meeting.

**General Instrument Increases Sales:** For the first fiscal quarter (ended May 31) of 1962, General Instrument posted a 12-13% gain over the combined $19-million sales a year earlier of GI and 2 subsequently acquired companies, General Transistor and Pyramid Electric. Earnings in the May quarter approximated the combined 27¢-a-share profit of March-May 1960. Chmn. Martin H. Benedek told the annual meeting that sales for the entire 1962 fiscal year will be "approximately 30% above" the preceding year's record $70.6 million, profits will be "satisfactory." Shareholders approved an increase in authorized common to 5 million from 3 million shares. GI has 2,432,504 shares outstanding.

**Transvision Electronics Inc.,** New Rochelle, N.Y. maker of ETV equipment & other electronic teaching devices, has filed an SEC registration (File 2-18409) for 140,000 common stock shares in a public sale underwritten by Adams & Peck. The price was unreported in the company's statement, which also covered shares underlying warrants to be sold to Adams & Peck, Florida Capital Corp. and Comac Associates. Biggest portions of the proceeds ($250,000 & $225,000) would be devoted to developing closed-circuit ETV business and to expanding manufacturing & engineering facilities, Transvision said.

**P. R. Mallory's 2nd-Quarter Forecast:** Reversing the trend of the preceding 3 quarters, sales & profit in 1961's 2nd quarter will be slightly ahead of the year-earlier performance. Vp C. A. Barnes said the improvement should continue through the balance of the year and boost 1961 sales & earnings above the 1960 figures. However, first-half returns are expected to show sales down some 6% from $43.7 million a year ago, earnings 12-15% below first-half 1960's $2 million. Barnes also reported that Mallory is in negotiation on acquisition of undisclosed concerns.

**Electronic Instrument Co.,** Long Island City maker of hi-fi components and amateur radio apparatus, seeks SEC registration (File 2-18404) of 173,000 capital-stock shares for public sale underwritten by Goodbody & Co. The company is offering 118,000 new shares, and the sole stockholder, Pres. Harry R. Ashley, is offering 57,000 outstanding shares. Proceeds would be used largely to retire debts.

**MPO Videotronics Inc.,** N.Y. TV commercial producer, has listed 60,000 common stock shares with SEC (File 2-18402) for public sale at an unreported price through Francis I. du Pont & Co. The company said the proceeds—plus a $750,000 institutional loan being negotiated—would be used to convert its quarters at 222 E. 44th St. into a production center costing $1.6 million.

**Indiana General Notes Sales Pickup:** Sales in May & June have reversed the first-quarter's downtrend and have increased order backlogs of all divisions to "significantly" higher levels than they were at year's start, Pres. Robert F. Smith said. He forecast that first-half results will approximate first-half 1960's profit of $733,313 on $10.4 million sales. For the balance of 1961, "an anticipated pickup in sales should enable us to exceed 1960 results, but by how much is still a matter of conjecture." A factor expected to boost operating results in the 2nd half, he said, is the recently issued (April) patent giving Indiana General proprietary rights for ferrite memory core materials used in computers.

**SEC Order Withdrawn:** An SEC stop-order against Hazel Bishop Inc., whose 1960 stock-registration statement was challenged on grounds that it "contained false & misleading statements" (Vol. 16:45 p11), has been lifted by the Commission. Permitting the statement to become effective, SEC said the company had corrected the registration with "appropriate disclosures" about its business, including deals with C & C Television Corp. (now Television Industries Inc.).

**Applied Research Inc.,** Port Washington, N.Y. designer & developer of devices for space communications systems & radio frequency analysis, plans public sale of 120,000 common stock shares at $6 per share through Cruttenden, Podesta & Co. and Spear, Leeds & Kellogg. An SEC registration statement (File 2-18350) said half of the shares will be offered by the company, half by Pres. Aldo M. Scandurra, vp Martin Dolin and secy.-treas. Nicholas M. Poulos.

**Daystrom Posts First-Quarter Profit:** Daystrom opened its 1962 fiscal year "in the black" during the first quarter ended June 30, Chmn. Thomas Roy Jones told the annual meeting last week. The company was in the red during the preceding quarter. Jones said operations "are looking better, although the black figures are neither as good as we want nor as we expect." In the year-ago fiscal quarter, Daystrom earned $344,528 on $22.5 million sales.

**Sprague Sees Record 1961:** Forecasting peak sales & earnings, Chmn. Robert C. Sprague estimated that "sales will run around $75 million [vs. a record $64.5 million in 1960] and earnings will be in the neighborhood of $4 a share [$3.40 in 1960]." He said current sales & profits are running considerably ahead of a year ago, attributed the rise to new product developments, such as tantalum capacitors and other items for the data-processing field.

**RKO General Has First-Half Gain:** General Tire & Rubber scored gains in both consolidated net sales & earnings for 1961's first half. The report to stockholders noted: "Our current consolidated earnings represent an increase of 2.4% despite the fact that the 1961 income of RKO General, our TV-radio subsidiary, was subject to income taxes whereas its 1960 income was not. The RKO General income before taxes was greater than that of 1960."

**Arvin Expects 2nd-Quarter Gains:** Arvin Industries will bounce back from its first-quarter loss (Vol. 17:18 p8) and post 1961-over-1960 gains in both sales & earnings in the 3 months to July 3, Chmn. Glenn W. Thompson forecast last week. Sales in the 2nd quarter are expected to jump 10% from $15.2 million in May-July 1960. Earnings "will be substantially above" the $47,441 (4¢ a share) profit of fiscal 1960's 2nd quarter, he said.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Avco | 1961—6 mo. to May 31 | $157,926,234 | — | $ 6,201,187 | $0.60 | 10,379,438 |
| | 1960—6 mo. to May 31 | 164,856,003 | — | 5,216,559 | .51 | 10,305,342 |
| Lab for Electronics | 1961—year to Apr. 28 | 50,929,000 | — | 1,891,000 | 1.66 | 1,136,636 |
| | 1960—year to Apr. 28 | 48,114,000 | — | 1,648,000 | 1.68 | 981,670 |
| Loral Electronics | 1961—year to Mar. 31 | 35,776,964 | $2,804,023 | 1,301,618 | .75 | 1,740,444 |
| | 1960—year to Mar. 31 | 17,439,871 | 1,180,798 | 579,216 | .33[1] | 1,732,500[1] |
| Seeburg | 1961—6 mo. to Apr. 30 | 16,272,505 | — | 518,527 | .37 | 1,409,799 |
| | 1960—6 mo. to Apr. 30 | 12,974,598 | — | 1,203,302 | .95 | 1,260,000 |

Notes: [1]Adjusted to reflect 5% stock dividend in July, 1960 and 3-for-1 split in November.

**Mergers & Acquisitions:** Consolidated Electronics Industries is acquiring Mercury Record Corp. for undisclosed stock & cash. To facilitate the financing of the acquisition, Consolidated is selling $1.7 million of its common shares to the trustee of its controlling stockholder, United States Philips Trust • Melpar Inc., Falls Church, Va. radar-electronics-missiles subsidiary of Westinghouse Air Brake, plans to acquire Television Associates and subsidiary Television Associates of Indiana, both in Michigan City, Ind. The amalgamation has been approved by the boards of the 2 concerns, awaits only the consent of Melpar stockholders, who will vote the merger at a special meeting in August • Thompson Ramo Wooldridge and GEC of Britain have formed International Systems Control Ltd. to develop control systems for British industry. The new firm will have a capitalization of about $1.2 million • Avnet Electronics and Foundry Equipment Ltd. have formed England-based Feco Inc. to develop & distribute automatic foundry equipment in the Western Hemisphere • Lab for Electronics and Tracerlab have voted to merge, subject to approval of stockholders. Lab for Electronics would be the surviving company. The proposed amalgamation calls for the exchange of one Lab for Electronics common share for each 4½ of Tracerlab's 717,423 outstanding shares • Litton Industries has purchased for undisclosed cash London Office Machines Ltd., distributor of office machines & equipment in the British Isles • Reeves Soundcraft has teamed with an English group to form jointly-owned Soundcraft Magnetics Ltd. The new company will market Reeves' magnetic recording tape in the UK • Muter stockholders have approved doubling the authorized common to 2 million shares to acquire via a stock exchange General Magnetic Corp., privately-owned Detroit maker of permanent magnets for sound equipment. The exchange calls for Muter to issue 262,500 shares for General Magnetic's total 212,500 outstanding—a transaction involving more than $2 million, based on Muter's ASE quotations last week • Lionel Corp.'s proposed acquisition of Hathaway Instruments will be voted by stockholders of both firms Sept. 7.

**Reports & Comments Available:** Amphenol-Borg Electronics, review, A. M. Kidder & Co., One Wall St., N.Y. 5 • Paramount Pictures, analysis, Ira Haupt & Co., 111 Broadway, N.Y. 6 and Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Beckman Instruments, memo, Cooley & Co., 100 Pearl St., Hartford 4.

### Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Avnet Electronics | Yr-end | $0.25 | Aug. 7 | Jul. 21 |
| Daystrom | Q | (Omitted) | | |
| IBM | Q | .60 | Sep. 9 | Aug. 10 |
| Networks Electronic | Stk. | 5% | Jul. 31 | Jul. 14 |
| A. C. Nielsen | Q | .15 | Aug. 1 | Jul. 10 |
| Warner Bros. | Q | .30 | Aug. 4 | Jul. 14 |

### Recent Stock Issues

| Stock | Offering Price | June 29, 1961 Bid | Asked |
|---|---|---|---|
| General Resistance | 3 | 3⅝ | 4¼ |
| Julie Research Labs | 10 | 14¼ | 16 |
| Marcon Electronics | 10 | 16 | 18⅞ |
| Sony Corp. | 17½ | 20⅞ | 22⅜ |
| Wrather Corp. | 10 | 7¾ | 8⅝ |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday June 29, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 19¼ | 19¾ | 21½ |
| Adler Elec. | 16½ | 16¼ | 18⅛ |
| Aerovox | 10¼ | 10½ | 11¾ |
| Allied Radio | 28½ | 25¾ | 27¾ |
| Astron Corp. | 2⅜ | 2⅛ | 2¾ |
| Babcock | 26½ | 29 | 31⅜ |
| Baird Atomic | 18½ | 17½ | 19⅛ |
| Cannon Elec. | 27 | 28½ | 32 |
| Capehart | 8⅜ | 8½ | 9½ |
| Chicago Aer. | 21 | 22½ | 25⅛ |
| Control Data | 101 | 95 | 101 |
| Cook Elec. | 11¼ | 11¾ | 12⅞ |
| Craig | 13¼ | 13½ | 14⅞ |
| Crosby Tel. | 6 | 5⅜ | 6¼ |
| Dictaphone | 34 | 35¾ | 38¼ |
| Digitronics | 24 | 26 | 29⅜ |
| Eastern Ind. | 16 | 15½ | 17 |
| Eitel-McC. | 16½ | 16⅞ | 18¼ |
| Elco Corp. | 11½ | 12½ | 14⅛ |
| Electro Instr. | 20 | 19 | 22 |
| Elec. Voice | 10½ | 10½ | 12 |
| Elec. Assoc. | 30 | 28½ | 30⅞ |
| Elec. Cap. Corp. | 43 | 42½ | 46⅝ |
| Erie Resistor | 14½ | 14½ | 15¾ |
| Executone | 19 | 18 | 19⅝ |
| Farrington | 14¼ | 12½ | 13⅞ |
| Foto Video | 7 | 6½ | 7⅞ |
| Four Star | 21½ | 22 | 24⅛ |
| Gen. Devices | 11¾ | 12¼ | 13⅜ |
| G-L Elec. | 8 | 8 | 9⅛ |
| Goodwill Sta. | — | 10½ | 11½ |
| Granco | 3¼ | 3 | 3-9/16 |
| Gross Tel. | 21¼ | 20¾ | 22¾ |
| Hallicrafters | 23½ | 22½ | 24⅞ |
| Hathaway | 24 | 23½ | 26¼ |
| High Voltage | 160 | 165 | 180 |
| Infrared | 14¾ | 16 | 17¾ |
| Interstate Eng. | 18 | 18 | 19⅝ |
| Ionics | 30 | 30 | 33 |
| Itek | 49 | 48 | 52½ |
| Jerrold | 8¼ | 8 | 8⅞ |
| Lab for Elec. | 48 | 46¾ | 50⅛ |
| Leeds & North. | 34½ | 34¾ | 37½ |
| Lel Inc. | 8¾ | 8¼ | 9½ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 4 | 4 | 4½ |
| Magnetics Inc. | 11 | 10 | 11¼ |
| Maxson | 21½ | 20¾ | 22¾ |
| Meredith Pub. | 38 | 37 | 40⅜ |
| MetroMedia | 18¾ | 17¾ | 19¼ |
| Microdot | 26 | 25¼ | 27½ |
| Milgo Elec. | 20½ | 19½ | 22½ |
| Narda Micro. | 7 | 7 | 8⅛ |
| Newark Elec. | 14¾ | 13½ | 14⅜ |
| Nuclear Chi. | 40 | 40 | 43½ |
| Official | 3¾ | 3⅞ | 4⅜ |
| Pacific Aut. | 5¼ | 5 | 5¾ |
| Pacific Merc. | 7⅜ | 7⅛ | 7⅞ |
| Philips Lamp | 145 | 135½ | 140½ |
| Pyramid | 2 | 1¾ | 2⅜ |
| Radiation | 24¼ | 22 | 23⅞ |
| Rek-O-Kut | 2¼ | 2⅝ | 3-3/16 |
| Research Inc. | 5¾ | 4⅞ | 5⅜ |
| H. W. Sams | 39½ | 39½ | 43¼ |
| Sanders Assoc. | 52½ | 56 | 60 |
| Silicon | 11¾ | 10½ | 12 |
| H. Smith | 9¾ | 12 | 13⅝ |
| Soroban | 59 | 63 | 68¾ |
| Soundscriber | 11 | 11½ | 12⅞ |
| Speer Carbon | 29¾ | 29¾ | 32¼ |
| Sprague | 77¾ | 78½ | 82¼ |
| Sterling TV | 3⅜ | 3⅜ | 3-15/16 |
| Systron-Don. | 40 | 40½ | 43½ |
| Taft Bcstg. | 17¾ | 19 | 20⅜ |
| Taylor Instr. | 52 | 45 | 48¾ |
| Technology | 6¾ | 6½ | 7⅝ |
| Tele-Bcstrs. | 2¼ | 1½ | 2⅜ |
| Telechrome | 10¾ | 10¾ | 12 |
| Telecomp. | 6¾ | 7⅜ | 8⅛ |
| Time Inc. | 82 | 82 | 86¼ |
| Tracerlab | 12½ | 10¾ | 12¼ |
| United Art. | 7¾ | 7¾ | 8⅝ |
| Universal | ¾ | ¾ | 1-3/16 |
| Vitro | 25¼ | 25¾ | 27½ |
| Vocaline | 2⅛ | 2⅛ | 2⅝ |
| Wells-Gardner | 32¾ | 31 | 33½ |
| Wilcox Elec. | 10 | 9⅝ | 10½ |
| Wometco | 24¾ | 24¾ | 27 |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** Full Texts of FCC's Revised Proposed Rules on Program Forms and Proposed Rules on Logging Requirements (1961 Supplement No. 8)

## SUMMARY-INDEX OF WEEK'S NEWS

JUL 10 1961

***FCC***

**PROPOSED "PROGRAM IMPROVEMENT" TOOL**—FCC's new program forms—are set out for industry comment. Would make broadcasters account for "composite" & "selected" week (p. 1).

**MIAMI CH. 10 DECISION UPHELD** by Court of Appeals, which cites "corrupt tampering" with FCC, sustains Commission order against WPST-TV, WKAT and North Dade (p. 3).

**N.Y. RADIO DEALS CHALLENGED** by FCC in hearing notices holding up Crowell-Collier's acquisition of WMGM and renewal of WINS, which Storer wants (p. 10).

***Advertising***

**MAGAZINE SLUMP REPORTED FOR FIRST HALF** of 1961 by Magazine Ad Bureau. TV was only ad medium to gain (p. 2).

**FTC FLEXES ITS MUSCLES** in new enforcement rules under President Kennedy's reorganization plan. Delaying tactics in advertising deception cases are banned (p. 2).

**SPOT-TV PRICE-CUT SOUGHT** by Lennen & Newell in letter to reps. Suggested formula: A 10% cut on announcements within new expanded nighttime breaks (p. 9).

**NIELSEN PROFILE OF N.Y.** gives close-up look at family viewing patterns, relationships between income, education & viewing (p. 10).

***Programs***

**ALTHOUGH TOTAL VIEWING'S UP,** prime-time viewing is slipping, Nielsen checkup for us reveals (p. 2).

***Consumer Electronics***

**FM STEREO SALES** to be launched officially at Music Show, with keynote speech by Comr. Lee. New German & Canadian TV imports to be shown (pp. 14 & 16).

**TOP TV BRANDS-IN-USE** in 19 markets shown in 1961 Consolidated Consumer Analysis; RCA is No. 1 in 18 markets (p. 15).

**BRITISH ELECTRONICS EXPORTS** to U.S. decline in 1960, led by large drop in record-player shipments (p. 16).

**100 TOP DEFENSE FIRMS,** enumerated by Pentagon, dominated by electronics producers; General Dynamics again heads list (p. 17).

**SEMIPROFITABLE SEMICONDUCTORS:** Wall St. Journal analysis finds manufacturers "caught in a wave of price cutting & falling profits despite a continuing upturn in sales" (p. 18).

***Films***

**SYNDICATION OUTLOOK FOR 1962-63 BLUE.** Hollywood executives blame producers who were "junk dealers" and stations who "never properly supported" syndication (p. 6).

***Auxiliary***

**CATV LIKES "RIGHTS" RULING,** counsel Smith asserting that San Francisco decision will aid fight against United Artist copyright-infringement suit (p. 11).

***Other Departments***

**STATIONS** (p. 4). **NETWORKS** (p. 12). **PERSONALS** (p. 13). **FOREIGN** (p. 13). **ETV** (p. 13). **FINANCE** (p. 19).

**FCC'S PROPOSED 'PROGRAM IMPROVEMENT' TOOL:** FCC came out with its proposed new program forms last week, as expected. We include herewith full text as special supplement. It's 3 documents in one—TV form, AM-FM form, logging form.

As we reported earlier (Vol. 17:27 p2), it differs from original proposal of last February (Vol. 17:9 p2) in several significant respects. Much of the difference is attributable to FCC-industry consultations which produced clarification. Not that industry is going to like it any more, because it would give broadcasters a dilly of a headache digging up added detail. Industry has until Sept. 7 to tell FCC what's wrong with proposal.

It's a most vital document which we urge all to read, because it's basic tool with which FCC hopes to carry out fundamental policy it propounded last year (Vol. 16:31 p1)—namely, that broadcasters should tell FCC what they did to ascertain needs of their viewers & listeners and how they intend to meet them.

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"To summarize the whole thing," an FCC staff member said, "I'd say it was designed to have the broadcaster account for every second of his broadcast week—something we've never had before."

Chmn. Minow concurred in proposal but would have gone further, would have asked broadcasters to tell how many network public-affairs programs they carried & what they substituted for such programs which were rejected. Comr. Hyde dissented without issuing a statement; he told us: "I adhere to my original views of last February"—grave concern about Commission establishing "guidelines." Comr. Craven concurred with: "I am for the Notice . . . but I have some reservations with respect to the matter which I can resolve after the comments are in."

**FIRST-HALF MAGAZINE SLUMP:** An 11% decline in ad pages, and a 4% revenue fall-off in the first 6 months of 1961, was the not-so-good news revealed by the Magazine Ad Bureau last week. Figures, based on 83 general & farm magazines reporting to Publishers Information Bureau: 35,423 ad pages vs. 39,767 in the same period last year; $419 million ad revenue intake vs. $436 million for 1960's first half.

All magazine categories were down in number of ad pages, with only 3 categories registering slight gains: Fashion (up 1%), monthlies (up 8%), women's magazines (up 4%). Ad-page declines were reported by traditional leaders Saturday Evening Post (off 29%), Newsweek (15%), Life (9%), Time (18%), Coronet (21%), Ladies' Home Journal (16%), Better Homes & Gardens (29%), Business Week (20%), Fortune (18%). Increases were scored by Playboy (up 45%), TV Guide (43%), Reporter (31%), Cosmopolitan (14%), Redbook (11%) and Reader's Digest (9%).

TV was only major medium to score gain in ad revenue in the January-June 1961 period (newspaper ad linage fell nearly 10%). Gross network & national-spot revenues rose 3% to $670 million, pointed out TvB. Viewing is also "moving ahead," TvB reported, with all-day average viewing level at 5 hr., 32 min. for the September 1960-April 1961 season (vs. 5 hr., 27 min. in 1959-60). Average tune-in (10 a.m.-11 p.m.) in April was up over April 1960 as well as over April 1959.

**THO' TOTAL VIEWING'S UP, PRIME-TIME VIEWING SLIPPED:** All-day TV viewing may be making gains (see above) but there is a drop in U.S. viewing during the peak nighttime hours. This downward drift was spotlighted earlier this year by Lever Bros. vp Henry M. Schachte (Vol. 17:17 p7) and reflected again last week in a usage-trend study prepared at our request by A. C. Nielsen.

At best, 1961 viewing merely equals 1960 in terms of the number of hours spent by the average U.S. TV home in viewing TV between the hours of 7-11 p.m. It was off in January (2.34 hours in 1960 vs. 2.29 in 1961), equal in February (2.32 vs. 2.32), and off again in March (2.28 vs. 2.22), April (2.25 vs. 2.22), and May (2.03 vs. 2.01). Similar decline is noted in percentage of homes tuned in during average prime-time minute.

Drop is somewhat obscured by home growth. If the average TV home is watching TV somewhat less at night, there has been a steady growth of TV households. Result: The May 1960 average percentage of homes tuned during prime time was 51.3%, representing 23,188,000 homes, for example. In May 1961, the figure had eased down to 50.5%, but it represented 23,685,000 homes—about half a million more.

**FTC FLEXES ITS MUSCLES:** No longer known as "little old lady of Pennsylvania Ave.," FTC last week ripped away some traditional procedural rules in advertising cases, clamped down on leisurely hearing processes and served stern notice that it would not fool around with frivolous appeals by litigants.

"Extensive & far-reaching changes" in rules—first since 1955—were announced by FTC Chmn. Paul Rand Dixon just one week after President Kennedy's reorganization plan for his agency emerged intact from Republican attacks in Congress (Vol. 17:27 p3). And more FTC streamlining—started earlier with staff shakeups (Vol. 17:26 p11)—could be expected.

"We have good reason to hope that our revised rules will help the Commission to shake itself loose from a lifelong incapacity to act soon enough," said Democrat Dixon. "By requiring litigants to present the issues of a case to the Commission in the fastest reasonable time, we may be able to bring relief to victims of illegal actions while they are still in business." New anti-stalling machinery will go into motion July 21.

FTC will aim its consent-order shotgun at respondents in deception & monopoly cases. In past FTC practice, litigants have been able to joust interminably with Commission lawyers & hearing examiners before coming to terms—as they have done, sooner or later, in about 70% of cases. Under new rules, negotiations for settlements will be opened before formal complaints are issued. Litigants will have 30 days to make up their minds whether they want to sign cease-&-desist papers. If there's no agreement in that time, complaints will go on books, and cases "will be fully litigated"—with no more chance for consent-order settlements.

FTC-cited advertisers may find one publicity break in new consent-order procedure, however. If agreement is reached, there'll be only one FTC press release reporting the fact. In past, embarrassed advertisers could anticipate seeing their companies' names in papers in repeated stories—at times of complaint, answers to charges, hearing, examiner's opinion, consent order and/or FTC's final decision.

Dilatory hearing tactics will be out, too, Dixon said. In new setup approved by full FTC, hearings must "proceed with all reasonable expedition"—at one place & without suspension until they're finished, not scattered all over U.S. and interrupted by repeated adjournments & recesses. "There will be no more adjournment of a case in December 1958 until January 1961," Dixon promised.

Litigants no longer may count on automatic reviews of examiners' decisions, either. It's been FTC's procedure to sit solemnly to hear appeals, no matter if—as Dixon put it—their "only purpose is to delay a final decision & waste the Commission's time." Starting next week, it will take votes of at least 2 of FTC's 5 members to bring case before full Commission on appeal. Holdover Republican Comr. Sigurd Anderson, who publicly opposed White House reorganization plan, and holdover Democratic Comr. William C. Kern objected to this rule. Anderson said it was "violation of at least the spirit of due process," but Dixon prevailed.

FTC's conflict-of-interest & ex-parte restrictions will be tightened at same time. Former FTC officials & attorneys will be barred from representing companies in cases in which they participated "substantially." Once hearings start, private discussions of merits of cases between FTC lawyers & company counsel, between lawyers & examiners or between lawyers & FTC members will be banned. And if company attorneys refuse to produce documents or if they engage in "dilatory tactics" at hearings, examiners may recommend that Commission disbar them from FTC practice.

**LEE DE FOREST—'FATHER OF RADIO':** More than any other man, Dr. Lee De Forest, who died at 87 June 30 in his Hollywood home, was responsible for giving birth to the modern science of electronics. Like many pioneers, he was taken for granted in an era which seemed to have passed him in sophistication.

His invention of the audion in 1906 made possible electronic amplification and led to radio, TV, talking pictures, computers. With more than 300 U.S. & foreign patents to his credit, Dr. De Forest never stopped his research for long—even after his heart attack in 1957. He observed his 84th birthday by applying for a patent on a 4-in.-thick wall TV set. At the time of his death, he had been doing research on the production of electrical power from heat through the use of selenium cells.

Dr. De Forest always felt a keen responsibility for the uses—and what he considered the abuses—of radio, and, later, TV. "What have they done to my baby?" he used to ask, in his almost continual crusade to keep TV & radio as instruments of education & culture. Since 1951, he had carried on this crusade as first vp of the National Assn. of Better Radio & TV.

One of the last of the individualistic inventors, Dr. De Forest in his later years became a piece of living history—recipient of awards & honors. His disregard for money and his willingness to lend his name to various schools & business enterprises, tended to place him in the stereotyped mold of the eccentric inventor.

Actually, his interests ranged far beyond science. Aside from his drive for uplift of TV & radio programming, he was a poet and visionary. The fact that he lived to see his audion vacuum tube recognized as possibly the greatest single invention of all time, which gave birth to a multi-billion-dollar industry, may have concerned him less than the uses to which he felt his inventions were being put. In his biography, published in 1950, he wrote:

"Throughout my long career, I have lost no opportunity to cry out in earnest against the crass commercialism, the etheric vandalism of the vulgar hucksters, agencies, advertisers, station owners—all who, lacking awareness of their grand opportunities and moral responsibilities to make of radio an uplifting influence, continue to enslave and sell for quick cash the grandest medium which has yet been given to man to help upward his struggling spirit."

In a formal resolution, FCC expressed "its deep sense of loss" at the death of Dr. De Forest. Citing more than 300 inventions in communications fields by the "outstanding American," the Commission said the "govt. & the public generally are indebted to Dr. De Forest for his creative contributions."

**MIAMI CH. 10 DECISION UPHELD:** Long-disputed Miami Ch. 10 "influence" case "concerns corrupt tampering with the adjudicatory process itself," Court of Appeals held last week in sustaining FCC's year-old order taking outlet from WPST-TV & giving it to L. B. Wilson Inc. (Vol. 16:29 P1 et seq.).

"Surreptitious efforts to influence an official charged with the duty of deciding contested issues upon an open record in accord with basic principles of our jurisdiction eat at the very heart of our system of govt.," Court said scathingly, rejecting arguments for overturn of FCC's decision by National Airlines' WPST-TV and 2 other barred contestants—WKAT Inc. & North Dade Video Inc.

It was clear victory for Commission. Court's opinion by Judge E. Barrett Prettyman said "we would affirm it" if FCC's 1960 ruling had been submitted "as a final order." Court noted, however, that FCC plans to consider other applications in addition to L. B. Wilson's—but excluding WPST-TV, WKAT and North Dade

—when full-term license For Ch. 10 comes up. "Its decision then will of course be subjected to review here upon appeal," Prettyman pointed out.

Court recounted backdoor maneuvers in the case by National Airlines' Public Service TV Inc. & other disqualified contestants, said: "He who engages in such efforts in a contest before an administrative agency is fortunate if he loses no more than the matter involved in that proceeding."

Even stronger judicial language was picked up by Court from other opinions in non-FCC fraud cases to buttress its Ch. 10 decision. Among Court quotes cited: "From the moment that [a litigant] cease to depend upon the justice of his case & seeks discriminatory & favored treatment, he becomes a corrupter of the govt. itself. It is a wrong against the institutions set up to protect & safeguard the public."

**MEYNER TOSSES MONKEY WRENCH INTO ETV DEAL:** There'll be no sale of WNTA-TV N.Y. to that ETV group (Vol. 17:8 p8 et seq.) if N.J. Governor Robert B. Meyner has his way. In a 32-page brief filed with FCC last week, Meyner strongly protested any title transfer of his state's sole TV channel, even though the station would be providing a cultural service.

"Obviously questionable," was Meyner's opinion of the plans of Educational TV for the Metropolitan Area (ETMA), official purchaser of the Ch. 13 independent. He also charged the ETV group, NTA, FCC and the other N.Y. TV channels with a "conspiracy" in which FCC was making "a potential mockery" of Chmn. Minow's lofty new aims for increased local public service by stations.

Meyner threatened to go to court on the issue—a step which could conceivably gum up the sale, since a purchase condition by ETMA is that the deal be wrapped up no later than Dec. 1. The Governor sneered publicly at the contributions (totaling $2 million) from the 3 networks and N.Y. independents WOR-TV and WNEW-TV. The contributions, he said, were "the price these stations are willing to pay to be relieved of their lawful responsibility to promote culture & public-service programming." [See also story below.]

## Stations

**CANADA STATION REVENUES DIP:** Two annual reports on Canadian broadcasting—from the govt.'s Board of Bcst. Governors and the govt.-supported Canadian Bcstg. Corp.—indicated a decline in TV-radio station & network revenues for the 12 months ended March 31.

BBG's report estimated that the nation's TV stations took in 8% less revenue than in the preceding fiscal year, while radio stations averaged net revenue declines of 25%. BBG also reported that 90% of Canada's population is now within reach of TV.

CBC's annual report showed a drop of 1.5% in ad revenue compared with the preceding year, and Pres. Alphonse Ouimet predicted a steeper dip in the current fiscal year as a result of competition from the privately operated CTV network, which begins operation next September.

The 1.5% decline in CBC TV-radio revenues—attributed to a general reduction in ad budgets—contrasted with an increase of 18.3% in the preceding fiscal year. The govt.-supported network reported that its expenses topped $100 million for the first time during the last fiscal year, reaching $100,952,825—an increase of $6.9 million or 7.4% over the preceding year. Revenues included $37,601,651 in TV-radio advertising revenue and $59,288,476 in govt. subsidies—excluding $2,796,524 in subsidies returned to the government.

Pres. Ouimet again cautioned against permitting CBC-TV affiliates to join the independent network. Such action, he said, "would be disastrous to Canadian broadcasting in the long run." CBC's directors said their long-range plans include extension of TV service in Saskatchewan, New Brunswick, Eastern Newfoundland & Prince Edward Island.

***More about***

**WNTA-TV's SALE TALE:** N.J. Gov. Meyner's move (see above) leaves FCC with a tricky decision to make. It must now decide: (1) Whether Ch. 13, which has had a poor financial track record for 2 owners, could exist as some sort of independent station beamed strongly to N.J. viewers. (2) Whether N.J. public-service interests would be adequately served by an ETV station which would essentially be a N.Y. station, even though its original license gave it a home, technically, in Newark, N.J.

TV reality was somewhat ignored in Meyner's plea. The N.J. governor stated several times in his brief that viewers in his state "need & are entitled to" their own channel. This pointedly ignored the fact that northern N.J. is within easy reach of 6 N.Y. channels, southern N.J. is covered by 3 Philadelphia channels, and mid-state viewers have an even greater choice.

ETV interests appeared undismayed by Meyner's action, preferring to put their faith in their cause and in FCC's avowed fondness for a vhf brand of ETV in major cities. Said NET Pres. John F. White: "In this effort, prescribed rules & procedures have been followed to the letter."

The Meyner protest created the 3rd snafu for a N.Y.-area station sale in recent weeks. FCC is currently holding up the sale of N.Y. radio outlets WINS (to Storer Bcstg.) and WMGM (to Crowell-Collier) while it explores license qualifications (see p. 9).

WNTA-TV itself is operating on a sort of "lame duck" basis with plans going no further than the end of August. Ted Cott, for the past 4 years NTA's bcstg. div. vp, has resigned to "undertake immediately some important new projects."

**And Now—"Instant Payment"!** A sight-draft method of payment for advertising placed by Geyer, Morey, Madden & Ballard is being offered to TV & radio stations and most daily newspapers, announced agency Pres. Sam M. Ballard July 10. "The co-operating media, in effect, pay themselves as soon as they have computed the monthly net amount due," said Ballard. "We provide the envelope sight drafts, the publisher or station makes them out in the net amount due, inserts a copy of his invoice, and deposits them in his bank like a check." GMM&B audits drafts & invoices, as usual, when they are presented by the agency's bank. A trial run of the plan for Sinclair Refining Company has proved it "a great saver of time & effort—and accurate," Ballard said, adding that "billing errors or discrepancies have been rare and adjustable without lengthy, wasteful correspondence." A simple procedure for media, the plan also eliminates any risk of cash discount loss by missing no due dates, according to GMM&B. The agency hopes to extend the new system to all media.

**ITA Expands Marketing Operations:** ITA Electronics, Lansdowne, Pa. designer & builder of broadcasting & communications equipment, last week advanced Paul Comstock to the new post of mktg. dir., heading up an expanded marketing operation. He is succeeded as bcst. sales mgr. by Allan Timms, formerly Northeast regional sales engineer. Other changes: Elliott Baker moves up to govt. & industrial sales mgr. from bcst. sales. Joseph Novik, formerly product mgr., named Washington regional sales mgr., with hq in D.C. William J. Groves, ex-RCA bcst. & TV engineering ad staffer, joins ITA July 17 as ad director. ITA is now producing its new 10-kw FM transmitter, last week shipped its first unit to KMUZ Santa Barbara, Cal.

**Music Committee to Report:** The 6-month-old All-Industry TV Station Music License Committee (initiated by NAB to "set procedures to be employed in negotiating with ASCAP for the performance rights on music controlled by them & used on TV") will issue a progress report this week (July 11). Present contracts, negotiated in 1957, expire Dec. 31, 1961. "The help of many TV stations has been willingly given in assembling necessary facts & figures," praised Committee Chmn. Hamilton Shea, WSVA-TV Harrisonburg pres. & gen. mgr. He added: "There should be no free riders . . . every station in the country is urged to join in this support."

**Rollins Buys Outdoor Ad Company:** Rollins Bcstg. Co. has purchased for over $3 million Tribble Advertising Co., San Antonio, which reportedly has displays in more than 100 Texas cities. Rollins operates WPTZ Plattsburgh, N.Y., WEAR-TV Pensacola, Fla.-Mobile, Ala., WCHS-TV Charleston, W. Va. and 6 radio stations.

**It's a Real Woofer:** In response to some 1,000 phone calls from puzzled listeners, "Washington's Good Music Station"—radio WGMS—has put out an official explanation of barking sounds which have been interrupting symphonies. They emanate from a 5-year-old Dalmatian named Lucky, owned by the station's landlord. WGMS staffers made the mistake of starting to feed Lucky at the studio door. Now the dog hangs around, barking for more under studio windows. The station plans a soundproofing program —"double-thick windows & walls."

**Gannett Sells Radio WENY Elmira, N.Y.:** An agreement has been reached by Gannett newspapers to sell WENY for $240,000 to South Jersey Radio Inc., a group of Sayre, Pa. businessmen which has been buying newspapers & radio stations in N.J. & Fla.

## Programming

**Nets Holding Down Violence:** In Hollywood, NBC-TV's broadcast standards dept., scanning filmed programming, recently refused 3 *Laramie* reruns, and 2 first-runs of *Whispering Smith*. Two scenes in a *Laramie* segment were re-edited because of brutality, and the "tag" of a Hitchcock film was reshot because the criminal got off too easily.

At CBS-TV Charles Pettijohn told us they've had no such problems, but that in N.Y. the network is screening *Gunsmoke* for rerun selections, and is carefully picking the less violent segments.

ABC-TV's Dorothy Brown, dir. of continuity acceptance, Western div., said there had been no orders to reject or reshoot any films because "we're concerned about violence in every show we've had. We're as conscientious & careful as we've always been." Miss Brown said it was too early to judge next season's product, most of which had just gone into production. However, she told us, the network had found that ad agencies, studios, producers and writers are showing much concern about excessive violence, and are listening more carefully than ever to her department. Most producers & writers are "taking a new look at their product," she said.

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**"Blueprint for Crime":** Some TV shows not only encourage children to break laws but often provide a "blueprint for crime," Washington Police Chief Robert V. Murray told a House Appropriations Subcommittee at a D.C. budget hearing. "I think where juveniles are fed a steady diet of crime & violence, rape & murder, it is bound to have an effect on them," he testified. "I think there have been many cases where the juveniles have followed what I call a blueprint and followed out exactly what they had seen on TV in the commission of crimes."

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**Judges Lambaste TV:** Meeting in San Francisco, the National Council of Juvenile Court Judges unanimously adopted a resolution protesting TV shows "devoted to themes of crime, violence, brutality, sex and sadism." The judges said crime shows in prime time have been tripled on TV since 1954 and are "dangerous to the welfare of our youth." Kansas City Judge Henry A. Riederer, the Council's new pres., said that "we, as judges, must realize that impressionable children can react in unacceptable behavior when treated to a steady diet of blood & thunder."

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**"In the (Local) Public Interest":** WJZ-TV Baltimore and the Greater Baltimore Committee have announced jointly a year-long campaign to identify & solve the city's most acute problems. A kickoff conference on Oct. 2 will be followed by the station's 26-episode series of 30-min. shows, examining & recommending action on specific area problems. The series, called *Focal Point: A Continuing Conference on Community Progress*, deals with such subjects as mass transportation, urban renewal. The committee & TV station estimate their expenditures in the civic effort will exceed $200,000.

**Canon 35 Blasted:** The American Bar Assn.'s Canon 35 ban against camera-&-microphone coverage of judicial proceedings was subjected to a special half-hour editorial attack simulcast by WOW-TV & WOW Omaha. Take-off point in the editorial—delivered by Meredith Bcstg. Co. exec. vp Frank P. Fogarty—was a ruling by a local judge forbidding photographers at a recount of Omaha's mayoralty race vote. The recount was a "judicial function," the judge explained.

## Film & Tape

**1962-63—NEVER ON SYNDIE:** Hollywood TV-film executives currently blueprinting production plans for 1962-63 are bypassing syndication. They see no hope for a lift in that depressed field (Vol. 17:25 p13). A few scattered syndication properties are planned, but the scant supply is in emphatic contrast to the 25 series which made syndication prosperous only 5 years ago.

Executives we checked were leaving the door open for a change in the picture, but nobody professed to see any hint of a shift at this time. They attributed the gloomy syndication picture to 2 factors: Producers who supplied "junk" to the syndicated market, and lack of support by stations for producers of syndicated films.

Revue Studios, the largest TV-film company in Hollywood, doesn't have a single syndication series in production for the first time in its 10-year history. But there Pres. Taft Schreiber told us: "We cannot believe the syndication market is a dead or dormant field. It will always be a market we hope to supply. Somewhere, somehow, there may be an answer." Schreiber added that some series planned for production next year may go into syndication. Since Revue does not apply a low-budget yardstick to syndicated film, it will be no problem to decide which properties should go into syndication if the market opens up, he explained.

Screen Gems, once a prime supplier of syndicated film, may release one or 2 series in 1962-63, we were informed by William Dozier, vp for coast activities. He added that "the syndication market is tightening a little, but with some of the networks giving up some of their option time to local stations, it may pick up next year." Meanwhile SG has only one new series in syndication this season—*Shannon*, starring George Nader.

Desilu Productions, which had 3 syndicated series shooting last year, has none now. Ziv-UA has only 2—far below the optimistic plans expressed by that company several months ago. Cal. National Productions and CBS Films have both quit production. None of the movie studios in TV is in syndication, nor is the prominent independent, Four Star Television.

**Storer Forms Program Subsidiary:** Storer Bcstg. Co. has formed subsidiary Storer Programs Inc., for the distribution & sale of TV programming. The new company will also select properties, finance their production, and handle syndication & exploitation. Production will be done by outside producers, Pres. George B. Storer Jr. told us (Vol. 17:27 p11). First acquisition of Storer Programs is *Divorce Court*, the taped series owned by KTTV Los Angeles. Storer bought 130 60-min. shows and will take over contracts with the 28 stations now carrying it.

The new subsidiary will open offices in N.Y., Chicago & L.A. Storer regional vp Terry H. Lee is vp of the company. Mgr. Joe Evans of WSPD-TV Toledo, is gen. mgr.

**What's MCA's Next Move?** No decision has been reached by the talent agency following the D.C. Court of Appeals rejection of MCA's & vp Taft Schreiber's appeal (Vol. 17:27 p11). FCC had cited both for contempt after Schreiber refused to testify during FCC hearings in Hollywood. Asked what he & MCA would do now, Schreiber told us: "I don't know anything about it. That's up to the lawyers." MCA's counsel was out of town.

## HOLLYWOOD ROUNDUP

**Shupert Named 20th-Fox TV Sales Chief:** George T. Shupert's selection as dir. of TV sales for 20th Century-Fox TV last week was an offshoot of the elevation of 20th-Fox TV Pres. Peter G. Levathes to the job of studio production chief for TV & movies (Vol. 17:26 p12). In Shupert, 20th has an experienced executive who has been an MGM-TV vp, ABC Films pres., vp & gen. mgr. of United Artists TV, and sales vp for Peerless TV Productions. He takes over his new job Aug. 1 and will spend most of that month in Hollywood familiarizing himself with 20th-Fox TV operations. His hq will be in N.Y.

**United National Pictures** has been formed for the production of theater movies & "pay-TV movies when that medium materializes." Partnered in it are producers Richard L. Bare and Owen Crump, and ex-Republic executive Jack E. Baker.

CBS-TV producer Ben Brady has left the network after 7 years, and opened offices of his independent TV & movie company at Desilu Gower. He has a joint venture commitment for a series to be made for CBS-TV by Davana Inc.

**Sheb Wooley Quits Rawhide:** The actor said he obtained his release from CBS-TV because of dissatisfaction with recent roles. He is contractually committed to appear in 16 episodes this season before leaving.

**Warner Bros.** will film as a public service a half-hour TV drama, "The Misery Merchants," for the Arthritis & Rheumatism Foundation. Cedric Francis is producing the film which goes into production July 17.

**Television Producers Guild,** launching a membership drive, plans to institute an Eastern section in N.Y. Jules Bricken, a board member, will go to N.Y. to confer with Albert McCleery, Bob Banner and Walt Framer.

**TEC Productions** is turning out 78 five-min. *Mahalia Jackson Sings* shows at Paramount TV Productions—Irving Townsend producer, Harold Goldman exec. producer.

**Gilber Roland** has signed to guest star in the "Quick Shuffle" episode of Revue Studios' *Frontier Circus*, produced by Richard Irving.

**Four Star Television** has a record number of 70 writers preparing 100 scripts in its 5 series for next season.

**Official Films** has sold reruns of *Peter Gunn*, *Mr. Lucky* and *Yancy Derringer* to KTLA Los Angeles.

**Ziv-UA** has dropped its *Lock-up* syndicated series, which starred Macdonald Carey.

**Insight Inc.** is filming next season's *Expedition* series at Producers Studio.

**Selmur Productions** has piloted *Mobile 7*, about TV's remote reporters. Gene Banks is producer.

**Screen Gems** has signed Whitney Blake as a regular in its *Hazel* series, starring Shirley Booth & Don DeFore.

**People:** Hy Averback has been named producer of Four Star Television's *Mrs. G. Goes to College* series, starring Gertrude Berg & Sir Cedric Hardwicke, which goes into production in mid-July . . . Harry Essex has been signed as story consultant on *Target: The Corrupters*, at Four Star Television . . . George Faber named to new job of dir. of client relations for CBS Films.

## NEW YORK ROUNDUP

NTA re-shuffled its top executives last week, even as N.J. Governor Robert Meyner was stirring up a storm over the sale of the film company's broadcast property, WNTA-TV N.Y. (see p. 4). Station vp & gen. mgr. Henry White will continue in his present capacity "until the station is physically turned over" to the ETV group, said NTA Pres. Leonard Davis. "It is contemplated that White will join the NTA distribution organization in an executive capacity following the transfer." Other NTA officer changes, which amount to little more than the pinning-on of new titles: Berne Tabakin (exec. vp), Bob Goldston (business affairs vp & secy.), Leon Peck (treas.), Vernon Burns (exec. in charge of new series production), E. Jonny Graff (WNTA AM & FM pres. & gen. mgr.), Remi Crasto (gen. foreign mgr., except Canada).

Ziv-UA has purchased TV rights to *Laura*, the Vera Caspary novel which inspired in 1944 the 20th Century-Fox film directed by Otto Preminger and starring Dana Andrews, Gene Tierney and Clifton Webb. TV's *Laura* (unlike the movie version, which has become a minor classic among suspense thrillers) will be "a sophisticated comedy-drama series," said Ziv-UA. Pointing to the recent acquisition of S. J. Perelman's *Acres & Pains* (Vol. 17:27 p11), Ziv-UA vp Richard Dorso called last week's move a "continuing part of our expanded policy of purchasing distinctive works by distinguished writers for translation into quality TV presentations."

Elliot, Unger & Elliot, Screen Gems' commercial production arm, is involved in an expansion plan in N.Y. & Hollywood resulting from its recent entry into the industrial films field as well as "a continuing increase in TV commercial production." In addition to the construction of a 5th sound stage in N.Y., EUE has added 7 sales & production people to its staff in the past month, including designer Sol Ehrlich (creative dir.), Philip Frank (exec. producer & sales representative), and Doria Belden (production asst. to Michael Elliot).

Trans-Lux's latest promotion device to spark TV sales for its Encyclopaedia Britannica film library is a monthly news bulletin called *Closeups*. Edited by EBF special coordinator Roz Karen, the bulletin includes tips on special tie-in promotions, new EBF film releases, synopses and rating data of the 800-episode library, now in 75 TV markets.

CBS Films, which recently shut down all its own production facilities (Vol. 17:24 p10), is nevertheless doing fine financially with off-network series in syndication. The 8-week gross on its 154-episode series, *December Bride*, hit $700,000—representing 21 sales including WABC-TV N.Y.

**Add Syndication Sales:** Screen Gems has scored 11 rerun sales on its 78-episode police-action series, *Manhunt* . . . Ziv-UA has sold *Ripcord* in 94 markets to date . . . Seven Arts has sold its 2nd group of post-1950 Warner Brothers films to 27 stations.

Hearst Metrotone News has begun a co-production TV venutre with BCG Films—*Perspeetive on Greatness*, a series of newsreel-clip biographies on important people.

**People:** Eve Baer has been appointed to the newly-created Ziv-UA post of program-services mgr. . . . Robert A. Behrens has been named Official Films gen. mgr. of syndicated sales.

**Film's "Pre-Sold" Properties:** Fourteen of next season's film series bear the "pre-sold" (to the public) label—they are already known to viewers because they are based on movies, plays, books or cartoons. This isn't complete insurance against failure, of course, as has been evidenced by such cancellations as *My Sister Eileen, Asphalt Jungle, Guestward Ho!* and *Miehael Shayne*. And some of the movies converted into TV series in the past, which did not continue, include *How to Marry a Millionaire, Broken Arrow, Zorro, King's Road, Casablanca, Charlie Chan* and *The Thin Man*. But Hollywood believes, despite this list, that a pre-sold property which is well done has a better chance than the ordinary series. They point to the durability of a *Perry Mason* as an example.

Most of the taken-from-another-field series come from movies. This is not surprising since the major studios now in TV have vast libraries of potential series. These vehicles are Warner's *Cheyenne* and *The Roaring 20s*; MGM-TV's *National Velvet, Dr. Kildare* and *Father of the Bride*; Screen Gems' *Naked City*; and 20th Century's *Margie*.

Based on books are *87th Precinct, 77 Sunset Strip, Perry Mason* and *Dobie Gillis*.

Taken from cartoons are *Dennis the Menaee* and *Hazel*.

From the legitimate theater has come 20th Century-Fox TV's *Bus Stop* which was also a movie.

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**Lawmen Get Equal Time with Outlaws:** Sensitive to criticism of TV violence, NBC-TV has revamped the formula for next season's *The Outlaws*. The outlaws, who have occupied the series 80% of the time this season, will share it 50-50 with the lawmen next season (Vol. 17:18).

"We are trying to personalize the lawmen more," producer Frank Telford told us. "We plan to make personalities out of our leads—something we did not do last year."

Telford replaces Joe Dackow as producer of the series. In the cast, Bruce Yarnell replaces Barton MacLane, who quit when the structural overhaul got under way; Don Collier returns as a co-star; and Slim Pickens has been added as a featured player.

"We will watch ourselves on sadism & excessive violence, although I don't believe the show ever had those qualities. Too much violence is the last refuge of a bad script. We plan to emphasize characterization," commented Telford, pointing to rival *Gunsmoke* as an outstanding example of the less-violence-more-characterization school.

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5,650 actors (4,125 members of Screen Actors Guild & 1,525 Screen Extras Guild members) have qualified for health-&-welfare benefits under the new contracts with TV & movie producers. More than $200,000 has been paid in hospital, medical & life insurance benefits to about 500 actors since Jan. 1, it was disclosed by Byron Ellerbrock, administrator of the producer-supported plan. Additional actors & extras will become eligible Oct. 1 by earning at least $1,000 in a 4-quarter period in employment with producers who are signatories to the plan.

Creston Studios, producer of animated cartoons for TV, has bought an apartment building adjacent to its Hollywood location, to house its expanded production activities. The structure will be remodeled immediately. Creston produces *Calvin & the Colonel* and *King Leonardo*, and will do a pilot of *Beetle Bailey* for King Features.

Additions to the cast of "The Scene Stealers," 60-min. March of Dimes TV film currently in production: Jane Powell, Eartha Kitt, Jack Lemmon, Ralph Edwards.

**WHAT L.A. STATIONS ARE BUYING:** Los Angeles' 7 stations are presently displaying a wide diversity of buying tastes. Two prefer feature films, 2 like first-run TV films, 2 emphasize film reruns, and the 7th, caring neither for movies nor telefilm, is returning to live TV.

Dick Woollen, vp & program dir., KTTV (independent), told us that the station, once a strong buyer of feature films, had just replaced its *Late Movies* with *PM West*. "We are not interested in movies," he said, "and we are looking for TV-film reruns. We're not interested in first-runs because we have been burned by them. At the moment, of course, there aren't enough first-runs around to get disenchanted. A producer can't make a good syndicated series now because the economics don't allow it. We think we provide better programming with good reruns & tape shows. We recently bought ATV's taped *An Age of Kings*, and our TV film buys include 250 segments of *The Best of Groucho*, and—from MCA—*Johnny Staccato, Riverboat, Overland Trail, Suspicion* and *Cimarron City*."

Much the same policy is followed at KTLA where program dir. Robert Quinlan told us: "We are going for the off-network TV films, not first-run syndication. The latter is not our image. Also, their price is far out of line. It's being slowly proved that reruns are doing as well for a station as first-run syndicated films. We are also programming heavily in the live area. We are not buying post-'48 movies. They are too expensive for an independent station which is not part of any group. We recently bought a first-run TV series, *Main Event*, with Rocky Marciano, but that's the exception to the rule. We have also bought the taped *Crime & Punishment* series from Collier Young."

KCOP Pres. Alvin Flanagan commented that "about the only product available now is off-network shows, and the chief reason they are available is because they weren't successful on the networks. Consequently, there's not much interest on our part. We are more interested in developing our own shows, and we are looking for live programs of informational & documentary character."

KRCA film mgr. George Burke told us that the NBC-TV o&o is "looking for first-run TV film, but there aren't many. We will exhaust what is available, before we go to off-network. We are not interested in old movies."

KNXT (CBS-TV o&o) and KHJ-TV (independent) are the prime movie buyers in this market. Explained KNXT film-program dir. Allen Ludlum: "We try to stick mainly to first-run (for TV) movies. We aren't too interested in TV film, although we look at all first-run product."

KHJ-TV dir. of station operations Hal Phillips said that "most of our recent buying has been post-'48 movies. We have the 7 Arts package of late releases, also the UA and Warner Bros. post-1948s. We've bought some half-hour reruns, but aren't interested in first-runs because the price is out of line and, more important, our philosophy has been to emphasize feature-film programming. We also plan to step up live programming & tape shows."

KABC-TV, having bought *King of Diamonds* and *Ripcord*, both UA-Ziv-TV first-runs, and the 60-min. *Intertel*, has a definite interest in first-run product, although it has already bought enough film for next fall's needs. So we're told by Elton H. Rule, vp & gen. mgr. of this ABC-TV o&o. Rule said that when the channel could not find enough first-run films, it bought off-network reruns, and when this source was insufficient, syndicated reruns were purchased. Recent KABC-TV buys include *Manhunt, Grand Jury* and *Bat Masterson*, all reruns, and the station is now negotiating for 2 off-network shows, both 60-min. series. Cinema? "We are not in the movie business," said Rule tersely.

While the over-all picture offers no comfort to makers of syndicated first-run product, it is encouraging to those concerned about TV-film residuals. There is a definite upswing in the demand for telefilm reruns—a fact of no small importance to producers with an increasing accumulation of film in their vaults.

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**PRODUCER-STARS DOING WELL:** Next season's programming will contain 20 series that are being filmed by production companies owned by actors. This is a trend which shows no signs of abatement, and which began a decade ago, when 3 companies were formed by stars. They were Four Star Productions, in which Dick Powell, Charles Boyer and David Niven partnered to produce & star in *Four Star Playhouse*, an anthology series; Desilu Productions, owned by Desi Arnaz and his then wife, Lucille Ball, for their comedy hit, *I Love Lucy*; and Mark VII, formed by Jack Webb for production of *Dragnet*, in which he starred.

Four Star Productions has since become Four Star Television, one of the powerhouses in TV production (three 60-min. series and 2 half-hours next season). Desilu has a single series (*The Untouchables*), but owns 3 studios. Mark VII is presently inactive in TV.

Bing Crosby Productions has been reactivated to produce the 60-min. *Ben Casey* for next semester. Robert Young & producer Eugene Rodney return to produce *Window on Main Street*, in which Young stars. Danny Thomas's Marterto Productions has 5 half-hour series. Jack Benny's J&M Productions has a 60-min. series, *Checkmate*, produced with Revue Studios. Jackie Cooper's own production company films his *Hennesey* series. James Arness's own unit films *Gunsmoke*. Dale Robertson's company turns out *Wells Fargo*. Ozzie Nelson is producer & star of *The Adventures of Ozzie & Harriet* with his Stage 5 Productions. Todon Productions, owned by Donna Reed & her husband, Tony Owen, films *The Donna Reed Show* with Screen Gems. And John Forsythe is a partner in the production of *Bachelor Father*, in which he stars.

Despite the growth of actor-owned companies, there is also attrition. Those which faded away in the yearly axing last spring were the companies of Loretta Young, Tab Hunter, Hugh O'Brian, Ann Sothern, Barbara Stanwyck.

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They Like Westerns: With the horse operas under continual attack but with their ratings still impressive, columnist Hy Gardner set out recently to identify some of the faceless millions who do like to watch the Westerns. His list included Brig. Gen. David Sarnoff, Robert Sarnoff, Jack Dempsey, Jimmy Durante, Dwight D. Eisenhower, J. Edgar Hoover, Richard M. Nixon, Gloria Swanson, Dr. Norman Vincent Peale, Loretta Young, Mrs. John F. Kennedy, Jack Webb, Perry Como, Mayor Robert Wagner of N.Y., Raymond Massey and Rocky Graziano (the last named, however, is "quick to switch to another channel if a fine concert is scheduled"). Tommy Manville was also mentioned, but not as an admirer of Westerns. Seems he likes love stories.

Warner Bros. is sending a *Hawaiian Eye* troupe to Honolulu, and a *Surfside 6* group to Miami in July for filming of scenes & background footage. Howie Horwitz is supervising producer of both shows.

## Advertising

**Seek Spot-TV Price Cut:** Lennen & Newell gave station reps a jolt recently when that agency proposed a "major modification" in the pricing of spot TV because of expanded nighttime breaks. "We have hesitated to simply decry the development," wrote L&N vp & media dir. Herbert Zeltner in a friendly-but-firm communique. But, he added, "our very evident concern is apparent when we realize that this agency spends approximately $1 out of every $4 placed for its clients in spot TV." A 4-month agency study of the matter has convinced L&N that there will be no major loss of spot TV's effectiveness—if it is "properly scheduled & priced." L&N's idea of a price prescription:

(1) A 10% reduction in the price of 20-sec. announcements in expanded breaks—"an amount large enough to safeguard the efficiency of spot TV to the advertiser" without causing a loss of station revenue. If the entire 40-sec. break is sold, there will still be an over-all revenue increase of approximately 20% for stations, L&N indicated. If the break were not fully sold, present price levels would apply.

(2) 30- & 40-sec. announcements could be offered in multiples of the lower, base price wherever applicable.

(3) Consideration to be given to the establishment of some "sensible & reasonably uniform plan to assure non-pre-emptible locations for ID announcements."

Rate card revisions covering longer breaks have yet to be made by most stations. But the few spot-TV pricing plans which have been set are not likely to please Lennen & Newell. The Crosley Bcstg. Corp. revealed last week that the 40-sec. prime-time rate for its 5 stations will be 165% of the basic (and unchanged) 20-sec. rate, the 30-sec. rate 140% of the charge for 20-sec. announcements. WTVJ Miami has put the 40-sec. rate at between 130-140% of the present 20-sec. charge, although the station will sell 8 p.m. and 10:30 p.m. availabilities (Sunday-Saturday) for 20- & 10-sec. spots only, to insure availabilities for advertisers already committed to 10-sec. campaigns.

Taft station group vp Lawrence H. (Bud) Rogers said that to charge less than twice the current 20-sec. price for the new 40-sec. announcements would be "economically unsound." The 5 CBS-TV o&o's will, "as in the past," base all rates on the 20-sec. length, with the 30-sec. rate 150% and the 40-sec. rate 200% of the 20-sec. charge, announced the network group.

Several station reps had recommended rate structures to their clients before the Lennen & Newell "suggestions." Among those reps favoring the full 200% price increase for 40-sec. spots are Blair-TV and Katz. Weed TV has suggested 3 possible formulas: (1) 30-sec. & 40-sec. rates at 150% & 200% respectively of the 20-sec. price. (2) 30-sec. & 40-sec. at 125% & 175%. (3) 30-sec. rate to be equal to the 60-sec. plus 20-sec. rates, divided in half, and the 40-sec. rate to equal the 60, since there'll be fewer 60-sec. availabilities under the new long-break system. Edward Petry also recommended pricing the new 40s on a par with ("slightly increased") 60-sec. announcements.

* * *

Spot-TV Costs Soar: Time charges for a typical 20-sec. spot commercial are up 5% from last year, production charges are up 15%, and talent fees have risen 64%, according to a recent *Advertising Age* report. A 26-week campaign (2 commercials weekly) in the top 50 markets would cost about $1 million for time at the present rates, $4,500-$5,000 for production and $1,442 for talent under the new AFTRA-SAG contract, the publication estimated. Network costs are leveling off, but the average nighttime CPM "probably will go up during the 1961-62 season due to intensified competition for audiences." Seasonal network CPM for 1957-58 was $3.37, in 1958-59 it was $3.55, in 1959-60 it was $3.92 and in 1960-61 it was $3.96. Reasons for the leveling off, according to *AA*: (1) "As long as set circulation was zooming, station time-charge increases spiraled upward too. Now those rises are tapering off." (2) Although program expenditures rose during 1961 as the result of new talent-labor contracts, networks often absorbed the increase, particularly for low-rated shows. (3) Competition for minute-participation sponsors "has sometimes driven the sponsor admission fee on 60-min. films, costing $100,000 and up, down to the $28,000 level."

**Food Firms Buying More TV:** Food & grocery advertisers billed $277 million in 1960 gross-time network & spot TV and $81 million in the first quarter of 1961 (vs. $77 million in the same 1960 period), according to TvB. The top 20 all-media food advertisers spent 53.1% of their budgets in TV last year, the report continued, upping their first quarter 1961 expenditure 9.6% to $51.4 million.

The largest sub-classification was coffee & tea, with gross network & spot billings of $58 million. General Foods led this group with billings of $17.6 million. (Tea advertisers increased their TV dollars 35.4% over 1959, with 1960 billings of $10.8 million.) Cereals, led by Kellogg ($15.4 million), ranked 2nd with billings of $41.6 million, followed by baked goods ($31.8 million), led by Continental Baking Co. ($6.2 million).

Following are the nation's top 20 food advertisers of 1960 together with their TV expenditures. All but 5 increased their TV spending last year over the year before:

LEADING FOOD COMPANY ADVERTISERS

| | Total Measured Advertising* 1960 | % spent in TV 1960 | Television Billings** 1960 | Television Billings** 1959 |
|---|---|---|---|---|
| 1. General Foods Corp. | $ 65,084,760 | 57.1 | $ 37,164,388 | $ 35,489,721 |
| 2. General Mills | 29,958,422 | 57.5 | 17,221,517 | 16,156,947 |
| 3. Natl. Dairy Prods. | 22,738,452 | 42.8 | 9,742,461 | 7,922,187 |
| 4. Kellogg Co. | 20,855,832 | 75.3 | 15,695,586 | 13,442,861 |
| 5. Campbell Soup Co. | 20,527,544 | 32.0 | 6,568,140 | 5,258,735 |
| 6. Stand. Brands, Inc. | 18,264,839 | 56.7 | 10,364,220 | 10,389,650 |
| 7. Natl. Biscuit Co. | 16,202,617 | 72.0 | 11,669,252 | 9,730,022 |
| 8. Corn Products | 15,516,583 | 45.6 | 7,079,906 | 8,747,887 |
| 9. Quaker Oats Co. | 13,974,656 | 38.5 | 5,384,844 | 4,669,746 |
| 10. Hunt Food & Ind. | 13,206,077 | 49.5 | 6,530,630 | 2,936,200 |
| 11. Pillsbury Co. | 12,845,744 | 68.3 | 8,774,420 | 6,934,594 |
| 12. Armour & Co. | 11,482,057 | 43.1 | 4,948,360 | 5,890,528 |
| 13. Swift & Co. | 11,100,697 | 29.7 | 3,295,210 | 3,128,964 |
| 14. Continental Baking | 10,463,158 | 61.9 | 6,473,117 | 11,582,615 |
| 15. Ralston Purina Co. | 9,390,519 | 71.8 | 6,742,580 | 6,222,860 |
| 16. Carnation Co. | 8,852,562 | 57.2 | 5,065,407 | 3,225,438 |
| 17. H. J. Heinz Co. | 7,370,130 | 40.8 | 3,009,011 | 2,875,530 |
| 18. Borden Co. | 7,363,500 | 19.2 | 1,417,300 | 4,450,906 |
| 19. Beech-Nut Life Svrs. | 7,000,588 | 86.3 | 6,039,477 | 5,476,210 |
| 20. Cal. Packing Corp. | 6,239,428 | 17.4 | 1,088,209 | 321,500 |
| Total Top 20 | $328,438,165 | | $174.274,035 | $164,853,101 |

* Newspapers, general and farm magazines, business publications, outdoor and television media expenditures.

** Source: Network—TvB/LNA-BAR; Spot—TvB-Rorabaugh.

New Reps: WCKT Miami to Harrington, Righter & Parsons July 1 from NBC Spot Sales • KBAK-TV Bakersfield, Cal. to Young June 29 from Select Station Reps and Weed • WUSN-TV Charleston, S.C. to Young June 29 from Select Station Reps and Bolling and Ayers • WHTN-TV Huntington-Charleston, W. Va. to Young July 1 from Blair Television Associates • WKOW-TV Madison, Wis. to Young July 1 from Bolling • KETV Omaha, Neb. to Harrington, Righter & Parsons Aug. 1 from H-R TV.

New 4A Office: The American Assn. of Advertising Agencies has opened a Central Region office in Chicago. John L. Del Mar, asst. vp, will head it.

**NIELSEN'S PROFILE OF N.Y.:** Within an electronic circle centered on the Empire State Bldg.'s 7-channel antenna tower lies the country's largest TV market. Last week admen got their first real look at the socio-economic family viewing habits of that market. It came in the form of a special study that had been made last spring by A. C. Nielsen in the 17 counties comprising the N.Y. metropolitan area. Highlights:

1. Set usage. Practically every home (99.9%) with a TV set uses it at some time during the week. Dividing the TV homes into 3 equal groups ("heavy," "medium" and "light" viewing), Nielsen discovered that the heavy families accounted for 60% of all viewing done 7-8 a.m., 69% of viewing 2-3 p.m., and 47.7% in the 8-9 p.m. period. Those in the medium group accounted for about 30% of the viewing, and the light group accounted for as little as 6.1% of all viewing done 2-3 p.m. and only 18.3% in the 8-9 p.m. period. The light viewers, although an elusive target for advertisers, had definite tastes. Although they comprised only 19.7% of the prime evening audiences of all 7 N.Y. stations, 32.1% of the prime-time viewing of one N.Y. station (Nielsen didn't say which) came from this group.

2. Income, education. Of all TV homes, 21.7%, on the average, watched TV between 11 p.m. and 2 a.m. Dividing by educational lines revealed that of homes whose household head had completed high school (or better), 19.3% watched TV during these hours, while homes representing 3 years or less of high school accounted for 25%. Similarly, households with lower income (less than $6,000) generally used TV more and averaged 22.9% watching late-night TV vs. 20.7% of homes with over-$6,000 income.

3. Children, location. As might be expected, kids boost TV viewing. N.Y. homes with children watched TV 38% more during the full TV day (6 a.m.-2 a.m.) than did adult-only homes in the area. The biggest difference came in the 5-7:30 p.m. period, when an average of 52.7% of homes-with-children watched TV vs. 34.8% of adult-only households. Also brought out was the fact that homes in N.Y.'s 5 boroughs watched TV slightly less than those in the suburbs—(29.1% average audience, 6 a.m.-2 a.m., for the city folk vs. 30.5% for their suburban neighbors).

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TV-Radio Agency for Drug Firms: Recent (and successful) forays into TV advertising by ethical drug companies (*viz.* Mead Johnson for Metrecal; Merck, Sharp & Dohme with a recent network special) seem to be sparking new interest in the medium among drug manufacturers. The latest sign of this trend is the setting up of Ted Gotthelf Inc., a TV-radio subsidiary of ad agency Ted Gotthelf Associates in N.Y. The new concern will specialize in the preparation of TV-radio campaigns for the agency's several pharmaceutical clients, and will seek new TV business in the drug field. Named to head the new subsidiary is David Hale Halpern, former pres. of the American TV Society and RTES.

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**Ad People:** Charles C. Barry named to head Young & Rubicam TV-radio dept., succeeding Mort Werner, resigned.

Kenneth S. Olshan appointed media research dir., Doherty, Clifford, Steers & Shenfield . . . Claude Forget named TV-radio supervisor, McCann-Erickson (Canada) . . . Hank Aneiro named a Benton & Bowles vp . . . Robert Carley appointed a vp, Young & Rubicam . . . Joseph W. King retired as Foote, Cone & Belding treas.

## The FCC

**N.Y. Radio Deals Challenged:** Big N.Y. radio deals involving Crowell-Collier's proposed acquisition of Loew's WMGM, and renewal of Gotham Bcstg. Corp.'s WINS, which Storer wants to buy, were put on ice by FCC last week—as expected (Vol. 17:27 p7).

Crowell-Collier's broadcasting qualifications were challenged by the Commission in a letter citing alleged misconduct in operations of its radios KDWB St. Paul, KEWB Oakland and KFWB Los Angeles. FCC said it would have to hold a hearing on the WMGM transfer unless Crowell-Collier came up within 30 days with good reasons for calling it off.

A similar letter went to Gotham, which was given 30 days to explain why the WINS renewal shouldn't be subjected to a hearing on charges that 3 former station staffers —program dir. Mel Leeds, disc jockey Alan Freed and record librarian Ronnie Granger—received payola which the station "directly or indirectly" shared.

The $11-million WMGM sale was held up when FCC Chmn. Minow broke a 3-3 tie on the question of whether to haul in Crowell-Collier for a hearing, Comrs. Lee, Craven and Cross voting against the action. Minow said he "would have preferred not to have participated," since his Chicago law firm was counsel for Loew's. He added that he "had no contact with the case & did not know of its existence while I was in the firm."

FCC was unanimous in setting the scene for the WINS renewal hearing, on which the $10-million deal with Storer hangs. Chmn. Minow & Comr. Bartley urged, however, that the Commission proceed at once with a hearing without waiting for any arguments by the station against it.

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WHAS-TV Losing Tall-Tower Battle: FCC has instructed its staff to draft a decision finally denying the application of WHAS-TV Louisville to build a 1,859-ft. tower. The Commission's reasons will be spelled out in the decision. Last year, FCC examiner Charles J. Frederick recommended denial on the grounds that the greater height would produce serious economic competition with Lexington's 2 uhf stations and "would create a serious menace to air navigation" (Vol. 16:34 p9).

FCC Bills Delayed: Senate & House FCC reorganization bills (Vol. 17:27 p3) failed to reach either floor for action during the short July 4 Congressional work week. The Senate Commerce Committee had been expected to clear a Commission-drafted measure (S-2034) by Sen. Pastore (D-R.I.), but the group didn't meet in the holiday-recess absence of Chmn. Magnuson (D-Wash.). House Commerce Committee Chmn. Harris was ready to report his similar measure (HR-7856) to the House, but put it off.

Barrow Is Back: U. of Cincinnati Law School Dean Roscoe Barrow, who headed FCC's monumental network study, has been rehired by the Commission as a consultant on network matters. He will spend most of the summer in Washington.

Option Time Deadlines: Following up action by the Court of Appeals in remanding option time issues to FCC (Vol. 17:27 p10), the Commission has set Sept. 7 as the deadline for comments on its new look at "public interest" problems. Oral argument was scheduled for Sept. 28.

Another ETV CP: San Bernardino, Cal. Ch. 24 has been granted by FCC to the San Bernardino Valley Joint Union Junior College District for an educational station.

**Minow Criticized in Maine Speech:** "I think it's frightening that in such a high place [FCC] there should be such a misconception of the essence of democracy." So charged John W. Guider, former Washington communications attorney and now pres. & gen. mgr., WMTW-TV Poland Spring, Me. The FCC in general and its new boss in particular "want to dictate what people shall hear & see," he told the Portland Rotary Club late last month. "They do it by processes ranging from threat of failure to renew a station's license to harassment by administrative examination of a station's format." Such "censorship" procedures are an abuse of the FCC's Congressionally-granted powers, according to Guider. Predicting that excessive TV violence will play itself out, as have other programming "phases," Guider snapped: "Pros of the broadcasting business understand you can't legislate or regulate taste or intellectual curiosity anymore than you can morals." TV is making a great contribution to the fields of news, culture and public affairs and, concluded Guider, "to the 'pursuit of happiness' which the founding fathers thought important enough to group with life & liberty in the Declaration of Independence."

**"I Meant Every Word":** That's the title of a long interview with FCC Chmn. Minow in the July *Television* magazine. It refers to his historic NAB speech, and the interview re-emphasizes the views expressed in that talk.

**Sen. McGee Commends FCC:** FCC's warning to the industry, about "retaliatory action" against witnesses who testified during the network hearing (Vol. 17:27 p8), received strong backing from Sen. McGee (D-Wyo.). "Because of the little 'fuss' raised already," he said in the July 5 *Congressional Record*, "I think the industry should stand on notice that there will be many watchful eyes observing the future conduct of contracting and talent arrangements in the TV industry." He also reprinted the July 1 column of *Washington Post* TV critic Lawrence Laurent which said: "For once, the FCC refused to sit still while threats were made. Once the meekest agency in the federal establishment, the FCC found its courage only after being battered by scandals. Since March 1960, under Chmn. Frederick W. Ford and now under Newton N. Minow, the FCC has declined to play its familiar role of cheerleader to the broadcast business."

**New Bedford CP Final:** The long-pending New Bedford, Mass. Ch. 6 proceeding was brought to a close by FCC last week when it made effective immediately the grant to E. Anthony & Sons, permitting Eastern States Bcstg. Corp. & New England TV Co. to dismiss. The Commission closed out its proposed rule-making to add Ch. 6 to Providence, noting that the New Bedford station could also serve the Rhode Island city.

**Pay TV Postponed:** Complying with RKO Phonevision's request for a year's delay in the start of its Hartford pay-TV trial on WHCT (Vol. 17:27 p3), FCC last week set a new target date of July 1, 1962. The Commission said the company's "estimates on the production & delivery of subscription equipment" justified the time extension. (This "in no way affects TelePrompTer's plans for testing its Key-TV system this year," said TelePrompTer's pres. Irving B. Kahn last week in New York. Key TV is proceeding "ahead of its developmental schedule," he said and would be active in a pilot operation "by year-end.")

**Plugola Comments Delay:** FCC has given the industry until July 31 to comment on its proposed rules governing plugola (Vol. 17:27 p6). Reply comments are due Aug. 15.

## Auxiliary Services

**CATV LIKES 'RIGHTS' RULING:** E. Stratford Smith, special counsel to NCTA handling the copyright suit by United Artists against CATV systems (Vol. 16:27 p20), says he takes great sustenance from recent court decision against 3 Salt Lake stations (Vol. 17:27 p2).

"The San Francisco decision," he said last week, "will be tremendously valuable to us in the United Artists copyright case. It recognizes our basic thesis—that CATV is a master antenna service doing for viewers what they could do for themselves. It recognizes that the copyright owner is fully paid through the traditional method of sponsorship. The broadcaster gets paid by sale of time. CATV doesn't interfere at the point of profit-taking."

The United Artists case is now in the deposition-taking stage, is expected to come to trial in N.Y. early next year.

In the San Francisco decision, the court held that the Salt Lake City stations had no rights in their signals being infringed by pickup & sale by CATV systems.

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**NAB Disputes CATV Microwave Ruling:** NAB took issue with FCC examiner Walther W. Guenther recently, disputing his initial decision which concluded that the possible economic injury to a station by a CATV microwave is of "no legal significance" (Vol. 17:22 p11). Guenther had recommended denial of a protest filed by KWRB-TV Riverton, Wyo. against grant of a microwave to Carter Mountain Transmission Corp., which plans to feed CATV systems in Riverton, Landis and Thermopolis. NAB charged that Guenther "failed to grasp the underlying principle that all uses of radio must be equated with the over-all public interest."

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**Vhf & Uhf Translator Starts:** Kφ6AA & K10AC Broadus, Mont. started June 20, with K10AC repeating KOOK-TV Billings, Mont. and Ch. 6 picking up K10AC • Kφ4AK McDermitt, Nev. began July 1 with KBOI-TV Boise • Kφ9AC & K12AD Sundance, Wyo. started June 24 with KOTA-TV Rapid City, S.D. & KTWO-TV Casper, Wyo. • K77AU Likely, Cal. began June 6 with KOLO-TV Reno • K70CH Aberdeen, Wash. began June 18 with KOMO-TV Seattle • K76BF Cosmopolis, Wash. began June 18 with KTNT-TV Tacoma • K12AI Sisseton, S.D. began June 22 with WDAY-TV Fargo, N.D. • Kφ5AB & K12AE Powell, Wyo. began June 19 with KGHL-TV & KOOK-TV Billings, Mont. • K13AQ Atkinson, Neb. began June 30 with KPLO-TV Reliance, S.D. • K10AG Hettinger, N.D. began July 3 with KFYR-TV Bismarck.

**Dage Raises CCTV Prices:** A general price rise, averaging 7% but ranging up to 25%, for its lines of closed-circuit TV systems & equipment has been effected by Thompson Ramo Wooldridge's Dage TV Division. The increases range from $105 on a $4,000 system to $875 on $12,500. Prices on TV cameras & controls have been jumped 25%. Dage gen. mgr. W. G. Gordon estimated that industry-wide sales of CCTV equipment now total some $25 million annually. However, he added, very few companies are making any profit although "millions have been spent in research & development over the past 10 years. In the past 5 years we've spent well over $1 million." Gordon said the increases were the first in 5 years and "long overdue."

**Experimental Translator Granted:** Byron W. St. Clair, New Rochelle, N.Y., has been given an FCC CP to experiment with a Ch. 12 translator, moving it around the state to determine coverage capabilities.

## Networks

**ABC Bounces Back in MNAs:** After lagging behind CBS-TV in recent "multi-network area" Nielsen reports (Vol. 17:26 p6), ABC-TV whizzed under the rating wire once more in first place as the 1960-61 season drew to a close. This was evident in Nielsen's 2nd June report, the last 50-market MNA study prior to the start of summer reruns & replacements.

The MNA scores for the 3 networks in the 2-week period ending June 18, 1961 (Sun.-Sat., 6-11 p.m.): ABC —14.9 AA rating. CBS—14.3. NBC—12.0.

There was no particular program pattern in the end-of-season victory, ABC pointed out. The network landed 6 shows in the top 10 in the 50-market MNAs (including a tie for 10th place between *The Flintstones* & *77 Sunset Strip*). Of this group, 3 were mystery dramas (*Untouchables, Naked City, 77*) & 3 were comedies (*My 3 Sons, Real McCoys, Flintstones*). Half the shows in the group were program veterans with at least one prior season on the air; the other half were newcomers.

"Since a number of CBS comedies and such NBC shows as *Perry Como* are off during the summer, we have every reason to believe that we'll hold this competitive lead up to & beyond the start of the 1961-62 season," ABC research mgr. Fred Pierce told us last week. In any event, ABC is hedging its bet in one future direction. Although ABC has been generally regarded as the electronic haven for the fast-drawing lonesome cowboy, this won't be as true this fall as in past seasons. A check of fall schedules reveals that ABC will have only 4 "pure" Western shows (2½ hours weekly) during the 1961-62 season, as against 5 Western (4 hours) on CBS and 6 (5½ hours) on NBC.

On the national scene for the 2nd of Nielsen's June reports, things weren't as good for ABC. CBS racked up its 142nd win in national nighttime averages in the last 144 reports. The national AA scores for the 2 weeks ending June 18: CBS—15.0. ABC—13.6. NBC—12.8. This represented a CBS national margin of 10% over ABC and 18% over NBC. This was less than the 14% & 23% margins CBS had anticipated on the basis of slide-rule figuring beforehand, but it was still a substantial win. Interestingly, CBS also beat out ABC in the Nielsen 24-market report, although it lost to ABC in the 50-market figures. The combined 24-market figures for the 2 weeks ended June 18: CBS—14.5. ABC—13.8. NBC—11.8. What it all boiled down to was that ABC had lost to CBS in the 24-market and the national ratings, but had won in the 50-market study, a research area which falls somewhere between the two, and which represents some 60% of all U.S. TV homes.

### NETWORK SALES ACTIVITY

ABC-TV

Feathertop, Thu., Oct. 19, 8:30-9:30 p.m., full-sponsorship.
*Mars* (Needham, Louis & Brorby)

CBS-TV

Checkmate, Wed., 8:30-9:30 p.m., participations eff. Oct. 11.
*Liggett & Myers Tobacco* (J. W. Thompson)

Daytime programming, Mon.-Fri., participations eff. fall.
*Alberto-Culver* (Compton)
*Drackett* (Young & Rubicam)

**BBG Disaffiliates 2 CBC Dissidents:** The Board of Best. Governors set precedent last week by approving requests of CHCH-TV Hamilton and CJSS-TV Cornwall to cut their network ties with CBC (Vol. 17:26 p7). The Canadian network had opposed both applications for disaffiliation.

CJSS-TV's release from its CBC obligations is effective September 30 and was granted because of financial difficulties. In its application, the Cornwall station said it planned to join Canada's new private TV network and would share programming with its parent stations CJOH-TV Ottawa and CFCF-TV Montreal.

CHCH-TV's disaffiliation date will be set later. Its separation from CBC was allowed on grounds that CHCH-TV duplicates other CBC coverage in its area and is, therefore, not essential to the national broadcasting service. CHCH-TV Pres. Ken Soble had said some weeks ago (Vol. 17:22 p13): "We don't want to belong to any network. We just want to offer viewers some variety and get away from this program duplication in our viewing area."

In other actions BBG:

Granted CBC a TV station at Grand Prairie, Alta., and a rebroadcasting station at Peace River, Alta.

Reserved decisions on CBC applications for TV at Dryden, Ont. and a repeater at Sioux Lookout, Ont.

Granted applications for rebroadcast stations to CKVR-TV Barrie, Ont. at Parry Sound, Ont.; to CKRS-TV Jonquiere, Que. at Port Alfred, Que.; to CFCR-TV Kamloops, B.C. for rebroadcasters at Ashcroft, Chase, Lillooet, Merritt, Clinton (2) and Mount Timothy (2)—all in B.C.

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**NBC Switches Program Chiefs:** Although there'll be no visible effect on NBC-TV programming until at least the middle of the 1961-62 season, when the first program replacements are made, NBC will have a new TV programs vice president this fall. Replacing David Levy, who currently holds the job, will be Mort Werner, who joined NBC in 1951 as the original producer of *Today* and left the network in 1957 as daytime-TV program vp. More recently Werner has been a vp of Kaiser Industries and TV-radio vp of Young & Rubicam (the ad agency from which David Levy came to NBC). He is the first of "Pat Weaver's boys" to return to the networks.

Levy has been offered an NBC post in which he'll be concerned with program production, possibly involving such NBC-produced series as *Bonanza* and various entertainment specials. Was the switch made because of nighttime rating victories scored by ABC and CBS, usually at NBC's expense, this past season? NBC denied that it was, with one network spokesman saying "our rating position at this time is a little better than it was a year ago."

At Y&R, Charles (Bud) Barry, onetime NBC executive and recently with NTA & MGM in program executive posts, has been named to replace Werner as TV-radio vp.

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**Holiday Payoff for ABC:** There's nothing like a long July 4th weekend to restore that spring to the step & the determined gleam to the eye of a network salesman—or so ABC-TV learned last week. Back from the holiday, members of the ABC sales dept. pounded their Madison-Park-Lexington Ave. beats July 5 to produce just over $1 million in sales during the working day. The score: 65 quarter-hour segments in various daytime shows sold to Nutri Bio Corp., a large "scatter plan" sale of minute participations to Maytag, and a 1961-62 participation series in *Ben Casey* to Minnesota Mining & Mfg. Co.

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

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NEW YORK BUREAU
625 Madison Ave.,
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**Personals:** Jack Donahue, ex-national sales mgr., named gen. sales mgr. of KTLA Los Angeles . . . Saul Rosenzweig, ex-WLOS-TV Asheville, named vp & gen. mgr., KPLR-TV St. Louis . . . Ira Kamen, ex-Portland Industries Corp., named exec. vp, Teleglobe Pay-TV System.

William B. Monroe Jr., news dir., WDSU-TV New Orleans, succeeds Elmer Lower as mgr., NBC News Washington (Vol. 17:27 p17). Russ Tornabene promoted from Washington news supervisor to news operations mgr., N.Y. . . . Bob Martin named programming & operations dir., KPHO-TV Phoenix.

Herminio Traviesas, BBDO vp, named chmn., RTES membership committee, succeeding T. J. McDermott, now a member of the board of governors . . . James E. Fuchs promoted from N.Y. sales mgr., NBC Films, to the sales dept. of NBC-TV; he was world shot-put champion in 1949, won medals in the 1948 & 1952 Olympics . . . David Steel, Washington engineering consultant, changes phone to 373-3173 . . . Willis C. Beecher, Washington engineering consultant, establishes offices at 1413 K St. NW. (phone 393-5621); Beecher and the former Roberta Kilduff Hooker were married June 22.

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Meetings This Week: National Assn. of TV & Radio Farm Directors summer meeting (July 9-13). Speakers include Secy. of Agriculture Orville L. Freeman, NAB Pres. LeRoy Collins, FCC Chmn. Newton N. Minow, Food & Drug Administration Comr. George Larrick • NAB Seminar (9-21). Harvard Graduate School of Business Administration, Boston, Mass. • NBC-TV Affiliates promotion mgrs. meetings. N.Y. (10), New Orleans (11), Chicago (12), Los Angeles (14).

Meetings Next Week: S.C. Assn. of Bcstrs. summer convention (July 16-18). Speakers include FCC Comr. Robert T. Bartley and Howard G. Cowgill, ex-chief of FCC Broadcast Bureau. Ocean Forest Hotel, Myrtle Beach, S.C.

***Obituary***

Henry Doorly, 81, retired pres. & chmn. of the Omaha World-Herald (owner of KETV Omaha, Neb.), died June 26 of a heart attack.

## Technology

**Montreux Repeat Planned:** The May 17-21 International Festival of TV Arts & Sciences in Montreux, Switzerland—first of its kind—was so successful that the International Telecommunications Union & other promoters of the event have scheduled another symposium for 1962.

The 2nd series of international technical sessions will be held in Montreux April 28-May 4 next year, with the ITU's John H. Gayer again acting as chairman. He said the initial event was of "such international & technical importance" that it should be repeated annually.

More than 300 participants from 32 countries were registered for the May festival, at which 50 technical papers on a wide range of TV topics were read.

RCA engineering vp George H. Brown represented RCA Chmn. David Sarnoff, who was awarded a Montreux citation for his "outstanding contributions to the advance of TV." He read Sarnoff's acceptance speech, in which the broadcasting pioneer took a characteristic TV look ahead: "Ten years hence, it is conceivable that a billion people in virtually every nation on earth will be watching the same program, at the same time & in color, with simultaneous translation techniques making it understandable to all."

U.S. TV studio equipment exhibitors at the festival included Ampex, Austin, Corning, Eraser Co., MCA Inc., Raytheon, RCA, Telechrome, Temco.

## Foreign

**South American TV Progress:** As reported by Motion Picture Export Assn. vp William H. Fineshriber after a 5-week Latin American tour, here are highlights of the growth of commercial TV in 3 countries:

(1) Chile, which now has 3 experimental stations, will get 3 commercial outlets in Santiago in the next 12-18 months, probable licensees being the newspaper *Mercurio*, Radio Mineria and the Assn. of Radio Bcstrs.

(2) Colombia, whose TV has been a govt. monopoly, with 14 repeater stations relaying programs of Televisora Nacional in Bogota, has authorized 2 commercial channels in Bogota for 1962, to be operated by the largest radio outlets, Emisora Nuevo Mundo and Nueva Granada. Privately operated stations are also scheduled for Cartagena & Baranquilla.

(3) Peru's commercial TV has seen "impressive growth," with Lima's 2 biggest ad agencies reporting that more than 30% of total client budgets is spent on TV. A new commercial outlet, due in Lima in October, will be operated by a group consisting of Radio America, *La Cronica* newspaper and the Prado banking interests.

## Educational Television

GE Gets ETV Contract: The Greater Washington Educational TV Assn. has awarded GE a contract to equip its proposed new Ch. 26 station (Vol. 17:27 p5). A 12-kw transmitter & 5-bay antenna will be installed at WTTG's former tower site in nearby Arlington, Va. Equipment in studios in Arlington's Yorktown High School will include 3 vidicon cameras, test apparatus and monitors.

"Classroom TV Enters a New Era": Copies of a special article describing the Midwest Program on Airborne TV Instruction (MPATI), as reprinted from the magazine's May 20 Education Supplement, are available from *Saturday Review*, 530 5th Ave., N.Y. 36.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**MUSIC SHOW TO LAUNCH FM STEREO:** A fortuitous combination of time & place will make next week's Music Industry Trade Show (July 16-20) one of most significant consumer-electronics events since early days of TV. The NAMM-sponsored show, more important to consumer electronics each year, will mark the real introduction of FM stereo.

Enough time has now elapsed since FCC's April 19 decision to allow most manufacturers to have working prototypes of FM stereo receivers—at the very least—and to have formulated merchandising plans, price policies, etc. Chicago, coincidentally, is today the nation's center of stereo FM broadcasting. It's the home of 2 of the 3 stations now stereocasting, and presumably attendees at the show will have the opportunity to hear off-the-air stereo, in addition to stereo "broadcast" locally at some exhibits through closed-circuit stereo FM generators.

FCC Comr. Lee will officially lay the cornerstone for FM stereo at special symposium sponsored by EIA Consumer Products Div. July 19 at the show. Program will be moderated by EIA Consumer Products Chmn. Edward Taylor, Motorola exec. vp, with Lee talking on "What FCC Expects from FCC Stereo." Also participating will be NAB radio vp John F. Meagher discussing "What FM Broadcasters are Doing About Stereo" and Zenith & GE representatives who will explain technical advantages of the new medium. This will be followed by manufacturers' panel on marketing opportunities, a multiplex demonstration and a question period for dealers.

Music Show will be the occasion for the release of EIA's stereo promotion booklet, "The Facts About FM Stereo—A New World of Broadcast Sound" (Vol. 17:22 p16). EIA will distribute 100,000 copies of the nontechnical brochure to dealers & servicemen to help them answer consumers' questions.

Virtually all stereo phono manufacturers will be showing multiplex equipment—and this includes many imports. Two German lines—Blaupunkt & Saba—will have stereo table radios in addition to their phono-stereo-FM lines (Blaupunkt's FM stereo adapters are made by Crosby Electronics).

• • • •

Music Show has become a big TV event, and this year it will feature 10 U.S. TV manufacturers. All except Westinghouse have previously shown their 1962 lines to distributors and/or dealers.

Two foreign brands of TV will try to crack U.S. market for first time at Music Show. Big Canadian manufacturer Dominion Electrohome Industries, which has sold stereo phonos to some key U.S. accounts in the past, will show a complete consumer-electronics line under the "Deilcraft" brand. TV sets will be priced at $259.50-$895, stereo hi fi $339.50-$895. Dominion plans to work on direct dealer-franchise basis.

Novelty item of show will be the return of projection TV—a 4½-ft.-screen model to be shown by Saba Electronic Corp. for home use. Saba will premiere complete new line of German-made super-deluxe stereo phonos & radios, including remote-control stereo multiplex. Officials of Saba and its sales rep Kane-Mark Corp. declined to give details on the projection TV set prior to the Music Show.

(For list of Music Show consumer electronics exhibitors, see p. 16.)

**TV-RADIO PRODUCTION:** EIA statistics for week ended June 30 (26th week of 1961):

| | June 24-30 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 132,326 | 137,655 | 106,310 | 2,800,817 | 2,963,044 |
| Total radio | 324,846 | 350,684 | 285,651 | 7,530,003 | 8,524,520 |
| auto radio | 93,187 | 110,338 | 98,471 | 2,394,618 | 3,323,092 |

**TOP TV BRANDS-IN-USE IN 19 MARKETS:** Direct comparisons of TV-set brands-in-use in selected markets have been compiled for 1961 by Consolidated Consumer Analysis, and are reproduced below by special permission.

Consumers' use of various products, from lipstick to house paint, is surveyed by sampling techniques in the home markets of CCA member newspapers each year. The 19-market TV survey tabulated here ranks 13 brands according to percentage of households owning them in the various markets.

Study covers all sets owned in homes of consumers responding—not just recent purchases. Therefore, popularity in 1960 & 1961 of various brands isn't reflected very strongly. The 1961 survey used total sample of 55,582 families, representing 2,891,488 households in 19 markets.

RCA was No. 1 TV brand in use in 18 of the 19 markets, Zenith first in one (Honolulu). Rankings of 2nd & 3rd most popular brands in the 19 markets (compared with survey results for same 19 markets in 1960): RCA, 2nd in one market (none last year); Zenith, 2nd in 4 markets, 3rd in 5 (2nd in 3, 3rd in 3 last year); Philco, 2nd in 3, 3rd in 4 (unchanged); Admiral, 2nd in 7, 3rd in 5 (unchanged); Motorola, 3rd in one (2nd in one, 3rd in 2); GE, 2nd in 2, 3rd in 4 (2nd in 4, 3rd in 3); Hoffman, 2nd in 1 (unchanged); Packard Bell, 2nd in 1 (3rd in 2).

Median set saturation in the 19 markets for 1961 was 96.2%, compared with 96.3% in 1960 and 94.4% in 1959. For comparisons of set ratings with past CCA surveys, check your back files of Television Digest—1960 (Vol. 16:35 p11), 1959 (Vol. 15:26 p16), 1958 (Vol. 14:28 p12), 1957 (Vol. 13:40 p10).

More detailed tabulations of brand preferences in individual markets will be found in Consumer Analysis reports published by each of the CCA member newspapers. These are the participating papers, each of which will supply its own area tabulations on request: Columbus Dispatch & Citizen Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star & News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Omaha World-Herald, Oregon Journal (Portland), Phoenix Republic & Gazette, Providence Journal Bulletin, Sacramento Bee, Salt Lake Tribune & Deseret News, San Jose Mercury & News, Seattle Times, St. Paul Dispatch & Pioneer Press, Wichita Eagle.

Ratings are not necessarily representative of country as whole, of course, reflecting only ownership in the 19 markets surveyed.

## Television Set Ownership in 19 Markets, 1961

(See story above)

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| City | % of Owners | Bought in past 12 months | RCA Victor Place | % | Zenith Place | % | Philco Place | % | Admiral Place | % | Motorola Place | % | GE Place | % | Westinghouse Place | % | Packard Bell Place | % | Sylvania Place | % | Magnavox Place | % | Emerson Place | % | Silvertone Place | % | Hoffman Place | % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Columbus | 98.7 | 19.5 | 1. | 20.4 | 5. | 8.3 | 2. | 13.4 | 3. | 12.0 | 4. | 8.9 | 6. | 5.3 | 7. | 4.5 | — | — | 9. | 2.4 | 10. | 2.3 | 11. | 2.2 | — | — | — | — |
| Denver | 96.4 | 10.6 | 1. | 16.0 | 3. | 10.7 | 5. | 9.2 | 2. | 11.8 | 4. | 10.4 | 6. | 9.0 | 12. | 3.7 | 7. | 6.3 | 17. | 2.4 | 15. | 2.7 | 9. | 4.3 | 8. | 4.4 | 13. | 3.3 |
| Duluth-Superior | 98.2 | 10.5 | 1. | 22.3 | 5. | 7.6 | 3. | 10.1 | 4. | 9.0 | 9. | 5.1 | 2. | 14.7 | 7. | 6.2 | — | — | 21. | 1.0 | 13. | 2.1 | 6. | 7.1 | 10. | 3.3 | — | — |
| Fresno | 93.8 | 15.0 | 1. | 15.4 | 2. | 10.4 | 4. | 9.3 | 10. | 4.7 | 3. | 9.4 | 7. | 7.5 | 11. | 4.4 | 9. | 6.8 | 13. | 2.2 | 12. | 2.7 | 8. | 7.2 | 5. | 8.0 | 6. | 7.8 |
| Honolulu | 90.2 | 21.1 | 2. | 17.3 | 1. | 17.9 | 5. | 9.2 | 7. | 7.3 | 6. | 8.2 | 3. | 11.4 | 11. | 2.8 | 9. | 4.2 | 8. | 5.4 | 12. | 2.2 | 10. | 3.5 | 4. | 10.6 | 14. | 1.5 |
| Indianapolis | 96.0 | 12.6 | 1. | 16.8 | 4. | 9.0 | 3. | 9.9 | 2. | 13.6 | 5. | 7.3 | 6. | 6.6 | 8. | 4.8 | — | — | 6. | 6.6 | 11. | 2.4 | 13. | 1.8 | 9. | 3.9 | — | — |
| Long Beach | 97.5 | 12.3 | 1. | 18.8 | 5. | 9.3 | 8. | 8.1 | 3. | 10.7 | 10. | 5.5 | 4. | 9.8 | 13. | 2.0 | 2. | 11.5 | 14. | 1.9 | 9. | 7.6 | 11. | 3.0 | 7. | 9.0 | 6. | 9.1 |
| Milwaukee | 97.1 | 16.0 | 1. | 27.1 | 4. | 9.8 | 3. | 10.0 | 2. | 17.2 | 5. | 9.7 | 6. | 7.1 | 10. | 3.4 | — | — | 12. | 2.7 | 9. | 3.7 | 11. | 2.9 | 8. | 4.7 | — | — |
| Modesto | 92.1 | 15.2 | 1. | 13.0 | 5. | 10.0 | 3. | 10.9 | 8. | 4.8 | 7. | 7.0 | 6. | 7.2 | 11. | 3.4 | 9. | 4.3 | 12. | 3.1 | 15. | 2.0 | 10. | 4.1 | 4. | 10.3 | 2. | 12.3 |
| Omaha | 98.6 | 12.0 | 1. | 21.9 | 3. | 11.0 | 2. | 16.2 | 6. | 9.7 | 5. | 10.0 | 4. | 10.3 | 10. | 3.6 | — | — | 16. | 1.3 | 9. | 4.3 | 8. | 4.4 | 7. | 4.6 | 20. | 1.0 |
| Phoenix | 95.6 | 14.4 | 1. | 12.4 | 5. | 7.4 | 7. | 6.1 | 2. | 9.8 | 4. | 7.4 | 3. | 8.5 | 12. | 3.4 | 10. | 4.5 | 13. | 3.3 | 11. | 3.8 | 6. | 6.4 | 8. | 5.5 | 9. | 4.7 |
| Portland, Ore. | 94.2 | 14.4 | 1. | 16.6 | 2. | 13.8 | 4. | 9.2 | 3. | 11.7 | 6. | 8.3 | 5. | 8.9 | 10. | 4.0 | 7. | 5.5 | 12. | 2.6 | 11. | 2.9 | 15. | 1.9 | 9. | 5.4 | 7. | 5.5 |
| Providence | 97.3 | 12.4 | 1. | 13.9 | 6. | 7.5 | 2. | 13.2 | 3. | 10.8 | 5. | 8.0 | 7. | 7.4 | 8. | 3.6 | — | — | 10. | 3.2 | 9. | 3.3 | 4. | 10.1 | 12. | 2.2 | — | — |
| Sacramento | 96.2 | 17.4 | 1. | 18.7 | 3. | 9.6 | 4. | 9.3 | 8. | 7.3 | 9. | 6.2 | 2. | 11.6 | 11. | 4.3 | 6. | 8.2 | 15. | 1.8 | 12. | 3.4 | 10. | 4.7 | 5. | 8.3 | 7. | 7.4 |
| Salt Lake City | 95.5 | 12.5 | 1. | 17.6 | 8. | 5.3 | 4. | 10.3 | 2. | 13.3 | 5. | 7.2 | 3. | 12.7 | 6. | 6.2 | 7. | 5.9 | 12. | 3.7 | 11. | 4.3 | 14. | 2.6 | 10. | 4.4 | 9. | 5.0 |
| San Jose | 96.3 | 17.9 | 1. | 16.7 | 2. | 10.5 | 6. | 8.4 | 3. | 10.0 | 5. | 8.7 | 9. | 5.7 | 12. | 3.4 | 7. | 8.3 | 13. | 2.1 | 10. | 5.2 | 10. | 5.2 | 4. | 9.3 | 8. | 6.5 |
| Seattle | 95.2 | 16.2 | 1. | 20.4 | 2. | 10.7 | 8. | 7.3 | 5. | 8.5 | 6. | 8.4 | 4. | 8.7 | 11. | 5.0 | 7. | 8.1 | 9. | 5.3 | 9. | 5.3 | 13. | 2.4 | 3. | 9.5 | 12. | 3.2 |
| St. Paul | 98.2 | 21.9 | 1. | 22.2 | 3. | 11.8 | 5. | 9.4 | 2. | 12.2 | 6. | 8.9 | 3. | 11.8 | 9. | 3.8 | — | — | — | — | 12. | 2.6 | 14. | 2.1 | 17. | 1.2 | — | — |
| Wichita | 95.9 | 8.6 | 1. | 15.6 | 3. | 11.0 | 4. | 10.7 | 2. | 14.3 | 6. | 7.8 | 5. | 9.5 | 9. | 4.1 | — | — | 13. | 2.2 | 8. | 4.2 | 15. | 1.8 | 7. | 4.3 | 11. | 3.4 |

**New Zenith Portable:** Royal 790 Super-Navigator with broadcast band, 150-400 kc band (FAA weather-navigation stations) and 2-5-mc. band (Bureau of Standards time signals, Naval & Coast Guard weather-navigation stations). It's priced at $99.

**Clairtone Adds Braun Line:** Clairtone Sound Co., Toronto, which has been selling its Canadian-made hi fi to key accounts in the U.S., will also sell phonos & radios made in Germany by Max Braun Co. here under the Clairtone-Braun trade name.

**Music Show Exhibitors:** National Assn. of Music Merchants' Music Industry Trade Show in Chicago's Palmer House July 16-20 may well house the greatest number of consumer-electronics displays ever collected under one roof. Among the TV-radio-phono majors exhibiting at the show:

Arvin, Capehart, General Dynamics/Electronics (Stromberg-Carlson), GE, Magnavox, Motorola, Olympic, Philco, Pilot, RCA, Symphonic, Westinghouse, Zenith.

Other consumer-electronics exhibitors, including manufacturers of hi-fi sound equipment, record changers, importers, etc.: American Elite, Audio Industries, Audiotex (Textron Electronics), Bell Sound (Thompson Ramo Wooldridge), Boetsch Bros., BSR (U.S.A.) Ltd., Canadian Marconi, Clairtone Sound Corp., Consolidated Sewing Machine Corp. (Viscount radios), Continental Merchandise Co., Dean Electronics, Delmonico International, Dominion Electrohome, Dynavox, Electro-Voice, Estey Electronics, Fisher, Fujiya, General Magnetics & Electronics, Glaser-Steers, Jay Electronics, Kenwood Electronics.

Majestic International, Major Electronics Corp., Matsushita of America, North American Philips, Pentron, Petely Sales Corp. (Hi-Delity radios), Radiomaster, Realtone Electronics, Recordio-D.A.P. Inc., Annapolis Electroacoustic Corp. (Ravenswood), Sony of America, Spico Electronics (Spirling Products), Starlite Merchandise Co., Sterling Hi-Fidelity, Superscope (Sony recorders), Teletone Co. of America, Transistor World Corp. (Toshiba), Uropa International, V-M Corp., Videola-Erie, Waters Conley, Webcor, Westrex Alpine, Saba Electronics.

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New Japanese Color Tube: Toyo Electric Industry Co., Tokyo, claims it will begin production this fall of 14-in. color sets which can sell at half the price of conventional receivers. Heart of the set is a new color tube developed by Isokichi Nagao, chief of the Nagao Research Institute, Fukuoka. First fragmentary descriptions of the tube indicate that the screen is coated with Helium, Xenon & Argon gases, each of which glow with a different color when excited by RF. The color effect is obtained by varying drive voltages between 6,000 & 50,000 volts at frequencies from 2,700 to 3,000 mc. The electron beam "punches" 750,000 holes in the gases; the holes close themselves after the color is emitted. The principle is a sophisticated application of the principle of the neon tube. Color TV engineers in the U.S. were skeptical on the basis of early descriptions of the tube, pointing out that such high drive voltages would be extremely difficult to obtain economically, particularly with a rapid switching rate, and could cause dangerous X-rays. Toyo, a manufacturer of power equipment, has not previously been in the TV business.

RCA Color TVs to Japan? Tokyo-based Okura Trading Co. is seeking the approval of the Japanese govt. to import 5,000 RCA color TVs, July 5 *Home Furnishings Daily* reported. Turn-about aspect of the unsual deal is that Japanese TV manufacturers reportedly are up in arms and urging the government to reject or limit the imports because of unfair competition. Their beef: Even with freight, tariff and all other import costs, the RCA 21-in. sets will come in ticketed substantially under the current $1,000 price of low-end made-in-Japan 17-in. color TVs.

New Westinghouse Radios & Phonos: Being dropped into 1962 lines are 3 new clock radios at $19.95, $29.95 & $39.95; a "summer special" promotional table radio at $14.95; 7-transistor miniature at $25.95; broadcast-marine-SW portable at $79.95; portable stereo at $79.95 & $99.95.

**Decline in Electronics From Britain:** The recession and increasing imports from Japan & Germany apparently took their toll on 1960 British exports of electronic products to the U.S. They dropped 10% from their 1959 record of nearly $22 million to a total of $19,645,000. The U.S. Commerce Dept.'s Business & Defense Services Administration reported that shipments of record-playing mechanisms, which previously accounted for more than one half of the total exports of electronic equipment to the U.S., dropped 34% from $12.4 million in 1959 to $8.1 million in 1960.

Gains were shown in exports of tubes & components and commercial & industrial equipment. Here are comparative figures for 1960 (with 1959 in parentheses) on exports of electronic products from U.K. to U.S.:

Radios, $200,000 ($292,000); radio-phonos, $190,000 ($232,000); speakers & microphones, $699,000 ($532,000); phonos & record players, $362,000 ($147,000); phono parts & accessories, $727,000 ($1,207,000); record playing mechanisms with record changer, $7,920,000 ($11,739,000); without changer, $219,000 ($623,000); tubes, $2,501,000 ($2,381,000); tube parts, $306,000 ($97,000); components, $1,458,000 ($1,243,000); communications, navigation & radar equipment, $2,813,000 ($2,178,000); other, $2,250,000 ($1,303,000). **Total: $19,645,000 ($21,974,000).**

Despite the decline in shipments to U.S., British electronics exports to all countries increased to $163 million in 1960 from $155 million in 1959. U.S. remained the largest single market, runners-up being Canada ($13 million), Australia ($10 million) and the Netherlands ($9 million).

* * *

**Matsushita becomes "Panasonic":** That's the new U.S. trade name for radios produced by Matsushita in Japan and imported by Matsushita Electric Corp. of America. Six Panasonic radios are being introduced by Matsushita, which will gradually switch to the new name.

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**Foreign TV Exhibitions: French Radio & TV Exhibition,** sponsored by Radiodiffusion Television Francaise and the Federation Nationale des Industries Electroniques, Sept. 14-25, Parc des Expositions, Paris. (For information, write S.D.S.A., 23 Rue de Lubeck, Paris 16e.) • **West German Radio, TV & Phono exhibition** will be resumed, after an interruption of 22 years, Aug. 25-Sept. 3 at the West Berlin municipal fair grounds. Participation will be limited to German firms. (Illustrated brochure available from Trade Development Div., Bureau of Foreign Commerce, U.S. Commerce Dept., Washington 25.)

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TV Sets Which Broadcast: Two unique features will be incorporated into some models of Westinghouse's new TV line, due to be unveiled next week at the Music Industry Trade Show in Chicago: (1) "Wireless remote speakers"—a provision for picking up the sound from the TV set on any standard AM radio. (2) "Instant start"—a feature on portable sets which accomplishes almost instantaneous start of picture & sound by eliminating the warm-up period. When the set is turned off the tubes are kept warm at half power. This feature also is said to lengthen tube life by eliminating the damaging power surge when the set is turned on. Some of Westinghouse's recent FM sets have had circuits in which tube filaments were constantly heated.

Bankruptcy Petition Filed: Shell Electronics Mfg. Co., Westbury, N.Y. maker of hi-fi components, citizens band radio & test equipment, has filed a petition under Chapter XI of the Bankruptcy Act. Liabilities were listed as $491,000, assets $390,000.

**TOP 100 DEFENSE FIRMS:** The increasing dominance of electronics in defense-contract expenditures is dramatized in the Defense Dept.'s just-released list of the 100 largest prime military contractors of 1960. The comparison with 1959 indicates an increase in dollar volume for most companies identified with electronics.

General Dynamics was the largest single prime contractor for the 2nd year in a row. In addition to the electronics firms, all other companies in the top 10 were primarily aircraft companies—most of which also are heavily in the electronics business. The aircraft companies in the top 10 not tallied below were Lockheed (2nd place), North American Aviation (3rd), Boeing (5th), United Aircraft (6th), Martin (7th). Prime contracts for aircraft, missile systems & electronics account for 61 of the top 100 firms.

From the Pentagon's top-100 list for calendar year 1960, we've compiled this summary showing standings of prominent electronics firms, compared with 1959. (Subsidiaries included; dollar figures in millions; dash indicates firm was not among top 100 in 1959.)

| | 1960 Contracts | Rank | 1959 Contracts | Rank |
|---|---|---|---|---|
| General Dynamics | $1,294.7 | 1 | $1,491.1 | 1 |
| GE | 964.1 | 4 | 915.7 | 5 |
| AT&T | 501.9 | 8 | 501.4 | 9 |
| Hughes Aircraft | 437.6 | 9 | 322.7 | 13 |
| Raytheon | 374.2 | 10 | 369.5 | 11 |
| RCA | 364.8 | 11 | 303.2 | 15 |
| Sperry-Rand | 318.0 | 15 | 318.7 | 14 |
| IBM | 312.1 | 16 | 262.5 | 17 |
| Bendix Corp. | 274.3 | 18 | 279.9 | 16 |
| Westinghouse | 269.5 | 19 | 220.5 | 18 |
| Avco | 193.2 | 23 | 199.6 | 20 |
| ITT | 188.3 | 24 | 156.9 | 24 |
| Northrop Corp. | 158.0 | 26 | 83.5 | 41 |
| Burroughs | 122.7 | 28 | 117.9 | 30 |
| Philco | 101.4 | 33 | 102.1 | 35 |
| Thompson Ramo Wooldridge | 100.9 | 34 | 133.0 | 29 |
| Collins Radio | 99.0 | 35 | 116.4 | 32 |
| Minneapolis-Honeywell | 84.3 | 37 | 94.8 | 37 |
| Gen. Precision Equipment | 83.0 | 39 | 77.6 | 44 |
| American Bosch Arma | 82.4 | 40 | 98.2 | 36 |
| Mass. Inst. of Technology | 80.9 | 41 | 64.7 | 48 |
| Ling-Temco Electronics | 76.9 | 44 | — | — |
| General Telephone & Elec. | 52.6 | 55 | 51.9 | 58 |
| Laboratory for Electronics | 48.9 | 58 | 32.9 | 78 |
| Lear Inc. | 43.7 | 62 | 37.9 | 67 |
| Magnavox | 43.5 | 63 | 34.9 | 71 |
| Sanders Associates | 41.9 | 66 | — | — |
| Motorola | 38.0 | 68 | 25.0 | 93 |
| System Development Corp. | 32.8 | 73 | — | — |
| Gilfillan Bros. | 28.6 | 84 | 24.0 | 97 |
| Litton Industries | 27.2 | 91 | 25.9 | 92 |
| Hallicrafters | 26.9 | 92 | — | — |
| Hazeltine | 25.0 | 97 | 54.2 | 56 |

**RCA & APEP Settle On 4-Year Pact:** An 11th hour settlement July 1 forestalled a scheduled walkout by some 2,500 members of the Assn. of Scientists & Professional Engineering Personnel at 4 RCA plants in Camden, Moorestown and Pennsauken, N.J. and Croydon, Pa. (Vol. 17:27 p21). A new 4-year contract, with a wage re-opener June, 1964, provides for an immediate 2½% wage increase and similar boosts in 1962 & 1963. Among other benefits, the maximum rate of all occupations will be raised 2% in Dec. 1962, and an additional 2% the following December.

**FTC Case Settled:** Central Electronics Inc., 1247 Belmont Ave., Chicago, has agreed to an FTC stipulation preventing it from representing—"in connection with the sale of radio transmitters"—that unavailable products are on hand for immediate purchase by the public.

**Mergers & Acquisitions:** Davega Stores and Wilcox-Gay will merge (Vol. 17:26 p19) via a share-for-share exchange of stock, subject to stockholder approval. Davega will be the survivor, but the combined company probably will be renamed. Davega operates 25 stores & discount centers in N.Y. & N.J. Wilcox-Gay is the parent of Majestic International, importer of Grundig-Majestic TVs, radios, phonos. Davega Pres. Joseph Axler and Wilcox-Gay Pres. Leonard Ashbach predicted that the combined company's first-year sales would top $35 million.

Other merger news last week:

**Westinghouse** will acquire **Thermo King** for $32.5 million in stock, subject to the approval of stockholders of the Minneapolis-based maker of refrigeration equipment for trucks, railway cars and missiles. The proposed amalgamation calls for the swap of 7 Westinghouse shares for each 9 of Thermo King. The latter will be operated as a wholly-owned Westinghouse subsidiary with its present management & facilities.

**Ling-Temco Electronics** and **Chance Vought** stockholders last week approved the merger of the 2 companies, effective August 31 (Vol. 17:27 p23). The combined organization will be named Ling Temco Vought Inc. Robert McCulloch, Ling-Temco chmn. & chief executive officer, will have the same titles in the new company. Ling-Temco Pres. James J. Ling will become chmn. of the exec. committee. Ling-Temco exec. vp Clyde Skeen will retain the same title. Chance Vought Pres. Gifford K. Johnson will become president of the amalgamated concern.

**Ling-Temco Electronics** and **Pye Ltd.** of Cambridge, England have jointly formed Pye-Ling Ltd. to market environmental test systems in Europe. The new concern will have its hq in Stanmore, England.

**Pacific Industries** will acquire in a stock exchange privately-owned **Reliable Steel Supply**, Los Angeles distributor of heating, ventilating and air-conditioning equipment.

**Pentron Electronics**, Chicago maker of tape recorders, electronic components & devices, has acquired **Southern Electric**, Hammond, Ind. manufacturer & distributor of motor coils. Also acquired were several affiliates. Southern will be operated as a wholly-owned subsidiary. The acquisition involved the exchange of 1,125,000 Pentron common shares for all Southern outstanding common.

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**New Plants & Expansions:** Muntz TV has moved into a new $1-million, 75,000-sq.-ft. hq plant at Wheeling, Ill. Production of TVs, radios and stereo phonos will be initiated July 17, when employes return from a 2-week vacation. Muntz's Evanston, Ill. plant will be closed as soon as all production equipment has been transferred • **Collins Radio's** Western operation has been consolidated in a new multi-million-dollar communication & data-processing R & D center at Newport Beach, Cal. The Information Science Center is the first of various R & D and manufacturing facilities planned for the 100-acre site.

**"Butterfly-Wing" Antenna:** Flexible printed-circuit TV antenna, the "Mite-Site," shaped like a 5-ft. butterfly, will be sold nationally at about $3, according to B. F. Goodrich Co., which supplied the Koroseal vinyl material on which the silver circuit is deposited. The inventor, canvas manufacturer Frank Higgins, is reported to have established RF Industries to make the antenna, which can be installed in the attic, on the wall or under the rug. Somewhat similar printed-circuit antenna has been made & marketed by Jerrold Electronics for more than a year.

**Semiprofitable Semiconductors:** "Manufacturers of transistors, semiconductors and rectifiers are caught in a wave of price cutting & falling profits despite a continuing upturn in sales," reported July 6 *Wall St. Journal*, adding:

"The extent of the price cutting is clear. In 1959, the average price of a transistor was $2.70, it's estimated. By the first quarter of 1960 the figure had dropped to $2.44. The average was cut to $1.93 in this year's first quarter.

"Part of the price trimming is a result of technological advances being made in the manufacture of the tiny devices. But much of the cutting can be traced to a competitive scramble for customers stemming largely from a production overcapacity which has developed in recent years. In addition, rising imports, especially from Japan, are aggravating the situation."

The *Journal* quoted U.S. Transistor Corp. Pres. Irving Ross: "We're selling germanium transistors for entertainment devices for as low as 25¢ each. That's low enough to compete with Japanese transistors but there's no profit margin at all on that particular transistor."

The newspaper report continued: "Transistor makers are hoping that growing volume generated by lower prices will compensate for lower per-unit profits. Currently, however, with competition so stiff, this isn't happening, and manufacturers are intensifying their cost-cutting efforts." Among the efforts: stepped-up mechanization of production, intensified quality control.

However, the report pointed out, manufacturers are reluctant to automate production on a grand scale, à la Philco which "has nearly fully automated several production lines." Explaining a prime reason for reluctance, Clevite vp C. B. Hoffman noted: "You've got to do some real inspired crystal-ball gazing to determine whether the type of device you're producing will be in demand long enough to amortize the capital expense involved."

The downbeat summation: "Compounding the problems facing manufacturers is the realization that it's no longer possible to develop a device, put it on the market and watch sales soar."

* * *

**Raytheon Dedicates Semiconductor Plant:** New 116,500-sq.-ft. facility at Lewiston, Me. was officially opened June 19. The transistor plant has been in production since March, employs 900, expects to expand to 1,500 by fall.

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**"TV Doorman" Installation:** What may be the largest TV doorman installation has just been completed by Bell Television Inc. in a Brooklyn apartment building. A 112-unit apartment building at 415 Argyle Rd. is equipped with 132 built-in 5-in. monitors (at least one in each apartment, 2 in duplexes). When a visitor rings a tenant's bell in the lobby, the TV screen is automatically turned on and the visitor can be identified & admitted. Bell, which specializes in distribution systems and various types of apartment closed-circuit (such as installations in automatic elevators), is now experimenting with compact 8-in. Japanese TV sets (made by Nichi-Bei-Kogyo) for apartment-house lobby monitors, Pres. Martin Sugar told us.

**Emerson Sales Up:** Joining other manufacturers that are reporting pickups in orders & sales, Emerson last week announced that its June TV-radio shipments were higher than those of any other June in the last 7 years. Arnold Henderson, sales director for the Emerson Div. of Du Mont Emerson Corp. said orders placed by distributors at the company's June convention for TV were 112% greater than at last year's convention, while radio was 122% ahead.

**Trade Personals:** Dr. L. Curtis Foster, research dir. of Zenith Radio Research Corp., Menlo Park, Cal., named vp of the Zenith Radio subsidiary . . . Dr. Carl E. Barnes resigns as research vp, Minnesota Mining & Mfg. . . . Rear Adm. Chester W. Nimitz Jr. (U.S.N. ret.) promoted from mgr., Texas Instruments industrial products group, apparatus div., to vp & gen. mgr., instrument div.

Neil M. Blair named pres., FXR div. of Amphenol-Borg . . . Fred H. O'Kelley, ex-Raytheon, named distributor product sales mgr., Westinghouse electronic tube div., succeeding W. F. Baker, named staff asst. to the div. mgr. Carmen E. Ramich promoted from engineering mgr., Westinghouse's Horseheads plant, to new post of industrial & military equipment sales mgr. Frederick H. Townsend, ex-Raytheon, named to new post of mgr., entertainment-equipment sales.

Charles R. Green, ex-Admiral, appointed chief engineer, General Dynamics/Electronics military products div. communications lab . . . Dr. Raymond M. Wilmotte appointed project mgr. to head RCA's development & construction of the Relay experimental communications satellite . . . Harold E. Felix named vp & engineering dir., Midwestern Instruments . . . Irwin Hecht, ex-pres., Hecht Electronics, named sales vp, Terminal-Hudson Electronics.

Murray G. Crosby named chmn. & research dir., Crosby-Teletronics, Robert Marston elected pres.; Harry M. Frey promoted from mktg. vp to exec. vp, John C. Simmons from asst. to the exec. vp to asst. to the pres., Leonard Feldman from engineering vp of Crosby Electronics Corp., a wholly owned subsidiary, to engineering dir. of the parent company; Ben Goldner named mfg. dir. . . . Stanley E. Benson named mgr. of long-range planning, General Dynamics/Electronics mktg. div. . . . Raymond Hamada, ex-Telecomputing, has been named sr. operations vp, Houston Fearless.

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**Electronics Newsletter Discontinued:** *Radio-Electronics Weekly Business Letter*, published for the last 11 years by the promotion department of Gernsback Publications' *Radio-Electronics* magazine and widely circulated in the electronics manufacturing & marketing business, ceased publication with the July 5 issue. The publisher informed subscribers that "the manpower required to produce the *Weekly Business Letter* is urgently needed for new promotional activities and can no longer be spared."

**Langmuir Works Published:** *The Collected Works of Irving Langmuir*, the late GE research scientist, have been published in a 12-volume set with a biography, by Pergamon Press, N.Y. ($150 for 12 volumes, $15 each for Vols. 1-11, $9 for Vol. 12).

## *Obituary*

**Morris M. Gruber**, 78, a pioneer in the fields of sound recording and facsimile transmission, died July 4 in N.Y. of a heart attack. In 1915 he founded the Presto Machine Products Corp. in Brooklyn, manufacturer of Sonora phonographs. The company later became the Presto Recording Corp. and was the first to sell home recording machines. They used acetate discs, which Gruber introduced into this country and which became extensively used for records & radio transcriptions. He retired 2 years ago from the descendant of Presto, the Bogen-Presto Co., now a division of Siegler. Early in his career, Gruber, a mechanical engineer, developed a sound-on-film system for Dr. Lee De Forest's General Talking Picture Corp. (see p. 3). He also built Rayfoto facsimile equipment.

**Hoffman Sues 2 Textron Subsidiaries:** A piracy-of-secrets suit has been filed in Los Angeles Superior Court by Hoffman Electronics against Heliotek Corp. and parent Textron Electronics. Hoffman charged that the 2 Textron Inc. subsidiaries "hired away" 3 of its engineers last February "in order to obtain trade secrets & confidential information" about Hoffman-developed solar cells. Hoffman is seeking "undetermined" damages and a permanent injunction to prevent the engineers from disclosing its solar cell secrets.

**EIA Changes Tax Position:** The electronics manufacturers' organization last week wired House Ways & Means Committee Chmn. Mills (D-Ark.) that it "strongly supports" a tax-incentive plan for plant modernization which would provide a flat 10% credit on investment in new plant & equipment. EIA previously had maintained a position of neutrality toward investment credit as provided in a tax proposal submitted to the Committee earlier.

**Wage Floor Fixed:** Effective July 26, govt. contractors in the electronic component parts industry must pay their employes at least $1.23 per hour. Proposed in May under the Walsh-Healey Act by the Labor Dept.'s Wage-Hour Div. (Vol. 17:21 p19), the minimum wage was set in a June 26 order by Labor Secy. Arthur Goldberg.

## Finance

**Stock Offering Suspended:** Broadcast International Inc., 3 W. 57th St., N.Y., has been slapped by SEC with an order temporarily suspending Securities Act registration exemptions for a proposed public offering of 60,000 common shares at $5 per share. Organized in July 1960 to produce TV & radio programs for independent & foreign stations, the company applied to SEC in June for Regulation A exemptions. According to SEC, a circular describing the stock offering violated anti-fraud provisions of the law by providing "false & misleading information" to prospective buyers. In its suspension order, SEC cited: (1) "Failure to disclose that customers listed as current active accounts had ceased to deal" with Broadcast International. (2) "Failure to provide financial statements prepared in accordance with proper accounting principles." (3) "An overstatement of the number of programs which could be produced with the proceeds of the offering." (4) "A statement that Broadcast represented 150 TV stations." The SEC order also said the company "failed to disclose a material transaction with respect to the stock held by a controlling person & falsely named as an officer a person who was not an officer." SEC identified neither "person." In its SEC filing, Broadcast International named L. Nicholas Dahlman as pres. & promoter. Dahlman also was listed as founder in 1959 of the company's predecessor Broadcast Planning Corp. David Prowitt is Broadcast International vp and Ann Mannara is secy.-treasurer.

**Stock Listing Challenged:** "Accuracy & adequacy" of a 250,000-share stock registration filed by Kings Electronics Co. Inc., Tuckahoe, N.Y. (Vol. 17:10 p23), have been challenged by SEC in stop-order proceedings. The company, whose principal business is manufacture of radio frequency connectors, will be given a hearing July 19. SEC said it questioned Kings' statements involving: (1) Gifts of stock by Pres. Morton R. Weissman, 53% owner of the company. (2) "Formation, control and subsequent history" of subsidiaries Aviel Electronics Inc. and Ecco Electronics Components Corp. (3) Company earnings, "including the failure to reflect certain proceeds of the sale of scrap metal."

**Magnavox Posts First-Half Gains:** A 35-40% profit gain on a 20% sales rise was recorded by Magnavox during 1961's first half. Pres. Frank Freimann said sales rose to $61.5 million from $51.7 million a year ago. The year-ago profit was $1.8 million (77¢ a share). For total 1961, Freimann forecast a sales gain to $140-150 million from 1960's $124.9 million—a profit rise to $3.50-3.75 a share from $2.76 last year. "Business this fall should be extraordinarily good for us in consumer products," he said, adding that 2nd-quarter sales of consumer products rose some 20% over a year ago. June's consumer sales alone were 40% ahead of June 1960, Freimann noted. Consumer products account for 60% of Magnavox sales; the govt. & industrial products division 40%. Freimann also reported that Magnavox would introduce in September a "comprehensive" line of about 20 new radios.

**S.O.S. Photo-Cine-Optics Inc.,** N.Y. firm which makes & rents TV & movie production equipment, needs new financing for expansion of its business, it told SEC (File 2-18433) in applying for registration of a debentures-&-stock plan. Formerly called S.O.S. Cinema Supply Corp., the company plans offerings of $50,000 of 6% subordinated debentures due 1969 and 50,000 common shares in units of $10 of debentures & 10 shares. The SEC statement also covered 20,000 common shares underlying 5-year warrants sold to underwriter William, David & Motti Inc. and 20,000 shares underlying warrants issued to S.O.S. officers.

**Electronics Capital Corp. Offers Stock:** The San Diego-based small-business investment firm last week offered its stockholders 612,463 common shares valued at $16,536,501. Holders may subscribe for the issue at $27 a share in the ratio of one new share for each 3 held of record July 6. The subscription period ends July 21. Proceeds will be used for additional investments in small concerns.

**ECC Enlarges Portfolio:** Electronics Capital Corp., San Diego small-business investment firm, has added an 18th company to its portfolio with a $600,000 investment in PM Electronics, San Diego. The investment comprises a $350,000 long-term loan & the purchase of $250,000 of 8%, 7-year convertible debentures (convertible into 33% of PM's total common stock). PM Electronics develops & manufactures a variety of solid-state ground-instrumentation, airborne-telemetry and audio amplifiers. ECC's commitments to its 18 portfolio companies top $14.6 million.

**Gabriel's Electronics Div. for Sale:** Although it is now operating at a profit, compared with heavy losses in 1960, Gabriel's Electronics Div. at Millis, Mass. is up for sale. Controller & asst.-treas. Thomas A. Chervenak also reported recently that Gabriel expects to produce a profit in 1961, compared with 1960's loss of $436,556 on sales of $31.2 million. Diversified Gabriel's electronic products include microwave systems, radar antennas.

**York Research Corp.,** Stamford, which makes specialty electronic tubes and conducts tests for radio noise & interference, plans public sale of 100,000 Class A shares to finance a new lab and buy equipment. An SEC registration statement (File 2-18397) said 75,000 of the shares would be offered through Allen & Co., 25,000 by present holders at prevailing over-the-counter prices.

**Douglas Microwave Co. Inc.,** Mount Vernon N.Y. maker of microwave components, plans public sale of 100,000 common shares on an all-or-none basis through J. R. Williston and Beane & Hill, Darlington & Grimm. The company told SEC (File 2-18425) that most of the proceeds would be used to repay bank obligations.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Belock Instrument | 1961—6 mo. to Apr. 30 | $ 5,576,517 | —— | $ (357,983) | — | 928,533 |
| | 1960—6 mo. to Apr. 30 | 7,489,539 | $ 198,735 | 90,835 | $0.09 | 928,533 |
| Corning Glass | 1961—24 wks. to Jun. 18 | 95,886,554 | 19,375,963 | 10,671,963 | 1.56[1] | 6,775,955 |
| | 1960—24 wks. to Jun. 18 | 99,409,650 | 22,871,269 | 12,353,269[2] | 1.81[1] | 6,754,600 |
| Narda Microwave | 1961—year to Jun. 30 | 2,645,000 | —— | 120,000 | .20 | —— |
| | 1960—year to Jun. 30 | 2,276,000 | —— | 64,000 | .11 | —— |
| National Video | 1961—year to May 31 | 18,580,492 | —— | 1,270,159 | 2.06 | 616,667 |
| | 1960—year to May 31 | 17,047,104 | —— | 1,131,869 | 1.84 | 616,667 |
| A. C. Nielsen | 1961—9 mo. to May 31 | 26,561,467 | 3,943,091 | 1,860,179 | 1.09[3] | 1,710,000[3] |
| | 1960—9 mo. to May 31 | 22,866,094 | 3,701,988 | 1,693,586 | 2.97 | 570,000 |
| Thompson Ramo Wooldridge | 1961—5 mo. to May 31[4] | 164,151,654 | 1,540,835 | 777,635[5] | .20[1] | 3,186,457 |
| | 1960—5 mo. to May 31[4] | 183,141,212 | 8,212,651 | 3,908,951 | 1.20[1] | 3,145,687 |

Notes: [1]After preferred dividends. [2]Excludes non-recurring capital loss of $2.3 million on sale of investments. [3]Reflects 3-for-1 split. [4]From SEC report. [5]Reflects $3-million inventory write-down on certain semiconductor products.

**Ampex Slims Down:** Moving toward a tighter organization (Vol. 17:25 p22), Ampex last week approved a "new organization objective," which involves the merging of Ampex Instrumentation Products Co. and Ampex Video Products Co. into a North California Operations Group under vp Robert Sackman, and the combining of all research & advanced development into a single corporate group headed by vp-research dir. Arthur H. Hausman. "The transition from today's organization to the new organization will require at least 6 months," Chmn. Alexander M. Poniatoff announced.

**Reports & Comments Available:** Sterling Television, review, Van Alstyne, Noel & Co., 52 Wall St., N.Y. 5 • Paramount Pictures, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • Four Star Television, Black & Co., U.S. National Bank Bldg., Portland 4, Ore. • Microwave Associates, report, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • CBS, review, Ross & Hirsch, 120 Broadway, N.Y. 5 • Sangamo Electric, review, Schweickart & Co., 29 Broadway, N.Y. 6 • Data Processing, offering circular, First Weber Securities Corp., 79 Wall St., N.Y. 5 • "Medicine Turning to Electronics," profile on 11 participants in medical electronics, July 5 *Financial World* • Electronic Associates, analysis, Bruno-Lenchner Inc., Bigelow Square, Pittsburgh 19 • Granco, offering circular, Midland Securities Co., 1016 Baltimore Ave., Kansas City 6, Mo. • Seaboard Electronic, prospectus, Amos Treat & Co., 79 Wall St., N.Y. 5 • Dorsett Electronics Labs, prospectus, Ira Haupt & Co., 111 Broadway, N.Y. 6.

### Recent Stock Issues

| Stock | Offering Price | July 6, 1961 Bid | July 6, 1961 Asked |
|---|---|---|---|
| Data Processing | 4 | 6 | 7⅛ |
| General Resistance | 3 | 3 | 3¾ |
| Marcon Electronics | 10 | 15½ | 18⅜ |
| Sony Corp. | 17½ | 20⅞ | 22⅜ |
| Wrather Corp. | 10 | 8¾ | 9¾ |

### Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Avco | Q | $0.15 | Aug. 20 | Jul. 28 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday July 6, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 19¾ | 18 | 19⅞ |
| Adler Elec. | 16¼ | 15¾ | 17⅜ |
| Aerovox | 10½ | 10¼ | 11½ |
| Allied Radio | 25¾ | 27¼ | 29⅜ |
| Astron Corp. | 2⅛ | 1⅞ | 2⅜ |
| Babcock | 29 | 28 | 30⅜ |
| Baird Atomic | 17½ | 19⅜ | 21¾ |
| Cannon Elec. | 28½ | 29 | 32½ |
| Capehart | 8½ | 8⅜ | 9⅜ |
| Chicago Aer. | 22½ | 23½ | 26¼ |
| Control Data | 95 | 97 | 103 |
| Cook Elec. | 11⅝ | 10⅞ | 11⅞ |
| Craig | 13½ | 14½ | 16 |
| Crosby Tel. | 5⅜ | 5⅛ | 6 |
| Dictaphone | 35¾ | 37 | 39⅞ |
| Digitronics | 26 | 26½ | 29⅜ |
| Eitel-McC. | 16⅞ | 16½ | 17⅞ |
| Elco Corp. | 12½ | 13¼ | 14⅞ |
| Electro Instr. | 19 | 18 | 21 |
| Elec. Voice | 10½ | 11 | 12¼ |
| Elec. Assoc. | 28½ | 29 | 31½ |
| Elec. Cap. Corp. | 42½ | 40 | 44 |
| Erie Resistor | 14½ | 14½ | 15⅝ |
| Executone | 18 | 17½ | 19⅜ |
| Farrington | 12½ | 12¾ | 13⅞ |
| Foto Video | 6½ | 5¼ | 6⅜ |
| Four Star | 22 | 21½ | 23⅝ |
| Gen. Devices | 12¼ | 11½ | 12⅝ |
| G-L Elec. | 8 | 8 | 9⅛ |
| Goodwill Sta. | 10½ | 10½ | 11½ |
| Granco | 3 | 3⅜ | 3-15/16 |
| Hallicrafters | 22½ | 22⅛ | 24⅜ |
| Hathaway | 23½ | 22½ | 24⅝ |
| High Voltage | 165 | 155 | 170 |
| Infrared | 16 | 16¼ | 18 |
| Interstate Eng. | 18 | 17¼ | 18⅞ |
| Ionics | 30 | 29½ | 32½ |
| Itek | 48 | 47½ | 51⅞ |
| Jerrold | 8 | 8 | 8¾ |
| Lab for Elec. | 46¾ | 48½ | 51⅞ |
| Leeds & North. | 34¾ | 34¾ | 37½ |
| Lel Inc. | 8¼ | 8¼ | 9½ |
| Magna Th. | 4 | 3⅞ | 4⅜ |
| Magnetics Inc. | 10 | 9¾ | 11 |
| Maxson | 20¾ | 22 | 23⅞ |
| Meredith Pub. | 37 | 35 | 38¾ |
| MetroMedia | 17¾ | 17¼ | 18⅝ |
| Microdot | 25¼ | 25¼ | 27½ |
| Milgo Elec. | 19½ | 20 | 23 |
| Narda Micro. | 7 | 6¾ | 7⅞ |
| Newark Elec. | 13½ | 13½ | 14¾ |
| Nuclear Chi. | 40 | 41 | 44⅝ |
| Official | 3⅞ | 3¾ | 4¼ |
| Pacific Aut. | 5 | 5¾ | 6⅜ |
| Pacific Merc. | 7⅛ | 7¼ | 8 |
| Philips Lamp | 135½ | 140½ | 145¼ |
| Pyramid | 1¾ | 2 | 2⅜ |
| Radiation | 22 | 23 | 25½ |
| Rek-O-Kut | 2⅜ | 2¾ | 3-5/16 |
| Research Inc. | 4⅞ | 4¾ | 5½ |
| H. W. Sams | 39½ | 40 | 42¾ |
| Sanders Assoc. | 56 | 61 | 64½ |
| Silicon | 10½ | 10¾ | 12¼ |
| H. Smith | 12 | 12 | 13⅝ |
| Soroban | 63 | 62 | 67¾ |
| Soundscriber | 11½ | 11½ | 12⅞ |
| Speer Carbon | 29¾ | 31 | 33½ |
| Sprague | 78½ | 81¼ | 85 |
| Sterling | 3⅜ | 4 | 4⅝ |
| Systron-Don. | 40½ | 41¼ | 44¼ |
| Taft Bcstg. | 19 | 19½ | 21 |
| Taylor Instr. | 45 | 45 | 48¾ |
| Technology | 6½ | 6½ | 7⅝ |
| Tele-Bcstrs. | 1½ | 1½ | 2⅜ |
| Telechrome | 10¾ | 10¾ | 12 |
| Telecomp. | 7⅝ | 7¼ | 8 |
| Time Inc. | 82 | 84 | 88¾ |
| Tracerlab | 10¾ | 10½ | 11½ |
| United Art. | 7¾ | 7 | 8¼ |
| Universal | ¾ | ⅝ | 1-3/16 |
| Vocaline | 2⅛ | 2 | 2½ |
| Wells-Gardner | 31 | 31¼ | 33¾ |
| Wilcox Elec. | 9⅝ | 9½ | 10½ |
| Wometco | 24¾ | 24¾ | 26½ |

**Will Warner Bros. Split Stock?** The "advisability" of splitting its common stock is under consideration by Warner Bros. The film concern reported last week that it will make its recommendations on the split to the board at its next meeting, probably in September. WB has 1,527,900 common shares outstanding of 5 million authorized.

WEEKLY **Television Digest**

JULY 10, 1961

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1961 SUPPLEMENT NO. 8

**The authoritative service for executives in all branches of the television arts & industries**

*Full texts of*

# Revised Proposed FCC Rules on Program Forms

## DOCKET No. 13961

*In the Matter of Amendment of Section IV (Statement of Program Service) of Broadcast Application Forms 301, 303, 314 and 315*

# Proposed Rules on Logging Requirements

## DOCKET No. 14187, RM-256

*In the Matter of Sections 3.111, 3.112, 3.114, 3.281, 3.282, 3.284, 3.581, 3.582, 3.584, 3.663(a), 3,664(a) and (c), 3.781, 3.782, and 3.784 of the Commission's Rules Governing Logging Requirements for Broadcast Stations.*

### NOTICE OF FURTHER PROPOSED RULE MAKING

1. Notice is hereby given of further proposed rule making in the above-entitled matter.

2. The proceedings herein were instituted by the Commission on February 21, 1961, upon the release of its Notice of Proposed Rule Making. Subsequently, the time for filing comments with respect to the Commission's proposals was extended to May 1, 1961 and later to June 1, 1961. Prior to the latter date, the Commission concluded that certain revisions of its proposals were desirable. Accordingly, on May 12, 1961, the above filing date was extended until further order of the Commission.

3. The Commission has reviewed the comments filed to date and has held informal conferences with industry representatives and other interested parties. The principal objective of the discussion with the industry representatives was to insure that the questions proposed by the Commission concerning an applicant's past and proposed operations could be answered on the basis of reasonable efforts and records to be kept by the applicants. It is understood that these individuals are free to support or oppose the proposals, or to offer counter-proposals.

4. The Commission's revised proposals, which include for the first time separate Sections IV for radio and television, are attached. Pursuant to applicable procedures set forth in Section 1.213 of the Commission's Rules, interested parties may file comments on or before September 7, 1961, and reply comments on or before September 18, 1961. In the absence of the most unusual circumstances, these dates will not be extended. In reaching its decision in this proceeding, the Commission will not be limited to comments of record but will take into account any relevant information obtained in any manner from informed sources.

5. In light of the fact that our existing log keeping rules are not of sufficient scope to provide the factual information required to complete the proposed revised forms, there is being issued simultaneously with the issuance of the instant Notice the Commission's proposed amendments to said rules (Docket No. 14817). In this connection, the Commission recognizes that upon the adoption of final amendments to the above-entitled forms and to the log keeping rules, provision must be made for a practicable transition period. This matter is being studied by the Commission and appropriate procedures will be set forth in the final report which will be issued in the instant proceedings. Interested parties may submit comments with respect to such transitional procedures within the dates set forth in paragraph 4.

6. Paragraphs 3(a) and 6 of the proposed form will be included in Part II of Form 314 (Application for Assignment) and Part III of Form 315 (Application for Transfer of Control), requiring the submission of current programming information of operating stations which are the subjects of these applications. Since this information will be supplied by the assignors and transferors, the "correct information" statements of the assignor and assignee in Form 314 will be revised to read as follows:

> The (assignor) (assignee), or the undersigned on the (assignor's) (assignee's) behalf, states that he has endeavored to supply full and correct information as to all matters which are relevant to this application, (including) (excluding) the information set forth for the Current Week in paragraphs 3(a) and 6 of Section IV, Part II, and that he has done so as to all matters within his knowledge.

Appropriate changes also will be made in Form 315 with respect to the statement of the transferor in Part I and of the transferee in Part III. Interested parties may submit comments with respect to these proposals within the dates set forth in paragraph 4.

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7. In accordance with the provisions of Section 1.54 of the Rules, the Commission shall be furnished with an original and 14 copies of all written comments filed herein.

8. Authority for adopting the amendments proposed herein is contained in Sections 4(i), 303(j), 303(r), 307(d), 308(a) and 308(b) of the Communications Act of 1934, as amended.

JUL 10 1961

FEDERAL COMMUNICATIONS COMMISSION*
Ben F. Waple, Acting Secretary

Adopted: July 6, 1961.
Released: July 7, 1961.

* See page 10 for concurring statements of Comrs. Minow, Chmn., and Craven; Comr. Hyde dissenting.

BROADCAST APPLICATION(TV)
FEDERAL COMMUNICATIONS COMMISSION
Section IV, Page 1
STATEMENT OF PROGRAM SERVICE
OF BROADCAST APPLICANT

Name of Applicant _____

## NOTICE TO ALL APPLICANTS

The applicant's attention is invited to the Commission's "Report and Statement of Policy Re: Commission *En Banc* Programming Inquiry" (FCC 60-970, 25 F.R. 7291, 20 RR 1902, released on July 29, 1960).

The replies to the questions herein which relate to future operation constitute a representation of policy with respect to programming and commercial operation upon which the Commission relies in considering the application, and against which the Commission will measure the subsequent operation of the station. Applicant shall, during the ensuing license term, supplement this information with respect to significant changes which may occur in his over-all broadcast operation.

## GENERAL INSTRUCTIONS AND DEFINITIONS

1. Certain questions herein pertain to past and proposed operation. Applicants for renewal and for major changes in authorized stations as defined in Sections 1.354, 1.355 and 1.356 of the Rules shall answer questions as to both past and proposed operation. Applicants for new stations, and assignees and transferees shall answer questions relating to proposed operation only. Assignors and transferors shall file certain information in Questions 3(a) and 6 as to current operations. Where no substantial change from past operation is proposed, an applicant for renewal and for major changes may so state in lieu of supplying information on proposed operation.
2. Composite Week—An applicant for renewal shall report past performance for a Composite Week designated annually by the Commission in a public notice. This Composite Week will consist of seven different days of the week chosen generally within the year preceding the date of filing for renewal. Attach as Exhibit No. — the original program logs (to be returned) for the seven days comprising the Composite Week.
3. Applicant's Selected Week—(a) An applicant for renewal and for major changes shall also report past performance for a week within the first 12 months of the preceding license term. The seven days of the Selected Week shall be chosen by the applicant, but each day of the week shall be represented (i.e., the applicant may not select more than one Monday during the year, etc.). In no event shall the Selected Week include a day designated in the Commission's Composite Week for the year in question. The same Selected Week shall be used in responding to all questions where this information is requested.
   (b) Where the applicant for renewal and for major changes is reporting for a period of less than three years, the following shall apply:
      (1) One-year operation—Applicant shall report for seven days (representing each day of the week) other than the days included in the Commission's Composite Week.
      (2) More than one year but less than three years of operation—To the extent practicable the Applicant's Selected Week shall not be within 12-month period immediately preceding the expiration date of the existing license.
   (c) Assignors and transferors shall submit information for a selected week which shall be a calendar week falling within 6 months of the date of filing of the application. This week shall be used to answer Questions 3(a) and 6 and shall be submitted in the column headed "Applicant's Selected Week."
   (d) Attach as Exhibit No. — the original program logs (to be returned) for the seven days comprising the Applicant's Selected Week.
4. Proposed Typical Week—Applicants for new stations, assignees and transferees, applicants for renewal and applicants for major changes in authorized stations shall submit information as to their future broadcast plans for a Proposed Typical Week. A renewal applicant and an applicant for major changes need not file this information if they indicate in the appropriate space that their future broadcasting will be substantially similar to that reported in the Composite Week. All applicants except those to whom the preceding sentence applies shall attach as Exhibit No. — a program schedule for this Proposed Typical Week. (Showing program title, time, type and source.)
5. A program is an identifiable unit of program material which is not an announcement, as defined below (e.g. If, within a two-hour Entertainment program, a station broadcasts a one-minute news and weather report, this news and weather report shall be considered a one-minute News program).
6. A sustaining program is one which does not contain commercial matter.
7. Commercial matter includes all commercial announcements and all commercial continuity (network and non-network).
   (a) Commercial Announcement (CA) is any announcement, including a promotional announcement, time signal, weather announcement, or station identification, for which a change is made and which is not part of the commercial continuity of a program sponsor; or any promotional announcement for a non-sustaining program; or any announcement which refers to or mentions the name of any business beyond the exact name of the station licensee; or any announcement which, by express or implied agreement between the applicant and a sponsor, assumes, in fact, the character of a commercial announcement (such as "bonus" spots, or "trade out" spots involving a barter arrangement).
   (b) Commercial Continuity (CC) is the advertising message of a program sponsor.
8. Non-commercial Announcement (NCA) is an announcement for which the station does *not* receive consideration (including any announcement which promotes a sustaining program).
9. Program Types are defined as follows:
   Religious (R)—Includes sermons, devotionals, religious news and drama, etc., but not music except where it is incidental to a religious program.
   Instructive (I)—Includes programs other than those classified under Religious, Agricultural, News, or Public Affairs, involving the discussion of, or primarily designed to further an appreciation or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct.
   Public Affairs (PA)—Includes talks, discussions, speeches, editorials, forums, panels, round tables, and other programs primarily concerning local, national and international affairs or problems.
   Agricultural (A)—Includes farm or market reports or other information specifically addressed to the agricultural population.
   News (N)—Includes news reports and commentaries.
   Sports (S)—Includes play-by-play and pre- and post-game related activities and sports news and reports.
   Entertainment (E)—Includes all programs intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.
10. Program Sources are defined as follows:

A live program (L) is any local program which uses live talent half the time or longer, whether originating in the station's studios or elsewhere. Programs furnished to a station by a network are classified as "network." "Disc jockey" shows shall not be classified as "live" but as "recorded," except that an identifiable unit of programming within such a show utilizing live talent shall be classified as "live" (See Instruction No. 5, above). A live program recorded or filmed for later broadcasting by the station shall be classified as "live." A recorded program (REC) is any program utilizing phonograph records, electrical transcriptions, films, tape recordings, or other means of reproduction more than half the time. News programs devoted primarily to wire copy which is read verbatim, or virtually verbatim, by the local announcer shall be classified as "recorded." A network program (NET) is any live or recorded program furnished to the station by a network (national, regional, or special). Delayed broadcasts of programs originated by networks are classified as "network."

## QUESTIONS

1. Service Area Description

(a) As to the area within the applicant's Grade B contour, supply the following information:

(1) Estimated population _____

(2) Approximate farm population _____

(3) Principal types of businesses and industries _____

(b) As to the community to which the station is, or is proposed to be, licensed, supply the following information:

(1) Population _____

(2) Any specialized or minority audience which applicant proposes to serve _____

(3) Principal types of businesses and industries _____

(4) Names of any colleges or other institutions of higher learning in the community and its immediate vicinity _____

(5) Indicate whether the community has: a museum _____; an art gallery _____; an organized music or dramatic group _____.

(6) Are there organized local sporting events available for telecasting?

Yes _____ No _____

If yes, name sports _____

(7) Names and approximate circulation of principal newspapers published in the community (indicating whether daily or weekly): _____

If none, list names of principal newspapers delivered to homes in the community _____

(8) List briefly any other facts applicant may wish to present regarding important characteristics of the community which affect its needs and/or the availabilty of local program resources: _____

(c) Is there within the service area of the station any other major community whose specialized needs and interests the applicant serves or proposes to serve, or upon whose resources he draws or proposes to draw for programming purposes?

Yes _____ No _____

If yes, list name(s) and population(s) _____

NOTE: If the applicant has previously submitted the information called for above, it will be sufficient merely to identify the prior application(s) and to indicate any significant changes in, or additions to, such earlier information.

2. Audience Needs and Interests

Submit as Exhibit No. — a statement setting forth the following:

(a) The efforts made by the applicant to ascertain the needs and interests of the public within his community or metropolitan area. If additional efforts have been made to ascertain said needs and interests for all or a substantial portion of station's Grade B contour these should also be specified. Applicants for renewal and for major changes in authorized stations shall describe briefly their efforts to ascertain such needs and interests during the past license period; applicants for new stations, and assignees and transferees, shall describe briefly the scope and results of their efforts to determine said needs and interests. (Any records of such efforts shall be retained in the station's files for three years.)

(b) The scope of consultations by the applicant with civic leaders (public officials, educators, cultural and religious leaders, and representatives of agricultural, business, professional, labor and charitable and service organizations) in the community, metropolitan area, or any other portion of the station's Grade B contour with respect to the public service needs of their agencies, organizations or groups. If none, so state.

(c) What the applicant has done, or proposes to do, to develop and present broadcast material (including program material and non-commercial announcements) which fulfills or will fulfill the needs and interests ascertained through the consultations and other efforts described above.

(d) The procedures followed, or to be followed, for considering complaints and suggestions from the public and for acting upon them, if appropriate, giving specific examples in the case of past operations.

(e) A description of the present or proposed staff of the station, including the number of employees in each department (i.e., program, sales, technical, general and administrative, etc.).

(f) The procedures followed, or to be followed, by the applicant and its pricipals in providing regular supervision of the station's operations, determining adherence to established policies and providing guidance to management personnel.

3. Program Types and Sources

READ GENERAL INSTRUCTIONS BEFORE ANSWERING QUESTIONS BELOW

(a) State the amount of time (in hours and minutes) devoted to each of the following types of broadcast matter during the weeks listed below. For each week, on-the-air time shall be computed separately as to program and non-program broadcast matter (e.g., In a 60-minute program, if 45 minutes were devoted to Entertainment programming, 12 minutes to commercial announcements and continuity, and 3 minutes to non-commercial announcements, the time shall be reported as 45 minutes Entertainment, 12 minutes Commercial Matter and 3 minutes Non-commercial announcements). (The Commission recognizes that future proposals with respect to non-program material must be based on best available estimates.)

(1) Program Matter

Composite Week

| | Live | Recorded | Network | Total |
|---|---|---|---|---|
| | (Hours and Minutes) | | | |
| Religious | | | | |
| Instructive | | | | |
| Public Affairs | | | | |
| Agricultural | | | | |
| News | | | | |
| Sports | | | | |
| Entertainment | | | | |
| Other (Specify) | | | | |
| Total Prog. Time | | | | |

Applicant's Selected Week

| | Live | Recorded | Network | Total |
|---|---|---|---|---|
| | (Hours and Minutes) | | | |
| Religious | | | | |
| Instructive | | | | |
| Public Affairs | | | | |
| Agricultural | | | | |
| News | | | | |
| Sports | | | | |
| Entertainment | | | | |
| Other (Specify) | | | | |
| Total Prog. Time | | | | |

Proposed Typical Week

| | Live | Recorded | Network | Total |
|---|---|---|---|---|
| | (Hours and Minutes) | | | |
| Religious | | | | |
| Instructive | | | | |
| Public Affairs | | | | |
| Agricultural | | | | |
| News | | | | |
| Sports | | | | |
| Entertainment | | | | |
| Other (Specify) | | | | |
| Total Prog. Time | | | | |

(2) Non-Program Matter

| | Total |
|---|---|
| Commercial Matter (commercial announcements and commercial continuity; network and non-network) ..... | |
| Non-commercial announcements ..... | |
| Total Non-Program Time ..... | |
| Total Broadcast Time [ (1) and (2) ] ..... | |

[Give information for Composite Week, Applicant's Selected Week and Proposed Typical Week]

(3) Show also number of non-commercial announcements during:
Composite Week _____
Selected Week _____
Proposed Typical Week _____

(b) With respect to program matter analyzed in 3(a) in the categories of Religious, Instructive, Public Affairs, and Agricultural, provide the information listed below for each such program or program series. List all such individual programs under the appropriate type (i.e., list together all Religious programming, etc.) for the Composite Week and the Applicant's Selected Week. (Attach as Exhibit No. —.)
(1) Title and brief description.
(2) Whether live, network, or recorded.
(3) Number of times program broadcast during week.
(4) Time of broadcast and length of program.
(5) Whether prepared by, or in behalf of, or in cooperation with an educational organization.
(6) Except as to Religious programs, whether program concerned with local (i.e., community, state or regional) affairs.
(7) If a Religious program, whether time paid for or carried sustaining.

(c) With respect to program matter analyzed in 3(a) in the Entertainment category, give title and brief description of each program or program series which in the opinion of applicant is of unusual or outstanding character. Attach information as Exhibit No. — for Composite Week, and Applicant's Selected Week.

(d) State whether applicant has or proposes to have programs designed for children.

| | YES | NO |
|---|---|---|
| Past operation | | |
| Proposed operation | | |

If answer is yes, attach as Exhibit No. — answers to questions below (Show separately for Composite Week, Applicant's Selected Week, and Proposed Typical Week):
(1) Title and brief description of each program.
(2) Number of times and amount of time broadcast during week.
(3) Time of broadcast.

(e) Does applicant have or propose to have news programming which regularly deals with local (i.e., community, state or regional) affairs?

| | YES | NO |
|---|---|---|
| Past operation | | |
| Proposed operation | | |

If answer is yes, show below approximate amount of time for local news in hours and minutes:
Composite Week _____
Applicant's Selected Week _____
Proposed Typical Week _____
Attach as Exhibit No. — information with respect to the number of full time and part time personnel employed or to be employed in developing and presenting local news, availability of mobile equipment, and arrangements with other news gathering sources in the community, state or region.

(f) If applicant is or will be affiliated with one or more national networks, state the name or names of the networks in question and, if more than one, indicate which network is or will be the principal source of network programming of the station.

(g) Attach as Exhibit No. — a description of the steps.

if any, taken or proposed by applicant to encourage local musical and dramatic talent for use in connection with the applicant's program service.

(h) Has the applicant established policies with respect to programming and advertising standards (whether developed by applicant or contained in a code of broadcasting standards and practices) which guide or will guide the operation of the station? YES _____ NO _____. If yes, attach as Exhibit No. — copies of such policy statements, or summaries thereof if policies are not in written form. (It is not necessary to furnish copies of the published code of any national organization or trade association.) Has the applicant brought these policies to the attention of appropriate station personnel? YES _____ NO _____.

(i) (a) Has applicant for renewal and major changes a policy of carrying sustaining program? YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the time devoted to such programming in the Composite Week and in Applicant's Selected Week, and indicate whether such programs have been used to serve significant minority interests, meet the needs of public service organizations, provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

(b) If this is an application for a new station, or for an assignment or transfer, state whether applicant will have a policy of carrying sustaining programs. YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the estimated amount of time applicant proposes to carry sustaining programs in the Proposed Typical Week and, indicate whether such programs have been used to serve significant minority interests, meet the needs of public service organizations, provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

4. Controversial Issues of Public Importance

(a) All applicants shall supply following:

(1) Attach as Exhibit No. a description of applicant's past and proposed practices in the presentation of opposing viewpoints on controversial issues of public importance.

(2) With respect to Proposed Typical Week, check whether applicant intends to carry any of the following types of broadcasts dealing with controversial issues:

| | YES | NO |
|---|---|---|
| Programs (i.e., speeches, discussions, panels, telephone interviews, letters to stations, etc.) | _____ | _____ |
| Editorials | _____ | _____ |
| Announcements | _____ | _____ |

(b) Applicants for renewal and for major changes in authorized stations supply following:

(1) Number of broadcasts in each category below dealing with controversial issues of public importance. If none, state none.

| | Programs | Editorials | Announcements |
|---|---|---|---|
| Composite Week | ____ | ____ | ____ |
| Applicant's Selected Week | ____ | ____ | ____ |

(2) Submit as Exhibit No. a statement setting forth illustrative examples of applicant's treatment of controversial issues of public importance (including community and statewide or regional issues) presented on the station in each of the past three years (within or outside of Composite Week and Applicant's Selected Week). If presented in form of programs, specify title, length, and time of broadcast of each program.

5. Prior Review of Broadcast Matter

(a) Does applicant have or propose to have procedures for review of broadcast matter (i.e., programs, commercial matter, and non-commercial announcements) prior to broadcast?

| | YES | NO |
|---|---|---|
| Past operation | _____ | _____ |
| Proposed operation | _____ | _____ |

(b) If yes is checked above, attach as Exhibit No. a statement describing applicant's procedures with spceific reference to:

(1) Review of network broadcast matter prior to station broadcast (if affiliated with a network).

(2) Review of non-network broadcast matter (including programs, commercial matter and non-commercial announcements) prior to station broadcast.

6. Commercial Operation

READ GENERAL INSTRUCTIONS BEFORE ANSWERING THE QUESTIONS BELOW

Show information requested below with respect to maximum amount of commercial matter, i.e., commercial announcement and/or commercial continuity during any one hour; and number of interruptions to programming. Commercial or non-commercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or non-commercial announcements shall be considered a single interruption.

| | Composite Week | Applicant's Selected Week | Proposed Typical Week |
|---|---|---|---|
| (a) Maximum amount of commercial matter during any one hour (in minutes) | _____ | _____ | _____ |
| (b) Total number of interruptions during week | _____ | _____ | _____ |
| (1) Maximum during any one hour | _____ | _____ | _____ |
| (2) Total number in excess of 60 seconds during week | _____ | _____ | _____ |
| (3) Maximum number in excess of 60 sec. during any one hour | _____ | _____ | _____ |

7. Comparison of Proposed and Actual Operation

Applicants for renewal and for major changes in authorized stations shall attach as Exhibit No. a comparison of the information reported above in Questions 3(a) and 6 for the Composite Week with information set forth for the Proposed Typical Week in last previous application. If substantial differences exist, explain reasons for differences.

8. Additional Information

Attach as Exhibit No. any additional information which the applicant wishes to submit in order to reflect adequately his programming and commercial operations and plans.

BROADCAST APPLICATION(AM) (FM)
FEDERAL COMMUNICATIONS COMMISSION
Section IV, Page 1
STATEMENT OF BROADCAST
SERVICE OF APPLICANT

Name of Applicant _____

1. General Polices and Practices

(a) Submit as Exhibit No. — a statement setting forth forth the following:

(1) The efforts made by the applicant to ascertain the needs and interests of the public within his community or metropolitan area. If additional efforts have been made to ascertain said needs and interests for all or a substantial portion of station's primary service area, these should also be specified. (For purposes of this question, the "primary service area" of a standard broadcast station shall be the 0.5 mv/m interference-free contour, daytime pattern; of an FM broadcast station, the 1 mv/m contour). Applicants for renewal and for major changes in authorized stations shall describe briefly their efforts to ascertain such needs and interests during the past license period; applicants for new stations and assignees and transferees shall describe briefly the scope and results of their efforts to determine said needs and interests. (Any records of such efforts shall be retained in the station's files for three years.)

(2) The scope of consultations by the applicant with civic leaders (public officials, educators, cultural and religious leaders, and representatives of agricultural, business, professional, labor and charitable and service organizations) in the community, metropolitan area, or any other portion of the station's primary service area with respect to the public needs of their agencies, organizations, or groups. If none, so state.

(3) What the applicant has done, or proposes to do, to develop and present broadcast material (including program material and non-commercial annoucements) which fulfills or will fulfill the needs and interests ascertained through the consultations and other efforts described above.

(4) If the applicant's past or proposed programming falls substantially into a specialized category, attach as Exhibit No. — a statement of the nature of such specialized category (viz, popular music, classical and semi-classical, country and western, foreign language, etc.) and of the specialized audience (teenage, rural, etc.). Include a statement of the specific factors which have led applicant to provide programming in this specialized category.

(b) Has the applicant established policies with respect to programming and advertising standards (whether developed by applicant or contained in any code of broadcasting standards and practices) which guide or will guide the operation of the station? YES _____ NO _____. If yes, attach as Exhibit No. — copies of such policy statements, or summaries thereof if policies are not in written form. (It is not necessary to furnish copies of the published code of any national organization or trade association). Has the applicant brought these policies to the attention of appropriate station personnel? YES —— NO ——.

(c) Attach as Exhibit No. — a description of the procedures followed, or to be followed, for considering complaints and suggestions from the public and for acting upon them if appropriate, giving specific examples in the case of past operations.

(d) Attach as Exhibit No. — a description of the present or proposed staff of the station, including the number of employees in each department (i.e. program, sales, technical, general and administrative, etc.).

(e) Attach as Exhibit No. — a description of the procedures followed or to be followed by the applicant and its principals in providing regular supervision of the station's operations, determining adherence to established policies, and providing guidance to management personnel.

2. Program Types and Sources

READ GENERAL INSTRUCTIONS BEFORE ANSWERING QUESTIONS BELOW

(a) State the amount of time (in hours and minutes) devoted to each of the following types and sources of broadcast matter during the weeks listed below. For each week, on-the-air time shall be computed separately as to program and non-program broadcast matter (e.g. In a 60-minute program, if 45 minutes were devoted to Entertainment programming, 12 minutes to commercial announcements and continuity, and 3 minutes to non-commercial announcements, the time shall be reported as 45 minutes Entertainment, 12 minutes Commercial Matter, and 3 minutes Non-Commercial Announcements.) (The Commission recognizes that future proposals with respect to non-program material must be based on best available estimates.)

(1) Program Matter

| | Live | Recorded | Network | Total |
|---|---|---|---|---|
| **Composite Week** (Hours and Minutes) | | | | |
| Religious | | | | |
| Instructive | | | | |
| Public Affairs | | | | |
| Agricultural | | | | |
| News | | | | |
| Sports | | | | |
| Entertainment | | | | |
| Other (Specify) | | | | |
| Total Program Time | | | | |
| **Applicant's Selected Week** | | | | |
| Religious | | | | |
| Instructive | | | | |
| Public Affairs | | | | |
| Agricultural | | | | |
| News | | | | |
| Sports | | | | |
| Entertainment | | | | |
| Other (Specify) | | | | |
| Total Program Time | | | | |
| **Proposed Typical Week** | | | | |
| Religious | | | | |
| Instructive | | | | |
| Public Affairs | | | | |
| Agricultural | | | | |
| News | | | | |
| Sports | | | | |
| Entertainment | | | | |
| Other (Specify) | | | | |
| Total Program Time | | | | |

(2) Non-Program Matter

| | Total |
|---|---|
| Commercial Matter (commercial announcements and commercial continuity, network and non-network) | ____ |
| Non-commercial announcements | ____ |
| Total Non-Program Time | ____ |
| Total Broadcast Time [ (1) and (2) ] | ____ |

(3) Show also number of non-commercial announcements during:

[Give information for Composite Week, Applicant's Selected Week and Proposed Typical Week]

Composite Week_____

Applicant's Selected Week_____

Proposed Typical Week_____

(b) Does applicant have or propose to have news programming which regularly deals with local (i.e comunity, state, or regional) affairs?

| | YES | NO |
|---|---|---|
| Past Operation | ____ | ____ |
| Proposed Operation | ____ | ____ |

If answer is yes, show below approximate amount of time for local news (in hours and minutes):

Composite Week _____

Applicant's Selected Week _____

Proposed Typical Week _____

Attach as Exhibit No. — information as to the station's staff and technical facilities for providing such local news service.

(c) All applicants supply following:

(1) Attach as Exhibit No. — a description of applicant's past and proposed practices in the presentation of opposing viewpoints on controversial issues of public importance.

(2) With respect to Proposed Typical Week, check whether applicant intends to carry any of the following types of broadcasts dealing with controversial issues:

| | YES | NO |
|---|---|---|
| Programs (i.e. speeches, discussions, panels, telephone interviews, letters to stations, etc.) | ____ | ____ |
| Editorials | ____ | ____ |
| Anouncements | ____ | ____ |

(d) Applicants for renewal and for major changes in authorized stations supply following:

(1) Number of broadcasts in each category below dealing with controversial issues of public importance. If none, state none.

| | Programs | Editorials | Announcements |
|---|---|---|---|
| Composite Week | ____ | ____ | ____ |
| Applicant's Selected Week | ____ | ____ | ____ |

(2) Submit as Exhibit No. — a statement setting forth illustrative examples of applicant's treatment of controversial issues of public importance (including community and statewide or regional issues) presented on the station in each of the past three years (within or outside of Composite Week and Applicant's Selected Week). If presented in form of programs, specify title, length, and time of broadcast of each program.

(e) With respect to the most recent primary or general election in community in which the station is located, indicate whether applicant for renewal or for major change:

| | YES | NO |
|---|---|---|
| Sold program time | ____ | ____ |
| Sold anouncements | ____ | ____ |
| Made broadcast time available without charge | ____ | ____ |

(f) (a) Has applicant for renewal and major changes a policy of carrying sustaining programs? YES _____ NO _____. If yes, attach as Exhibit No. — a statement of the time devoted to such programming in the Composite Week and in the Applicant's Selected Week, and indicate whether such programs have been used to serve significant minority interests, to meet the needs of public service organizations, to provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

(f) (b) If this is an application for a new station, or for an assignment or transfer, state whether applicant will have a policy of carrying sustaining programs. YES —— NO ——. If yes, attach as Exhibit No. — a statement of the estimated amount of time applicant proposes to carry sustaining programs in the Proposed Typical Week and indicate whether such programs will be used to serve significant minority interests, to meet the needs of public service organizations, to provide flexibility for experimentation with new types of programming, or to serve other similar objectives.

3. **Commercial Operation**

READ GENERAL INSTRUCTIONS BEFORE ANSWERING QUESTIONS BELOW

Show information requested below with respect to:

(a) Maximum amount of Commercial Matter (i.e., commercial announcements and/or commercial continuity) during any one hour,

(b) Number of interruptions to programming, and

(c) Number of hours containing 12 or more interruptions to programming.

Comercial or non-commercial announcements or commercial continuity broadcast within or between programs (including station breaks) shall be counted as interruptions to programming. Consecutive commercial and/or non-comercial announcements shall be considered a single interruption.

| | Composite Week | Applicant's Selected Week | Proposed Typical Week |
|---|---|---|---|
| (a) Maximum amount of commercial matter during any one hour (in minutes) | ____ | ____ | ____ |
| (b) Total number of interruptions during week | ____ | ____ | ____ |
| (1) Maximum number in any one hour | ____ | ____ | ____ |
| (2) Total number in excess of 60 seconds during week | ____ | ____ | ____ |
| (3) Maximum number in excess of 60 seconds during any one hour | ____ | ____ | ____ |
| (c) Number of hours with specified number of interruptions per hour: | | | |
| 12 - 15 | ____ | ____ | ____ |
| 16 - 20 | ____ | ____ | ____ |
| Over 20 | ____ | ____ | ____ |

4. **Prior Review of Broadcast Matter**

(a) Does applicant have or propose to have procedures for review of broadcast matter (i.e. programs, commercial matter, and non-commercial annoucements) prior to broadcast.

| | YES | NO |
|---|---|---|
| Past Operation | ——— | ——— |
| Proposed Operation | ——— | ——— |

(b) If yes is checked above, attach as Exhibit No. — a statement describing applicant's procedures with specific reference to:

(1) Review of network broadcast matter prior to station broadcast (if affiliated with a network).

(2) Review of non-network broadcast matter (including programs, commercial matter, and non-commercial announcements) prior to station broadcast.

5. **Comparison of Proposed and Actual Operation**
Applicants for renewal and for major changes in authorized stations shall attach as Exhibit No. — a comparison of the information reported above in Questions 2 (a) and 3 for the Composite Week with information set forth for the Proposed Typical Week in last previous aplication. If substantial differences exist, explain reasons for differences.

6. Additional Information
Attach as Exhibit No. — any aditional information which the applicant wishes to submit in order to reflect adequately his programming and commercial operations and plans.

## NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-captioned matter.

2. The Commission has instituted a rule making proceeding (Docket No. 13961) designed to amend Section IV (Statement of Program Service) of Broadcast Application Forms 301, 303, 314, and 315. It appears desirable, concurrently therewith, to revise the rules relating to program logs so that such logs will contain information sufficient to permit the preparation of the revised application forms.

3. The revisions proposed herein refer specifically to Sections 3.663(a), and 3.664(a) and (c) which pertain to television. Comparable revisions of the AM and FM rules and those pertaining to international broadcast stations (Sections 3.111, 3.112, 3.114, 3.281, 3.282, 3.284, 3.581, 3.582, 3.584, 3.781, 3.782, and 3.784) would also appear desirable. Comments and reply comments filed herein may, therefore, take note of any special problems or consequences of such changes with respect to the other broadcast services. Comments should be restricted to matters pertaining to logging requirements. Comments as to whether certain information should be included in Forms 301, 303, 314, and 315 should be submitted in Docket No. 13961. In like manner, comments pertaining to the proposed new Section 3.663(a) (4) should not deal with the substance or merits of that item (which may be the subject of comment in Docket No. 14119) but should consider only the requirement that such information, if required to be announced, be included in the program log.

4. On April 27, 1961, the Broadcasting and Film Commission of the National Council of Churches of Christ in the United States of America filed with the Commission a petition to institute rule making looking toward the adoption of uniform program logs "so that the Commission will be provided with full and accurate information in order that it may evaluate and assess the performance of broadcast station operators." It is believed that the proposed rule making herein will provide such information in a meaningful form and with substantial uniformity in such matters as abbreviations. The Commission's needs, however, do not require a uniform format for log keeping and some flexibility in this regard will be retained.

5. Accordingly, comments are invited with respect to the proposed Rules pertaining to television as set forth in the attached Appendix and with respect to the adoption of similar rules for the other broadcast services.

6. Authority for the adoption of the amendments proposed herein is contained in Sections 4(i) and (j), 303 and 307(d) of the Communications Act of 1934, as amended.

7. Pursuant to applicable procedures set out in Section 1.213 of the Commission's Rules, interested persons may file comments on or before Sept. 7, 1961, and reply comments on or before Sept. 18, 1961. In reaching its decision herein, the Commission will not be limited to consideration of comments of record, but will take into account all relevant information obtained in any manner from informed sources.

8. In accordance with the provisions of Section 1.54 of the Rules, an original and 14 copies of all written comments and statements shall be furnished to the Commission.

9. Accordingly, IT IS ORDERED, This sixth day of July, 1961, that the petition of the National Council of Churches of Christ IS GRANTED insofar as it requests the type of rule making proposed herein, but IS DENIED insofar as it may be construed as requesting a Rule establishing a uniform format for program logs.

FEDERAL COMMUNICATIONS COMMISSION
Ben F. Waple, Acting Secretary

Released: July 7, 1961.

## APPENDIX

1. Section 3.663(a) of the Commission's Rules is amended to read as follows:
§ 3.663 Logs.

The licensee or permittee of each television station shall maintain program and operating logs in which the following entries shall be made:

(a) In the program logs:

1. An entry showing time of commencement and conclusion of each station identification announcement (call letters and location).

2. An entry identifying:

(i) All commercial matter as either commercial announcements (CA) or commercial continuity (CC); and

(ii) All non-commercial announcements (NCA); and showing time of commencement and conclusion of all such material broadcast. The following definitions should be used:

**Commercial Matter** includes all commercial announcements and all commercial continuity (network and non-network).

A **Commercial Announcement** (CA) is any announcement, including a promotional announcement, time signal, weather announcement, or station identification, for which a charge is made and which is not part of the commercial continuity of a program sponsor; or any promotional announcement for a non-sustaining program; or any announcement which refers to or mentions the name of any business beyond the exact name of the station licensee; or any announcement which, by express or implied agreement between the applicant and a sponsor assumes, in fact, the character of a commercial announcement (such as "bonus" spots, or "trade out" spots involving a barter arrangement).

**Commercial Continuity** (CC) is the advertising message of a program sponsor.

A **Non-Commercial announcement** (NCA) is an announcement for which the station does *not* receive consideration (including

any announcement which promotes a sustaining program).

3. An entry identifying the sponsor or those furnishing the items set forth in Section 3.654 of Part 3 of this Chapter and showing the beginning and ending of each announcement required by that Section. Additionally, if a speech is made by a political candidate, the name and political affiliation of such speaker shall be entered.

4. An entry showing the time and on whose behalf each announcement is made that a licensee; network; officer, director, or employee of licensee or network; person directly or indirectly holding an ownership interest of 10% or more in the licensee or network; or person appearing on the program during which promotional matter is broadcast, has a financial interest in a service or commodity receiving such broadcast promotion. (This requirement will be included only if the rule making proposal of Docket No. 14119 is adopted.)

5. An entry of the time each program begins and ends, and if it is a network program, the identity of the network.

6. An entry identifying each program by name or title.

7. An entry classifying each program broadcast as either Religious (R), Instructive (I), Public Affairs (PA), Agricultural (A), News (N), Sports (S), Entertainment (E), or other (specifying). For purposes of this entry, the following definitions of program types shall be used:

   Religious (R) includes sermons, devotionals, religious news and drama, etc., but not music except where it is incidental to a religious program.

   Instructive (I) includes programs other than those classified under Religious, Agricultural, News or Public Affairs, involving the discussion of, or primarily designed to further an appreciation of understanding of, literature, music, fine arts, history, geography, and the natural and social sciences, and similar programs intended principally to instruct.

   Public Affairs (PA) includes talks discussions, speeches, editorials, forums, panels, round tables, and other programs primarily concerning local, national and international affairs or problems.

   Agricultural (A) includes farm or market reports or other information specifically addressed to the agricultural population.

   News (N) includes news reports and commentaries.

   Sports (S) includes play-by-play and pre- and post-game related activities and sports news and reports.

   Entertainment (E) includes all programs intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.

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   NOTE: A program constituting a single entity or unit shall be logged under the appropriate type. If a program consists of varied segments which include two or more of the types listed in this Section the segments should be separately listed and identified as to type and duration.

8. With respect to each program (including editorials) or announcement dealing with a controversial issue of public importance, an entry inserting the letters "CI" after the proper abbreviation for the program type and in case the program matter was an editorial the further notation "Edit".

9. Where any program is designed primarily for children, insert "Ch" after the entry of program type.

10. As to each Instructive, Public Affairs, or Agricultural program dealing with local affairs (i.e., community, state, or regional), the program type entry shall include "LA".

11. As to each Religious, Instructive, Public Affairs, or Agricultural program prepared by, or in behalf of, or in cooperation with an educational organization, the program type entry shall include the designation "ED".

12. Each entry of a Religious program shall be entered as Sustaining (R-S) or Commercial (R-C) as appropriate.

13. Each entry of a news program containing local news shall indicate the approximate amount of time devoted to such local news.

14. An entry showing the source of each program as one of the following:

    A live program (L) is any local program which uses live talent half the time or longer, whether originating in the station's studio's or elsewhere. Programs furnished to a station by a network are classified as "network." "Disc jockey" shows shall not be classified as "live" but as "recorded," except that an identifiable unit of programming within such a show utilizing live talent shall be classified as "live." A live program recorded or filmed for later broadcasting by the station shall be classified as "live."

    A recorded program (REC) is any program utilizing phonograph records, electrical transcriptions, films, tape recordings, or other means of reproduction more than half the time. A news program devoted primarily to wire copy which is read verbatim, or virtually verbatim, by the local announcer shall be classified as recorded.

    A network program (NET) is any live or recorded program furnished to the station by a network (national, regional, or special). Delayed broadcasts of programs originated by networks are classified as "network."

15. An entry showing the time a mechanical reproduction is announced as such, as required by Section 3.653 of this Chapter.

16. An entry identifying the announcer on duty and the time during which such announcer was on duty.

17. Signature of each person responsible for logging information and the time during which each such person maintained the log.

II. Sections 3.664 (a) and (c) are amended to read as follows:

§ 3.664 Logs, Retention of, etc.

(a) Logs, retention of. Logs of television broadcast stations shall be retained by the licensee or permittee for a period of three years and thereafter until any application based thereon has been finally acted upon by the Commission: *Provided, however,* That logs involving communications incident to a disaster or which include communications incident to or involved

in an investigation by the Commission and concerning which the licensee or permittee has been notified, shall be retained by the licensee or permittee until he is specifically authorized in writing by the Commission to destroy them: *Provided further*, That logs incident to or involved in any claim or complaint of which the licensee or permittee has notice shall be retained by the licensee or permittee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

(b) * * *

(c) Log form. The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station are readily available. All entries required by subparagraphs 1, 2, 3, 4, 5, 13, 15, 16, and 17 of Section 3.663 (a) shall be made at the time of broadcast. Entries required by other subparagraphs of that Section may be made prior to air time but the person responsible for maintaining the log must, concurrently with broadcast, correct any entries necessary to reflect accurately what is actually broadcast. Key letters or abbreviations, in addition to those set forth in Section 3.663, may be used if proper meaning or explanation is contained elsewhere in the log. The logging day shall be considered as beginning at 12:00:01 AM.

## CONCURRING STATEMENT OF CHAIRMAN NEWTON N. MINOW:

Programming forms are public documents on which broadcasters periodically report their programming practices, and tell the public what they will do in the future. These forms are the tools of our trade.

The specific question is the adoption of a proposed form, upon which the broadcasting industry—and the public—are now invited to comment.

I join my colleagues in their choice of questions for these revised forms—as far as they go. But I do not believe they ask enough—and I think it is our duty to ask for more.

On the basis of the information which these forms provide—in no small part—valuable licenses are awarded and sometimes selections are made from among 2 or more applicants. Licenses are transferred or modified in the same way—and renewals are also granted on this basis.

We search out much information in this way & make such information public. We do this because Congress has given us the job of protecting the public interest.

But we cannot act on half the facts. It is not enough to know what services the public is receiving when a license is granted or renewed. In the critical areas, the public should also know what they *could* be receiving—and what is sometimes denied them by their licensees.

The clearance of network public-affairs programs by network affiliates requires special concern. The presentation of public-affairs programs is one of the licensee's highest responsibilities. And, in television, networks are the most significant source of national public-affairs programs. Yet we all know that some licensees consistently air network entertainment programs and fail to air network public-affairs programs.

The Supreme Court once observed that "there comes a time when this Court should not be ignorant as judges of what we know as men." We cannot be ignorant as Commissioners of what we know as viewers. If an applicant who is a network affiliate has demonstrated a repeated & consistent pattern of rejecting the opportunities which his network makes available to him in public-affairs programming, the public should know about it. After all, the valuable grant to use a scarce public channel should go to those who provide more public service in preference to those who choose to provide less.

The form proposed today does seek information as to the network programs which the licensee carries in each program category. But this is only half the story. In the critical area of national public affairs there should be a public spotlight on what the licensee might have done & what he failed to do. Therefore, I propose another specific question, which I would add to the form for television.

This proposal is not concerned in any way with specific programs. The question calls only for the number of hours a station might have broadcast and the general type & source of programs which it did broadcast. Nor am I concerned with political broadcasts. My proposal is aimed at the over-all pattern of the licensee's actions in the broader field of national public affairs.

Through this additional question, each network-affiliated television licensee would make public how much network public-affairs programming he failed to carry—and what types & category of programs he broadcast instead. Did he instead carry public-affairs programming from non-network sources? Did he provide his own local public-affairs programs in place of the network programs that he might have carried? There may be good reason for his failure to air the network programs. But the public should know which licensees consistently reject network public-affairs programs and whether they were rejected for these reasons or for other reasons having to do with ratings and dollars.

Proposed question for television form:

If this is an application for renewal of license, state:

(A) The number of hours of programming offered by applicant's principal network (in the composite week & in the applicant's selected week) in the public-affairs category;

(B) The number of hours of such programming which were broadcast (in the composite week and in the applicant's selected week) at the time offered;

(C) The number of hours of such programming which were broadcast on a delayed basis (whether or not broadcast in the composite week or the applicant's selected week); and

(D) The type (by program category) and source (network, recorded or live) of the programs (in the composite week and in the applicant's selected week) which were carried in place of the network public-affairs programs offered but not broadcast.

## CONCURRING STATEMENT OF COMMISSIONER T. A. M. CRAVEN:

I am for the Notice of Further Proposed Rule Making but I have some reservations with respect to the matter which I can resolve after the comments are in.

WEEKLY **Television Digest**

JULY 17, 1961 © 1961 TRIANGLE PUBLICATIONS, INC. VOL. 17: No. 29

**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**KORD OFF HOOK.** All stations warned about promises and told to come up with good reasons for change in formats—or else (p. 1). Dept. (p. 14).

### *Stations*

**STATION PROFITS HOLD UP, NAB REPORTS** in roundup of 1960 TV & radio finances. "Typical" TV earnings went up slightly above 1959, radio declined fractionally (p. 2).

**COURT HITS STATION PROFIT EMPHASIS;** sends WOOD-TV case back to FCC for better analysis of service gains & losses (p. 3).

**NAB FAVORS PROGRAM FORM** as proposed by FCC in revised version. Pres. Collins tells members it's an "improvement" over old form despite extra paperwork (p. 5).

**TWO NEW OUTLETS:** WBNW-TV (Ch. 10) Charlotte Amalie, V. I. begins July 22, and CHHC-TV-1 (Ch. 4) Saddle Mt., B. C., is operating as the first Canadian satellite of a U. S. station (p. 6).

### *Film & Tape*

**100 PILOTS ALREADY PROJECTED FOR 1962-63.** Figure likely to hit 175-200 by year's end. Networks say, "Minimize violence." Live TV may make comeback (pp. 3 & 7).

### *Networks*

**NETWORK SPONSORSHIP IN ALL SIZES, ALL SHAPES** this fall—ranging from full sponsorship (21.5% of all prime-time shows) to a modest participation (p. 4).

**O&O POLICIES ON 40-SEC. BREAKS:** CBS and NBC favor paired 20-sec. announcements; ABC likes the 30-10 pattern (p. 11).

### *Consumer Electronics*

**FM STEREO:** 6 stations now broadcasting in 5 markets, as multiplex service becomes available in 3 more cities. Several other outlets poised to begin (p. 15).

**MICROMODULES REACH PRODUCTION** stage, culminating $15-million program and resulting in new "format" for electronic circuits of future (p. 16).

**TV-RADIO-PHONO SALES** at retail counters were sharply ahead of 1960 in May, but cumulative 5-month sales of TVs & phonos still lag behind last year (p. 17).

**STEREO ADAPTER BATTLE-LINES** drawn as RCA takes "option extra" approach to FM stereo in phono units with adapter at $29.95 (p. 17).

**LAWRENCE TUBE** back in "almost ready" stage; no manufacturers signed (p. 18).

**HOFFMAN TV DESIGNS,** dies, tools and blueprints acquired by Symphonic, which will incorporate Hoffman features into its 1962 line (p. 18).

### *Finance*

**MAGNAVOX HAS RECORD HALF** as earnings climb 38% on a 20% sales rise. Stockholders vote 3-for-1 split, and directors boost dividend rate 50% (p. 19).

### *Other Departments*

**PROGRAMMING** (p. 8). **ADVERTISING** (p. 10). **AUXILIARY SERVICES** (p. 12). **EDUCATIONAL TV** (p. 12). **CONGRESS** (p. 13). **PERSONALS** (p. 14).


NAB LIBRARY

**KORD OFF HOOK; ALL STATIONS WARNED ABOUT PROMISES:** FCC decided not to make a horrible example of little radio KORD Pasco, Wash., and force it through a hearing on failure to live up to program promises (Vol. 17:13 p2)—but it warned everyone to watch out from now on.

Basically, Commission thought it would be unfair to catch KORD in a policy-change squeeze. To emphasize that it's serious, however, FCC took most unusual action of sending copy of KORD decision to all broadcasters and of putting out tough-worded public notice calling attention to case. Notice said, in part:

"By this opinion, [broadcasters] are put on notice that 'proposals vs. actual operation' is of vital concern to the Commission, that a licensee is not entitled to one or any license period where he does not make a good faith effort to deliver on his public-service proposals, and that if they have not been endeavoring in good faith to discharge their representations, they should take immediate steps to do so. If they do not, they cannot validly claim that the Commission has lain 'in ambush' for them."

In its original application, KORD had said it would program 6% local live, 84% entertainment, .5% religious, 2% agriculture, .5% education, 6% news, 0% discussion, 5% talks, 2% miscellaneous. But when it filed 1960 renewal application, it showed no local live, education, talks or miscellaneous—and 1,631 commercial spots weekly instead of 700 originally proposed.

After FCC asked "how come the difference?" KORD gave 3 reasons: (1) Staff had failed to log "very short public-service offerings" in categories such as local live, education, etc. (2) There weren't dependable sources for educational & agricultural programs. (3) Improvement in local economy accounted for increase in spots.

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In last week's decision, FCC rejected these explanations as inadequate. However, it noted that KORD had done much to fulfill its original program plans since FCC sent its query and "earnestly asserts that it will continue this improvement." Commission decided to let station off hook but gave it only a one-year license.

Significance of case is this: In past, when stations were questioned on "promise vs. performance" discrepancies, they rushed in with assurances they'd improve—and FCC took their word, gave them full renewals. In KORD's case, FCC wasn't satisfied, by 4-3 vote designated it for hearing. KORD begged for reconsideration, and Commission relented with last week's "we-aren't-kidding-from-now-on" decision.

Only time will tell whether Commission is kidding. Many stations, if not most, have assumed FCC has been serious for some time—particularly since issuance of last July's program-policy statement. In practice, many have been telling Commission why performance has varied from promise.

Next question, of course, is: What will Commission do if performance meets promise—but promise includes little or nothing that FCC presumably considers "good"? Program-policy statement spelled out 14 apparently "good" things, such as "opportunity for local self-expression," "development & use of local talent," "programs for children," etc. Only time will tell on that one, too. It should be noted, however, that courts have never slapped Commission down whenever it spoke up on programming. On other hand, there's fear in industry that FCC is aiming far beyond anything it has done before in "program guidance."

Commission made it clear in KORD decision, as it did in policy statement, that program promises aren't "binding." It said: "We hope & expect the licensee to be responsive to the changing needs of the community." However, it added:

"It is one thing for a licensee to decide that its community has greater need for religious or educational programs than particular agriculture or talk or entertainment programs—or, indeed, for an essentially new format; this is a judgment peculiarly within the licensee's competence. But it is quite another thing for the applicant to drastically curtail his proposed public-service programming in education, religion, agriculture, discussion, local live, etc., and increase his advertising content and 'music-news' without an appropriate & adequate finding of a change in the programming needs of his area. Nor can such an applicant mechanically recite, 'changing needs of the community'; he has a burden of demonstrating just why his community has less need for such public-service programming than when he originally proposed it."

Six Commissioners voted (Ford absent—his first son being born, see p. 14). Hyde was listed as "concurring in the result." Cross concurred with statement in which Craven joined. Hyde, Cross & Craven had dissented from ordering a hearing originally. Last week, Cross & Craven said they "agree with the general notification to broadcast licensees" in the KORD decision. Policy of both may be put this way: We don't want FCC telling anyone how to program—but we don't want anyone lying to us.

Washington attorneys were agreed on one point last week: Stations will give more & more care to what they tell the Commission.

**STATION PROFITS HOLD UP:** Over-all profit margins of TV & radio stations last year were maintained close to 1959 levels (Vol. 16:27 p2), NAB will report this week in its annual roundup of statistics gathered from all classes of broadcasters.

The "typical" TV station lifted its earnings from the 14.3% before-taxes margin of 1959 to 15.4% in 1960. The "typical" radio station held almost even with its previous margin—7.6% in 1960 vs. 7.7% in 1959.

Revenues of the composite TV operator showed 4.5% increase last year while expenses went up 3%. NAB's personnel & economics dept. mgr. James H. Hulbert notes that TV stations in biggest & smallest markets showed profit decreases while those in all other market sizes reported gains.

Radio's revenue climbed 5.6%; expense rose 6% in 1960. Big-market radio profits were down, smaller-markets showed slight gains.

Biggest share of "typical" TV station's 1960 revenue—42.9% of $904,000—came from national & regional advertisers, 31% from local advertisers, 26.1% from networks. Before-taxes profit of $139,200 was figured after $765,300 expenses, pro-rated this way: programs, 36.7%; general & administrative, 34.3%; technical, 16.2%; promotion, selling, agency & rep commissions, 12.8%.

Radio stations took in average of about $110,000 in 1960, paid out $102,000 in expenses for a profit margin of about 8¢ on every sales dollar. Local advertisers accounted for 85.6% of radio time sales, national & regional advertisers for 14.4%, networks for less than 1¢ of every sales dollar.

TV returns for 1960 were based on 57.6% sample of 481 commercial stations which operated for full year. They included number of non-NAB members. Not released by NAB for public inspection are breakdowns of statistics by market size & revenue range, but they're being sent to NAB member-operators who'll be able to figure out comparisons of how they did last year.

Stations are bullish about 1961. Asked by NAB for estimates of operating revenues this year, TV stations said they expected revenues to go up about 4.5% on average. Radio stations anticipated 2% increase.

**COURT HITS STATION PROFIT EMPHASIS:** "It sounds as if the Court of Appeals has been reading Minow's speeches." That was the quip by an FCC staff member, commenting on Court's ruling last week ordering Commission to take another look at its decision which granted WOOD-TV Grand Rapids authority to move site to cover more people.

After concluding that Commission hadn't justified its ruling, Judges Washington, Miller & Bazelon, in decision written by Washington, threw in this windup paragraph:

"A further comment may be noted. All too often in cases like the present the broadcasters involved appear to be chiefly interested in the revenues to be derived from operating their stations in the most profitable manner. It seems clear in the present case that WOOD-TV will make more money in its new location than in the old: It is moving to a more prosperous & more highly populated area, and its advertising revenues will no doubt increase. But such considerations, though legitimate, cannot be controlling. Television & radio are affected with a public interest: The nation allows its air waves to be used as a matter of privilege rather than of right. The interests which today are profiting so handsomely from radio & television may in the end find it in their own best interest to treat their businesses primarily as a public trust."

Case had arisen when WOOD-TV was granted move from 10 miles northeast of Grand Rapids to 20 miles southeast. WILX-TV Lansing-Onondaga protested, was given a hearing, denied. Comrs. Bartley & King dissented, latter saying that "it is not in the public interest to eliminate altogether any service to some 900 people, to reduce from 2 to 1 the services available to 42,000 people, and to downgrade the only service available to the 85,000 residents of the Muskegon urbanized area."

Court concluded that Commission didn't adequately analyze gains & losses of service and said: "The statutory duty of this court to review the action of the Commission cannot be performed without a fuller statement of its reasons for its conclusion." Court did admit, however: "We are not saying that the Commission may not in the end be able to justify the result it has reached. We think, however, that it has not so far done so." Pending another FCC look at situation, Court said, FCC may let WOOD-TV operate at either old or new site.

**100 PILOTS NOW IN WORKS FOR 1962-63:** A minimum of 100 pilots are already in preparation for the season after next—a record for this early date. Prospects are that 175-200 pilots will be produced for the selling season of spring 1962. Network executives are guarded in commenting about this programming, rarely going beyond a "minimize violence" generalization to describe what they have in mind.

Theorized one executive: "They're being noncommital until they see what happens with the FCC & Senate hearings on TV. They want to know if the criticism will blow over before they commit themselves." Said another: "I get the impression that the networks are disposed to find something away from the action, blood-and-thunder formula."

One network executive predicted an increase in live TV, most likely in dramatic anthology, admitted that instructions to producers are vague, said "We are trying for better balance." Failure of CBS-TV's "Playhouse 90" was due to newness at that time of magazine concept with multiple sponsors, he said. (For details of pilot projects, see p. 7.)

**NBC'S BILLINGS LEAD:** "The world's largest single advertising medium before the end of 1961"—that was NBC-TV exec. vp Walter Scott's prediction at NBC's pre-NAB affiliates meeting (Vol. 17:19 p1). Last week, it began to appear that Scott's prediction would be fulfilled. TV gross billings figures estimated by LNA/BAR for the first half of this year showed that NBC, for the 3rd consecutive month, was leading CBS-TV and ABC-TV. NBC also outpaced the other networks in total hours of sponsored TV & radio network time.

The NBC lead was caused for the most part by gains in daytime TV billings while daytime billings at CBS dropped. (In April, for example, NBC's daytime total was up $2.1 million while that of CBS was off $204,000.) Before the start of the 1960-61 season, NBC pointed out CBS led in billings every month for 7 years.

**NETWORK SPONSORSHIP—ALL SIZES, ALL SHAPES:** Fall buying patterns in network TV reveal considerable flexibility. Gone are radio-heyday schedules, when big sponsors shuddered at anything less than full sponsorship of agency-selected shows. Today, advertisers are making a bewildering variety of basic purchases in prime-time (7:30-11 p.m.) hours, and program sales are being tailored to meet advertiser demand of all types:

(1) "Participation carriers" take the biggest slice—30.5%—of all network prime hours. Such shows include "Hawaiian Eye," "Ben Casey" and "Bus Stop" on ABC-TV, "Frontier Circus" and "Rawhide" on CBS-TV, "Dr. Kildare," "Cain's Hundred" and the Saturday Night Movies on NBC-TV. The standard buy is akin to magazine insertion: a 60-sec. participation with little (if any) audience identification between sponsor & program. Most participation shows are of the 60-minute variety.

(2) But full-program sponsorship is far from dead in fall season. Better than one out of every 5 hours in prime time—21.5% of the total—is filled with a single-sponsor show. Admittedly, it is now sometimes hard to tell such full-sponsorship shows from participation carriers, since most (P&G, Kraft, General Foods, et al.) advertise a number of different product lines on their shows.

(3) Equal splitting of the program tab between 2 clients forms a category that accounts for exactly the same amount of prime hours each week—21.5%. The general pattern is the so-called "major-minor" buy (an alternating arrangement for 2/3 of the commercials one week, 1/3 the next), although a few clients elect a straight alternate-week or co-sponsorship arrangement. Nearly all such buys are for 30-minute shows, generally comedies.

(4) By combining participations & major sponsorships, networks have concocted a number of sales hybrids. In such a deal, part of a show is sold off as a large buy (such as a half-sponsorship) and the rest is sold as minute participations. Examples: ABC's "Follow the Sun" (Kaiser has 2/3 one week, 5/6 the next, while L&M has 1/3 the first week, then a minute participation—the remaining 1/6th—the next). NBC's "Thriller" (American Tobacco has 1/3 each week; the rest is minute participations for various clients). A related hybrid in this area combines a major buy with a pair of lesser buys, as in CBS's "Ed Sullivan Show" in which Colgate has full sponsorship one week, Revlon and P. Lorillard a co-sponsorship split the next week. Altogether, such hybrids occupy 19.5% of prime time.

(5) Shows sold in small segments but not participations and without any full-sponsorships or co-sponsorships occupy the remaining 7% of prime time. These include NBC's "Wells Fargo" (sold on the basis of 1/3 weekly sonsorship but with no sponsors buying more or less than that) and CBS's "Garry Moore Show" (sold as half-sponsorship in alternate weeks).

## Stations

**WMGM Deal Dropped:** The proposed $11-million sale of Loew's radio WMGM N.Y. to Crowell-Collier was called off July 12—a week after FCC had challenged Crowell-Collier's radio operations in St. Paul, Oakland and Los Angeles (Vol. 17:28 p10). Cancellation of the deal, in which Crowell-Collier had put up $1 million in escrow as part of a contract which set a July 10 sales deadline, was announced in a joint statement by the principals' parents —Loew's Theatres Inc. & Crowell-Collier Publishing Co. Loew's said it would continue to operate WMGM. Crowell-Collier said it was "confident" that FCC would find in further proceedings that it had been operating its radios—KDWB, KEWB and KFWB—in a manner "consistent with the public interest." There was no change meanwhile in Storer's plans to take over Gotham's radio WINS N.Y., which has been threatened with an FCC renewal hearing on payola charges. Storer renewed its $10-million contract for the station.

**Washington CP Sale:** An application for the sale of the CP for WOOK-TV (Ch. 14) Washington from Richard Eaton to Automated Electronics Inc. for $30,000 has been filed with FCC. Automated is also an applicant for Ch. 29, Dallas.

**Rise of a Communications Dynasty:** Fourteen years ago Gerald Bartell was a well-respected, low-paid faculty member of the U. of Wis. speech dept. In that year—1947 —tiring of his low pay, Bartell, his father, 3 brothers and a sister "scraped together $50,000 and bought WEXT, a 1,000-watt daytime station in Milwaukee," reports the latest *Newsweek* (July 17). Today, Gerald Bartell, complete with ulcer, "heads up a $6-million chain of 4 radio stations (WADO N.Y., WOKY Milwaukee, KCBQ San Diego and KYA San Francisco). The group is also principal owner of Tele-Haiti (Ch. 5) Port-au-Prince. Its recent acquisition of Macfadden Publications was a logical extension into print media of the Bartell philosophy of serving, in broadcasting, the blue-collar, dinner-pail mass audience.

**Wometco Buys Another Vending Firm:** Diversified Wometco Enterprises (TV-radio stations, vending operations, amusement centers) last week acquired Lilienfeld Vending Co. of Miami. The acquisition will be operated by Wometco Vending of South Florida. Earlier this month, Wometco bought L & H Vending of Orlando (Vol. 17:27).

**WDSU-TV Automates:** The New Orleans station has completed installation of a Visual Electronics 6000 TV automation system, which uses punched paper tape to control a full day's programming.

**NAB FAVORS PROGRAM FORM:** FCC's proposed new program forms (Vol. 17:28 p1 & Special Supplement No. 8) are "a net improvement" over the old, and all stations should be able to cope with required extra paperwork without much trouble, NAB Pres. LeRoy Collins said last week.

Pointing out that the new & refined proposals were products of FCC staff conferences with NAB & Federal Communications Bar Assn., Collins said his staff is working up suggestions for "possible improvements" to be filed by the Commission's Sept. 7 deadline for comments.

But all in all, Collins said in a memorandum sent to NAB members, broadcasters should be able to live with the forms as proposed. His memorandum was accompanied by copies of FCC's documents.

"The proposed form of the FCC represents a refinement & extension of the program forms that have been utilized by the Commission for the past 30 years," Collins said. "On balance, it is our opinion that the new form represents a net improvement over the old form.

"True, more detailed information is being requested of licensees & applicants. The form itself, however, does not represent any basic change in the philosophy of the regulation of the industry by the FCC.

"In our judgment, there exists no substantial question of legality. If the Commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans—and this has been accepted in practice since the advent of radio regulation—the amount of such information required is a matter of sound official discretion.

"Against this backdrop, the proposed form has the advantage of reflecting more accurately past & proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs. "However, our NAB staff believes that it is possible for any licensee to complete this form without outside special assistance."

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**Kansas Supreme Court Bans TV-Radio Trial Coverage:** In a July 8 opinion, the Kansas Supreme Court took issue with the Geary County District Court for allowing the taping for broadcast of the early stages of a kidnaping trial. The proceedings had been taped last year by radio KJCK Junction City, Kan. In its opinion, the Court noted: "The defendant strenuously objected to such tape recording and at every possible stage of the trial renewed the objection on the ground that it violated No. 35 of the Canons of Judicial Ethics. These objections were all over-ruled by the trial court. While this court is not holding these rulings to be reversible error, such proceedings are not approved or sanctioned by this court, and they are not to be allowed in a courtroom or are they to be participated in & indulged in by a court." Said the Kansas Assn. of Radio Bcstrs. (through Pres. Thad M. Sandstrom): The Supreme Court decision "which bans radio & TV coverage of trials is not in the public interest. The public is the loser if recordings are forever banned."

**Add Payola Settlements:** FTC hearing examiner William L. Pack has recommended dismissal of payola charges against Roulette Records Inc. and Bigtop Records Inc. (along with its affiliated Bigtop Record Distributors Inc.), both N.Y. His initial orders carried on FTC's steady withdrawal from payola prosecutions, which now are FCC's responsibility under Harris-Pastore Act (Vol. 17:27 p16).

**WCKT's "Responsibility":** The Miami Ch. 7 station has issued a handsomely-printed brochure entitled *Responsibility*, for distribution to community & other "leaders" in the hope that they will "take time to examine it carefully, then offer suggestions or criticisms for our consideration in the programming of WCKT." Station mgr. Charles Kelly, who signed the Biscayne Television Corp. buckslip accompanying the brochure, said also that: "WCKT has retained First Research Corp. to conduct an independent inquiry in South Florida to ascertain the views of responsible citizens on the subjects of community needs & TV programming." The brochure, among other things, describes major documentaries put on by the station and "other notable program events and achievements of 1960." One page is devoted to a list of some 200 institutions which benefitted from the tion's free public-service announcements in 1960. (Meanwhile [Vol. 17:12 p1], FCC has instructed its staff to draft a decision taking Ch. 7 and giving it to Sunbeam TV Corp. Final decision has not been issued yet.)

**"In the Public Interest":** WSJS-TV & WSJS Winston-Salem, N.C., have described their public-service activities in a 22-page illustrated booklet by that name, which depicts, among other things, an adult learn-to-read series and a career program for young people. The pamphlet points out that the public-service dept., established in 1957, makes a daily check of community-affairs organizations to offer broadcast assistance in publicizing their activities. WSJS-TV also has presented brochures containing clippings, pictures and promotional material used in its 1960 *Salute to the Cities* series to heads of the chambers of commerce in each of the 16 cities cited.

**ASCAP Pact Analyzed:** Getting ready for ASCAP negotiations, the All-Industry TV Station Music License Negotiating Committee received a section-by-section analysis of the expiring TV contract (Vol. 17:28 p5) at a N.Y. meeting June 11. The report was made by Time-Life Bcstg. Co. business mgr. Andrew J. Murtha, who heads the group's accounting procedures subcommittee. At the same time committee Chmn. Hamilton Shea (WSVA-TV Harrisonburg, Va.) designated NAB staffer Dan W. Shields as secretary. Shea replaces ex-NAB TV vp Charles H. Tower, now administrative vp of the Corinthian Bcstg. Corp., who remains a committee member.

**RFE Promotion Winners:** Two TV & 2 radio stations (KCMO-TV Kansas City, Mo. & KPIX San Francisco; WBZ Boston & WEJL Scranton, Pa.) have won a nationwide competition in broadcast promotion for Radio Free Europe's 1961 fund-raising campaign. Spot announcements, documentary films, interviews and programs featuring the work of RFE comprised the winning promotion campaigns, which netted for representatives of each station a trip to Europe including an inspection tour of RFE facilities in West Germany & Portugal.

**NAB Out of Voice of Democracy?** It's understood that NAB plans to pull out of sponsorship of the 14-year-old Voice of Democracy script contest for high school students. NAB has been contributing $10,000 annually, EIA $10,000 and VFW $2,500. NAB is thinking about putting the funds into what are considered more urgent projects. It's uncertain whether EIA, VFW or other organizations would continue the contest.

**Finding Young Writers:** WABC-TV N.Y., in an effort to encourage young writing talent, has added to its summer staff 2 N.Y.-area high school students, winners of the station's script contest: Susan Brown and David Gingold.

**NEW & UPCOMING STATIONS:** This week's report on new starters has a U.S. station beginning operation in the Virgin Islands and a Canadian satellite already in operation as the first Canadian satellite of a U.S. station. (In Canada they're called rebroadcasting stations.)

V.I.'s WBNB-TV (Ch. 10) Charlotte Amalie got FCC program-test authorization July 11 for start on July 22 with programs from all 3 U.S. networks. This changes the U.S. operating total to 587 (91 uhf). The Canadian automatic, unattended satellite is CHHC-TV-1 (Ch. 4) Saddle Mt., B.C., which is repeating KXLY-TV (Ch. 4) Spokane. It's Canada's 92nd outlet to get on the air.

WBNB-TV has a 500-watt Gates transmitter and a 200-ft. Utility tower with a Jampro antenna on 1,300-ft. Mountain Top Estates, St. Thomas. Station owners are Pres. gen. mgr. & program dir. Robert Moss (ex-ABC and NBC and former Martin Block producer) and sales mgr. Robert E. Noble Jr. (ex-ABC station relations and a nephew of the late Ed Noble, one-time chief owner of ABC). George Beers is chief engineer. These 3 men are in charge of all operations while local residents are being trained for station jobs. Base hourly rate is $60. Rep is Caribbean Networks.

CHHC-TV-1, with its transmitter on Saddle Mt., provides service for the community of Nakusp, B.C. The owner is Horace M. Card, Box 5, Robson, B.C. He doesn't say what equipment is used, stating only that it is low voltage. His application specified 3.3 milliwatts transmitter power, using a directional antenna. No rate card.

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In our continuing survey of upcoming stations, here are the latest reports from principals:

**KNDU (Ch. 25) Richland, Wash.** has set a July 20 target for its debut as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate, reports Hugh E. Davis, KNDO pres. & gen. mgr. It has installed a 1-kw RCA transmitter and a 100-ft. Stainless tower on a 2,200-ft. hill S of Kennewick, Wash., where the studios were to be ready by July 15. KNDU will be sold in combination with KNDO at a $400 base hourly rate. Reps will be Weed, Day-Wellington (Seattle) and H. S. Jacobson (Portland).

**KPOB-TV (Ch. 15) Poplar Bluff, Mo.** has a mid-Aug. target for starting as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate, according to WSIL-TV gen. mgr. O. L. Turner. A GE transmitter purchased from defunct WBLN (Ch. 15) Bloomington, Ill., has been installed, and wiring will be completed by July 19. The 4-bay GE helical antenna has been installed on a 500-ft. Utility tower. The station will be sold in conjunction with WSIL-TV, which has a $350 hourly rate, "but will not be considered as a bonus to the parent station." The owners anticipate originating some local programs on KPOB-TV 12 months after it begins operation. WSIL-TV rep is Meeker.

**KGIN-TV (Ch. 11) Grand Island, Neb.** has a Sept. 15 target for its start as a satellite of parent KOLN-TV (Ch. 10) Lincoln, Neb., a CBS-TV affiliate, reports A. James Ebel, KOLN-TV vp & gen. mgr. It has ordered a Standard Electronics transmitter for shipment within the month and it will use a 1,000-ft. Ideco tower with an RCA traveling-wave antenna. Construction has begun on the building at Heartwell, Neb., which will house the transmitter and vidicon equipment for slide origination. It will get its programming by way of an off-air pickup at Harvard, Neb., approx. 40 mi. from the KOLN-TV transmitter. It will then be forwarded by a 2-hop microwave relay using Adler equipment. KGIN-TV will be sold as a bonus to KOLN-TV, which has a $550 base hour. Rep is Avery-Knodel.

**WETA-TV (Ch. 26, educational) Washington, D.C.,** has a Sept. 1 test pattern target, and plans Oct. 2 programming, says gen. mgr. George A. Baker, ex-radio WALY Herkimer, N.Y. and before that with WRC-TV Washington. A 12-kw GE transmitter has been ordered and studio construction has begun in Yorktown High School, Arlington. It will use WTTG's former 425-ft. self-supporting Blaw-Knox tower with a new helical antenna, about a mile away from the school. Charles A. Prohaska, ex-KVTV Sioux City, Ia. and WHTN-TV Huntington, W. Va., is chief engineer.

**KATU (Ch. 2) Portland, Ore.,** formerly KOXO, plans Oct. test patterns, but hasn't set a programming target yet, writes vp & gen. mgr. W. J. Hubbach. Work on the transmitter house & tower began last April and a GE unit has been ordered. Studio construction work has also begun and RCA equipment has been ordered. Rep not chosen.

**KUSU-TV (Ch. 12) Logan, Utah,** formerly KVNU-TV, dropped its tentative Oct. target, according to Burrell F. Hansen, chairman of TV-radio of the Utah State U., which acquired the CP from Cache Valley Bcstg. (KVNU) last fall. The school's request for funds to the legislature was trimmed to eliminate money for the purchase of a transmitter. All work is being held up until school officials find a new source of funds.

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**TvB Backs Canadian Counterpart:** TV Bureau of Advertising Ltd., recommended by the Canadian Assn. of Broadcasters last year, will begin operations August 1. It will be headed by William R. Seth Jr., ex-Lennen & Newell exec. in charge of the Colgate-Palmolive TV unit. The announcement was made jointly by U.S. TvB Pres. Norman E. Cash and Ralph Snelgrove (pres. & gen. mgr., CKVR-TV Barrie), chmn. of the new company's executive committee. "In its early years, Canadian TvB will be given the full support of TvB (U.S.), drawing on its facilities & information," Cash said. "We are indebted to TvB (U.S.) for its support & assistance in making this new organization possible," added Snelgrove. The extent of the American organization's "support"—in dollars & cents—was not disclosed, and emphasis was placed on the independent status of the new company. Seth will make his hq in TvB's N.Y. office until Toronto office space is located . . . The Canadian Assn. of Bcstrs. has established a Radio Sales Bureau to sell advertisers on the merits of the medium. Onetime business consultant Charles C. Hoffman has been named pres. of the new bureau. Its first-year budget: $200,000.

**Pay Exemptions Defined:** Suggestions for administering small-market TV & radio station exemptions from new minimum-wage legislation (Vol. 17:19 p17) have been filed with wage-hour administrator Clarence T. Lundquist by NAB's Personnel & Economics Dept. mgr. James H. Hulbert. He proposed these definitions for station employes who need not be paid for overtime: Announcers—employes "engaged in routine announcing work." News editors—those who gather, edit, rewrite or broadcast news, or those whose work combines such activities. Chief engineers—all chief engineers, since they often are the only technical employes of small-market stations.

**TV Station Plugs Rivals:** WMT-TV Cedar Rapids runs regularly scheduled spot announcements rounding up the best TV fare offered by area stations. Explained Pres. W. B. Quarton: "We think there's enough good TV to go around and we don't mind pointing out where it is."

## Film & Tape

***More about***

**1962-63's 100 PILOTS:** Lacking specific guidances from the networks regarding the 1962-63 programming (p. 3), Hollywood TV-film executives were preparing a melange of entertainment potential in their new crop of pilots. It included comedies, drama, adventure and action. ("The networks want *action* shows without *violence!*" complained one baffled producer.)

Accent was heavy on 60-min. series, at least 20 of the first 100 pilots being of that length. The thinking in Hollywood appeared to be to turn out "better quality" shows, but there was no indication of any ventures into cultural fields.

Our check—necessarily incomplete because some companies haven't formulated all plans and others are keeping theirs secret for competitive reasons—shaped up as follows:

**CBS-TV:** *The Dragon & St. George*, 60-min. drama. *Me, Myself & I*, comedy. *Darryl & His Friends*, comedy. *Yankee Clipper*, 60-min. sea saga.

**Desilu Productions:** Program vp Jerry Thorpe plans 6-8 projects, including 3-4 comedies, one a 60-min. show; two 60-min. mysteries; a 60-min. fictional show "in the public-service area."

**Filmaster Productions:** Three 60-min. series—*Man at the Cape, Our Town* and a newspaperman drama. Also a half-hour comedy.

**Four Star Television:** Some 20 projects.

**Arthur Gardner-Arnold Laven-Jules Levy:** *Attorney General*, a 60-min. show based on files of Cal. atty. gen.

**Marterto Productions:** Has 4-5 pilots in works, including *My 15 Blocks*, comedy.

**MGM-TV:** Vp Robert Weitman is blueprinting 11 hour & 11 half-hour shows (see next column).

**Revue Studios:** Preparing a number of projects, including 60-min. *Breakdown*, dealing with psychiatry.

**Hubbell Robinson Productions:** Has a number of projects, some not requiring pilots, says Robinson.

**Screen Gems:** *Panhandle*, 60-min. action-adventure about oil fields. *Safari*, 60-min. action-adventure. Also comedies, anthologies and a documentary on psychiatry.

**Selmur Productions:** *Mobile 7*, about TV newsmen.

**Television Services Productions:** *Latitude Zero*, 60-min. science-adventure. Also two 60-min. adventure series —one modern, one a period project.

**20th Century-Fox TV:** Minimum of 5-7 (30 & 60) pilots.

**WardSon Productions:** *Rodeo*, action.

**Warner Bros.:** *The Force, Black Gold, Sweet 16, House of Wax, Battle Zone, Trouble Marshal, One Night Stand, Killer Diller, Advance Man, Eastside-Westside.*

**Collier Young Associates:** *1600 Penn. Ave.*, drama.

**Ziv-UA:** *Acres & Pains*, (comedy) and *Laura* (drama).

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**CBS-TV Stations Div.** has added Japan to the list of countries contributing to its international program exchange (Vol. 17:24 p8). NHK (Nippon Hoso Kyokai), the Japanese govt. network, has offered *Japan in Music*, a 60-min. show with the NHK symphony orchestra and a group of children's songs & games.

**Slightly Fewer TV jobs in June:** Last month saw a dip of 200 in employment in the TV & movie industries, according to the Cal. Dept. of Employment statistics. The May total had been 35,900, and June estimates were given at 35,700 by the dept.

## HOLLYWOOD ROUNDUP

**MGM-TV Tells Its 1962-63 Plans:** TV versions of such movie hits as *Boom Town* and *The Human Comedy* and the TV debut of a veteran movie producer, Joe Pasternak, highlight the 1962-63 MGM-TV production program now being prepared by Robert Weitman (Vol. 17:25 p15).

The production vp told us that the studio plans 60-min. pilots for *Boom Town* and *The Human Comedy.*

Other 60-min. projects include *333 Montgomery Street* (action); *The New Man* (drama); *The Fairest Lady of Them All* (drama). Half-hour projects include *Boon Bay Harbor* (situation comedy) starring Russell Nype and *Sabrina & the Beauty Salon* (comedy). Blake Edwards is preparing two 30-min. shows and a 60-min. situation comedy called *All That Jazz.* And another MGM-TV series, *Zero One*, will be produced in N.Y.

Joe Pasternak makes his TV debut as exec. producer on *The Fairest Lady of Them All.* Weitman is currently conferring with network executives regarding the 1962-63 projects.

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**Four Star Television** partners Dick Powell, David Niven & Charles Boyer will star in an anthology segment of *The Dick Powell Show*, to be filmed in Europe. Powell tells us that in addition, 2 segments starring Niven, 2 starring Boyer and one with Curt Jurgens in the lead will be produced abroad. Movie commitments by the stars prevent their appearing before cameras in Hollywood.

**Producer-writer John Champion** of *Laramie*: "We're definitely trying to minimize violence on our series for next season. In some instances this has proved better for the show. It has forced the producers, writers and directors to use their imagination."

**Goodson-Todman Productions** has signed Leonard Stern to create series for the production company . . . **Dorothy Malone** has signed to guest star in "The Heat of Passion," a *Checkmate* episode being filmed at Revue.

**Four Star Television** has signed Milton Berle to star in "Doyle Against the House," a segment of the *Dick Powell Show*, produced by Ralph Nelson.

**Mikki Jamison**, the daughter of Northwest Electronics Pres. James P. McGoldrick, has been signed to an acting contract by Warner Bros. TV.

**ABC-TV Films** moved its *Straightaway* series (formerly titled *The Racers*) from Republic Studios to Desilu Gower. Producer is Joseph Shaftel.

**David (*Bonanza*) Dortort**, NBC-TV producer, is negotiating for Craig Stevens to star in a 60-min. series.

**15 writers** are preparing teleplays for Revue Studio's *The Investigators.*

**Desilu Productions** will hold its annual meeting of shareholders at Desilu Gower studios this week (July 18).

**People:** Producer-writer **Leo Davis** has been signed by producer **Herbert B. Leonard** as executive in charge of production of *Naked City* . . . **Barney W. Broiles**, ex-Ziv TV, CNP has been named southern sales dir. for Filmaster Inc., with hq in Dallas . . . **Berle Adams**, in charge of MCA's international TV dept., has returned from a 6 weeks trek in South America . . . **David Hall** named associate producer on 20th Century-Fox TV's *Bus Stop.*

## NEW YORK ROUNDUP

J-F Productions is the latest N.Y. production firm to grace the Madison Ave. area. Geared to handle special creative assignments for small ad agencies on a per-assignment basis, the new company will also act as consultant & negotiator for TV-radio time. Gene Foster, long-time BBDO exec., will head J-B Productions. "Our aim is to permit the smaller agency which can't afford the extremely high costs of maintaining diverse specialists on its staff to have at its beck & call those very same specialists," said Foster.

**Add syndication sales:** Sterling TV has sold its off-CBC, 78-episode *Adventure Theatre* in 16 markets, the latest being WPIX-TV N.Y. . . . The "A-Okay's from UAA," the recent UA 32-feature package, was picked-up by 20 stations in its first 20 days of release . . . Seven Arts has scored 28 sales for its 2nd group of Warner Brothers post-1950 features, with the latest sale to WGN-TV Chicago . . . Ziv-UA sold *Ripcord* to WNBC-TV N.Y.

Le Roy McGuirk, former World's Junior Heavyweight Champion and producer of *Championship Wrestling*, has scored 8 station sales for his 60-min. video-taped series. The show features current U.S. junior heavyweights and all tapes are less than 8 weeks old. Sales have been made to WKY-TV Oklahoma City, KOTV Tulsa, KYTV Springfield, KARK-TV Little Rock, WWL-TV New Orleans, KNOE-TV Monroe, WAFB-TV Baton Rouge, KSYD-TV Wichita Falls.

**American Business Briefing Co.** is producing Screen Gems' *American Business Briefing*, a taped 60-min. daytimer for ABC-TV next season. ABB was formed by Hendrik Booraem Jr., ex-vp, Ogilvy, Benson & Mather; Sidney W. Dean, ex-vp, Interpublic; and Adrian Samish, ex-vp, Dancer-Fitzgerald-Sample. Samish is exec. producer, and the news-gathering operation will be headed by Fendall Yerxa, ex-vp-exec. editor, *N.Y. Herald-Tribune*.

Ziv-UA has signed producer David ("Race for Space") Wolper to do a 38-episode, 30-min. series titled *The Story Of* . . . and ranging in subject from a football coach to an astronaut. Inspired by Wolper's "Biography of a Rookie," the series—tagged by Ziv-UA as "documatics"—will have a $2-million budget, and a cast comprising actual people in real-life relationships to the lead."

**Taynad Productions Inc.** has been formed by Sherrill Taylor & Jory Nordland, the team which will produce *Kuklapolitans* for NBC-TV in the fall. N.Y. hq will begin operating in September, with Chicago and Los Angeles branches also slated.

**Official Films** grossed over $1 million in first-week sales of its recently-acquired *Peter Gunn*, *Mr. Lucky* and *Yancy Derringer* rerun packages. Ten stations bought the series, but 3 markets accounted for most of the million: WNEW-TV N.Y., KTLA Los Angeles, WGN-TV Chicago.

Mickey Rooney has been signed to guest star in Revue Studios' *The Investigators* episode, "I Thee Kill."

**People:** Larry Lowenstein, ex-NTA PR dir., has been named General Artists Corp. vp & dir. of public relations, publicity and advertising . . . John Louis Koushouris, ex-CBS Labs dir. of marketing, has joined the recently-formed N.Y. film company VHF Inc. as operations vp.

## Programming

**PAT WEAVER RETURNS TO TV:** Although advertising agencies no longer blueprint network program schedules, the admen still are a factor in deciding what goes on the air. Last week, one of the biggest agencies in the business—McCann-Erickson—got a new TV-radio boss whose name is already something of an industry legend and whose influence on future network programming is likely to be considerable—Sylvester L. Weaver Jr. Pat was named pres. of M-E Productions, TV-radio div. of Interpublic Inc., which in turn is the parent firm to McCann-Erickson. Weaver will continue as chmn. of McCann-Erickson (International), Interpublic's overseas arm.

Weaver, chmn. & pres. of NBC during much of TV's so-called "golden age" and the creator of many TV innovations (*Today*, *Tonight*, network spectaculars, participation sponsors) will have an impressive financial backstop for his program philosophies. M-E Productions, by the agency's own estimate, is responsible for the annual expenditure "of $100 million in broadcast billings." Such a figure automatically gives Weaver's opinions real weight in network program circles, to put it mildly.

Weaver in effect replaced C. Terence (Terry) Clyne, M-E Productions chmn., who has resigned, confirming rumors of such a move. Also resigning was Jack L. Van Volkenburg, onetime CBS-TV pres., who had held the post of pres. of M-E Productions, which official title Weaver now receives. Weaver's No. 2 man will be Harold Graham Jr., named exec. vp. Graham joined McCann-Erickson in 1946 as a trainee, later served as a program executive in CBS's Hollywood office, rejoining McCann-Erickson in 1959.

Clyne did not announce future plans. Van Volkenburg announced that he planned to retire to a Florida home. Weaver has not recently been active in TV (other than to co-ordinate the TV activity of McCann-Erickson's overseas offices), but he was one of several key witnesses at FCC's recent program hearings in N.Y. (Vol. 17:26 p5). On the witness stand, Weaver defended the basic system of sponsored TV, but criticized networks for relinquishing the bulk of nighttime programming to Hollywood.

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**Sarnoff's SEP Article:** A worthy companion piece for the "vast wasteland" speech by FCC Chmn. Newton N. Minow was "What Do You Want From TV?" by NBC Chmn. Robert W. Sarnoff in the July 1 *SatEvePost*. Although written before the Minow speech, it is a comprehensive "pro" for pairing with the govt. official's "con" on programming. Also noteworthy: In publishing the article, the *Post* has probably printed the most understanding & sympathetic consideration of TV programming that has thus far been presented by the usually antagonistic print media. If you make talks to community organizations on TV, you'll find the Sarnoff article good source material.

**Award for Public Service:** KHOU-TV Houston has won the journalism award of the Texas State Bar Assn. for its documentary program, "So You're Going to Have an Accident." The show had been presented in prime time by the Corinthian station. Prepared by staffer Bob Levy, it outlined the rights of citizens involved in traffic accidents, covered police & court rights, ambulance & hospital obligations and insurance matters.

**Movies Aid KTVU's Rating Climb:** There was further evidence (Vol. 17:27 p12, 28 p8) last week that well-promoted prime-time showings of post-1948 feature films enable an independent station to give network affiliates a fast run in the ratings race. This time the scene was San Francisco. The station was KTVU, which began scheduling features from its "Films of the 50's" (post-1948 Warner Bros. movies from 7 Arts) in late January. The station has been using a "double exposure," unreeling its 2-hour features first on Sundays at 7 p.m., followed with a repeat show on Mondays at 7:30 p.m.

Although KTVU followed the usual station habit of launching the package with a showing of the glossiest feature in the group ("The High & the Mighty"), the station scored its victory over a period of 6 months, using nearly half of the entire package. Results, against KGO-TV (ABC), KPIX (CBS) and KRON-TV (NBC): The Monday-night audience share for KTVU rose (according to ARB) from 4% in December to 11% in June. Sunday-night share jumped from 2% to 24%. The 3 competing outlets, carrying (for the most part) regular network fare, each dropped from 3% to 7% in audience share.

KTVU didn't emerge as an electronic Cinderella by becoming San Francisco's top-rated station during the movie time periods. That honor still belonged to KPIX, which maintained a 35% share of the audience during KTVU's Sunday movies during the 6-month, Jan.-June period. Runner-up was KGO-TV, with a 27% average Sunday share. But KTVU's 6-month Sunday-night average of 21% share topped that of NBC affiliate KRON-TV (17%). On Mondays, KTVU's 6-month average of 12% was below that of all 3 competitors.

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**Collins Urges Farm News:** Too many TV & radio stations pay too little attention to agricultural problems, NAB Pres. LeRoy Collins said last week. Addressing a dinner meeting of the National Assn. of Radio & TV Farm Directors at its summer sessions in Washington, he said he regretted that more stations weren't represented in its membership. Collins told the 220 delegates that no broadcasters have closer ties with "the total cross-section of your communities." Other speakers at the 4-day sessions included Secy. of Agriculture Orville Freeman, who scored "an abysmal lack of understanding" of farm problems on the part of the public generally.

**Crash Coverage:** WOW-TV & WOW Omaha believe that they scooped even the wire services in learning of the United Airlines jet crash in Denver on July 11. Former station executive Lyle DeMoss & his wife had boarded the plane in Omaha. DeMoss is now with the Omaha ad agency of Allen and Reynolds but, still a broadcaster at heart, his eye-witness report went out over WOW-TV & WOW at 1:12 p.m.—just 36 minutes after the crash. The stations sent staffers for further on-the-spot coverage, and at 7:30 that evening they put on a half-hour documentary simulcast entitled "Flight 859."

**Kaye on Kids:** There's "an element of violence" in all children, and if they can't find expressions of it on TV they'll get it from books or movies, according to comedian Danny Kaye. "As long as there are children and there is violence in the world, it's going to appeal to all kinds of children," he said at a Washington press conference called by the United Nations International Children's Emergency Fund. Kaye had just returned from Japan on one of his UNICEF tours which have brought him world recognition as humanitarian as well as entertainer.

**One Sponsor's Opinion:** "The trouble is, too many sponsors underrate the audience's intelligence & appreciation of culture when it is done well. They forget that the rising level of education has brought a corresponding improvement in public taste. I see it in my business in the selection of colors & designs. Fine-art cards are selling better all the time although they're not distinctly greeting cards . . . I've gotten more for my money than any other sponsor in TV. My business has tripled in the 10 years the show has been on the air. I could've spent a lot more and obtained less desirable results from far larger audiences. I don't have a philanthropic attitude towards culture. The simple truth is that good TV is good business." —Joyce Hall, pres., Hallmark Cards (sponsor of prize-winning *Hallmark Hall of Fame*) in July 22 *TV Guide.*

**How MBS Gains Audience:** Network daytime radio listening hasn't changed much in terms of total audience volume, but there's been "a complete redistribution of this audience," reported MBS Pres. Robert F. Hurleigh last week. Citing Nielsen studies for the first 5 months of 1961, Hurleigh said that Mutual had made "a 23% gain in its over-all per-broadcast average audiences," at the expense of competing networks & stations. How was MBS's radio service making headway against its radio rivals and TV? According to Hurleigh, it was the increased emphasis by Mutual on "informational features" & short name-personality shows (featuring Leo Durocher, Arlene Francis, Bess Myerson, *et al.*). This formula, said Hurleigh, "permits integration of network service into local programming in such a way as to enhance a station's local image."

**Sec. 315 Plot Seen:** A reply by the Socialist Labor Party to a KCBS San Francisco editorial calling for Congressional suspension of the Communications Act's equal-time requirements has been broadcast dutifully by the CBS radio outlet. In it the SLP's Mrs. Jean Steiner charged that "a sinister attempt is being made to shut off free competition in the market place of ideas." She said broadcasters "exploit the publicly-owned airwaves" and seek Sec. 315 suspension to win "dangerous powers."

**"Television in the Public Interest":** This guide for the layman who wishes to present his public-service projects on TV was written by A. William Bluem, dir., TV programming, Syracuse U. TV-Radio Center; John F. Cox, TV-coordinator, National Education Assn.; Gene McPherson, production dir., WBNS-TV Columbus, Ohio. The book explains the operations of a typical TV station, and tells the non-professional how to obtain & make the best use of air time. (Hastings House, 192 pp., $6.95.)

**John Chancellor Takes Over "Today":** NBC's Moscow correspondent replaces Dave Garroway as permanent host of the network's early morning (7-9 a.m.) show, effective this week (July 17). Others considered for the job had been ex-ABC vp John Daly and newsman Edwin Newman. Chancellor, while subbing for Garroway June 19-23, "revealed a diversity of interests that includes jazz, baseball, contemporary art and the study of animals" and which, obviously, impressed NBC program heads. Frank Blair, who has been *Today*'s newscaster, will take over as Chancellor's right-hand man. Newman will replace Blair. With the exception of certain pre-taped guest interviews, the show will go live again. Last week Chancellor was quoted in the press as follows: "I want to try & start a kind of new wave of U.S. television. When they called me back to cover election night last fall, I got a chance after 2 years away to see U.S. television again. It needs some changes."

## Advertising

**Ayer View of the Hearings:** With tongue in cheek—but with eye on ball—N. W. Ayer's TV-radio dept. has issued an estimate of recent governmental procedures. Some excerpts:

"Both in hearings on program practices before FCC and before the Senate Juvenile Delinquency [Subcommittee], producers, writers, and network executives have gone on record during recent weeks with an interesting (and frequently entertaining) assortment of peeves & panaceas . . . The most frequent complaint was directed against the ratings system. Here, incidentally, the most colorful spokesman was not a writer but an eminent statistician named George Jessel. The opponents of ratings fall into 2 groups—those (like Jessel) who simply do not believe that they have any validity, and those who accept their validity but rebel against them anyway. With this latter group the prevalent argument seemed to be that if it were not for the ratings, TV would present better programs. The indictment, then, was more of public taste than of the systems that measure it. No practical or constructive suggestions were offered as to how the television industry would support itself if the circulation characteristics of less popular programming made competing media more desirable to advertisers.

"Another frequently expressed opinion was that TV's indifference to fine drama had driven the best writers out of the medium . . . On the record is the fact that within the past 4 months one network has contacted 29 writers with a request to submit material, at top TV prices, to an ambitiously conceived dramatic series. Only 8 showed any interest. The rest were too busy with other things . . .

"On the question of unnecessary violence in programming [one network] spokesman defensively counted the number of murders in a Shakespearian play. The opposition was quick to point out that this kind of comparison, if carried to its logical absurdity, would ultimately put D. H. Lawrence and Polly Adler in the same literary league . . .

"Despite the fact that the hearings themselves have not accomplished much, there is general agreement that some changes in network programming lie ahead. At the very least, there will be more balanced programming voluntarily undertaken by the networks. Beyond that, there is the possibility of actual licensing of networks. (Presently only the stations are licensed.) At the extreme end of the scale is the possibility of the emergence of a 4th major network devoted to cultural & informative programming. This could come about either through the expansion, with partial government aid, of the current privately supported network of 49 educational stations, or through the formation of a network programming service entirely financed by public funds.

"Whatever develops, it will not happen immediately. At the earliest, some changes will be evident starting with the 1962-63 season, more than a year hence."

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3 Brands Join Top Network List: Metrecal, Swan Liquid Detergent and Du Pont Paints made the April list of the top 15 brands in network TV, TvB reported. Metrecal, with $739,047 in gross time billings, placed 2nd. Swan Liquid Detergent ($554,704) was 5th, and Du Pont Paint ($475,324) was 9th. Top brand was Anacin with billings of $814,432, and Procter & Gamble's billings topped $4 million to make it the month's leading company in network TV. Grand total for April—$60 million.

Why TV Polished Off Most of One Ad Budget: S. C. Johnson's recent decision to put 85% of the ad budget for its new self-applicator shoe polish into national spot TV is paying off, according to *Printers' Ink*. A 60-market test campaign in Ohio (launched February 1960) was so successful "that in the thousands of stores that had stocked the new polishes, Johnson's had racked up a sales-dollar volume equal to all other shoe-polish brands combined within just 2 months," said *PI*. National sales are following the test-market yardstick "closely." Why has TV proved such an effective selling tool? "We felt polishing shoes was widely regarded as a personal-care chore," said ad mgr. L. R. Peterson, and "we wanted to tell people 'here's how you can handle an old task in a completely new way.'" The idea would be most effectively put over, S. C. Johnson decided, when demonstrated via live-action commericals that showed people using the applicator.

Magazine Bows Out: *Coronet's* Oct. issue will be its 25th anniversary issue—and its last. With 3,120,000 circulation, the magazine called it quits—because of "a drop in advertising revenue." But A. L. Blinder, pres. of Esquire Inc., which owns *Coronet*, emphasized that the company's other properties were still in the black. (In broadcasting, Esquire owns WQXI Atlanta.)

And in the Newspaper Field: "In the last 10 years, while daily newspaper circulation rose 6,000,000 nationally, in New York it fell 358,000, and Sunday circulation slippage was far worse: 1,819,000. In the same decade, only one New York paper, the *Times*, logged any significant gain, rising 220,000 to 744,763. New York's newspaper competition is not merely savage; it is mortal. Two of New York's 4 morning papers and all 3 of its evening papers are fighting for their lives."—*Time*.

Newspaper Circulation Gains & Loses: The average total circulation in the U.S. & Canada climbed to 64,397,118 during the 6 months ending March 31, 1961. This was a gain of 862,567 copies over the year-ago period. But Sunday average circulation dropped 337,946 from a year ago to 50,089,218. The ABC study of 1,830 dailies & 564 Sunday newspapers also unearthed these facts: Daily evening newspapers outcirculated morning dailies 38,609,403 vs. 25,447,880; number of newspapers declined to 2,394 (1,491 p.m., 331 a.m., 564 Sunday, 8 all-day) from 2,419. The U.S. totals included 1,726 dailies, 559 Sundays.

Media, Agencies Cautioned: "The advent of TV has opened an avenue of attack by those who practice deception that is rather alarming to contemplate," FTC Comr. Sigurd Anderson told a teachers' summer-school convocation at Bloomsburg (Pa.) State College. Anderson stressed TV's advertising role in a speech in which he warned: "The press, radio and TV, as well as the advertising agencies, carry heavy obligations in protecting the public. I do not believe they can escape these obligations under the guise that freedom of the press must be widely observed. With freedom to speak & to print there also goes the obligation of not lending one's services to the machinations & schemes of those who deceive."

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**Ad People:** Leonard Goldberg, ex-NBC-TV & ABC-TV, named co-ordinator of best. media & planning, BBDO . . . Allen Ducovny, TV-radio dir., D'Arcy Advertising, and Newt Stammer, account exec. for RKO General, named vps . . . David Wham and John Stack named vps, Dancer-Fitzgerald-Sample.

## Networks

**O&O POLICIES ON 40-SEC. STATION BREAKS:** Analysis of proposed station-break sales policies of the 3 groups of o&o's indicates that in all cases, the revised rate structures provide for 10, 30, and 40-sec. announcements priced in terms of the basic, existing 20-sec. rate (50%, 150% and 200% respectively). The triple-spotting taboo is also unanimous.

CBS-NBC's o&o policies are almost identical. In both cases, these networks encourage the use of two 20-sec. commercials rather than a 30-10 combination or a full-break 40. Specific regulations toward this end: (1) 20-sec. announcements pre-empt 10's, but current 10-sec. sponsors will get first option on new 20-sec. availabilities. (2) A pair of 20's will alternate weekly in first & 2nd position. (3) No 20-sec. commercials are pre-emptible (by 30's). Other regulations: (1) When used with a 10, 30-sec. announcements always take first position. (2) The 7:30 p.m. break and breaks within 60-min. network shows will not be available for full 40-sec. announcements.

WABC-TV N.Y., whose policy the other 4 ABC o&o's will probably adopt, is more than a little ironic in its conservatism. Although parent ABC-TV fathered the longer breaks, the flagship station will offer no availabilities for full 40-sec. announcements between programs and will retain the present 30-sec. break within 60-min. network shows. (The protection of minute-participation network business is undoubtedly the motivation.) WABC-TV is encouraging the 30-10 pattern between programs, which will probably result in less local-station revenue than the CBS-NBC policy (because 10-sec. announcements will be offered at pre-emptible discounts). Specific regulations toward this end: (1) 16 prime-time availabilities for 10-sec. advertisers have been set aside. (2) Although 10's are pre-emptible by 20-sec. announcements, two 20's will not alternate first and 2nd position. (3) Option on 30-sec. availabilities will be given to current 20-sec. sponsors.

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**NBC Shifts Policy on Tune-in Ads:** Although NBC-TV plans a sizable print campaign to promote next fall's shows, the emphasis will be on brightening the network's general image and in making viewers familar with the network's shows & personalities rather than on specific "tune-in" information. Furthermore, NBC told some 100 promotion managers of its affiliates gathered last week for regional meetings in New York, New Orleans, Chicago and Los Angeles, there will be no co-op budgets for 1961-62 newspaper tune-in ads.

The reason for the move, NBC told the station promotion men (some of whom were not happy about the decision), was a network study which showed that only about 30% of readers of newspaper TV pages notice tune-in ads. NBC's share of co-op costs for these ads has, in past seasons, involved as much as $1 million annually.

The best medium for promoting the launching of the new fall shows, the meetings were told, was TV itself. NBC, however, will continue to supply art & copy for affiliates who wish to buy their own newspaper tune-in advertising. And it will continue to split (with advertisers or program packagers) ad schedules in *TV Guide*, which, NBC told promotion executives, was more effective than newspaper ads in building program audiences through advance promotion. For 60-min. programs, the split will run to a full page in *TV Guide*; to a half page for 30-min.

## NETWORK SALES ACTIVITY

ABC-TV

Bus Stop, Sun. 9-10 p.m., part. eff. Jan. 14.
*Johnson & Johnson* (Young & Rubicam)

Ben Casey, Mon. 10-11 p.m., part. eff. Oct. 2
*Bristol-Myer* (Ogilvy, Benson & Mather)

American Bandstand, Mon. & Tue. 4-5:30 p.m., part. eff. July, Aug., Sept., & Oct.
*Whitehall Pharmacal* (L. C. Gumbinner)
*Scripto* (McCann-Erickson)
*Mars* (Needham, Louis & Brorby)
*Vick Chemical* (Morse International)
*Golden Grain Macaroni* (McCann-Erickson)

Daytime programming, Mon.-Fri., part. eff. Oct. & Nov.
*Hartz Mountain* (George H. Hartman)
*Peter Paul* (Dancer-Fitzgerald-Sample)
*Singer Sewing Machine* (Young & Rubicam)

CBS-TV

Tournament of Roses parade & pageant, Mon., Jan. 1, 11:45-1:45 p.m., full-sponsorship.
*Quaker Oats* (Lynn Baker)

Person to Person, Fri. 10:30-11 p.m.; Gunslinger, Thu. 9-10 p.m., part. eff. July.
*P. Lorillard* (Lennen & Newell)

Daytime programming, Mon.-Fri., part. eff. July.
*Union Underwear* (Grey)
*Hartz Mountain* (George H. Hartman)

NBC-TV

Thriller, Mon. 10-11 p.m.; Robert Taylor—the Detectives, Fri. 8:30-9:30 p.m.; part. eff. fall.
*Max Factor* (Kenyon & Eckhardt)
*International Latex* (Reach McClinton)
*Pillsbury* (Campbell-Mithun)

Cain's 100, Tue. 10-11 p.m.; 87th Precinct, Mon. 9-10 p.m., part. eff. fall.
*International Latex* (Reach McClinton)

Outlaws, Thu. 7:30-8:30 p.m., part. eff. fall.
*International Latex* (Reach McClinton)
*Pillsbury* (Campbell-Mithun)
*Bulova* (SSC&B)

Dick Powell Theater, Tue. 9-10 p.m.; part. eff. fall.
*Pillsbury* (Campbell-Mithun)
*Max Factor* (Kenyon & Eckhardt)
*Bulova* (SSC&B)

Michael Shayne, Fri. 10-11 p.m., part. eff. July & fall resp.
*P. Lorillard* (Grey)
*P. Lorillard* (Lennen & Newell)

Laramie, Tue. 7:30-8:30 p.m., part. eff. fall.
*Max Factor* (Kenyon & Eckhardt)
*Pillsbury* (Campbell-Mithun)
*Bulova* (SSC&B)

National Velvet, Mon. 8-8:30 p.m., part. eff. July.
*Bulova* (SSC&B)
*P. Lorillard* (Grey)

International Showtime, Fri. 7:30-8:30 p.m., part. eff. fall.
*Bulova* (SSC&B)

Saturday Night at the Movies, Sat. 9-11 p.m., part. eff. fall.
*Bulova* (SSC&B)
*International Latex* (Reach McClinton)

This Is Your Life, Sun. 10:30-11 p.m., part. eff. July.
*P. Lorillard* (Grey)
*Clairol* (Foote, Cone & Belding)

Daytime programming, Mon.-Fri., part. eff. fall.
*Procter & Gamble* (Benton & Bowles)
*Max Factor* (Kenyon & Eckhardt)

Whispering Smith, Mon. 9-9:30 p.m.; Barbara Stanwyck show, Mon. 10-10:30 p.m., part. eff. July.
*P. Lorillard* (Grey)

## Auxiliary Services

**Pay TV Has Repeat Shows, Too:** Telemeter is currently borrowing one of network TV's standard programming practices—summertime reruns of film shows—in its Toronto test area. Under the title of *Summer Theatre in the Home*, Telemeter began, on July 16, repeats of movies already seen on the closed-circuit system. They are fed to viewers' sets on "Channel 5C," the system's 3rd available channel. Cost to viewers: 50¢ for single films, 75¢ for double features and 25¢ for children's matinees. That's about half the going Telemeter rate for first-run movies.

Telemeter is carrying the similarity to network reruns one step further. The rerun movies are "programmed" so that a particular film star is featured on a fixed night of the week—*i.e.*, James Stewart on Mondays, Marilyn Monroe on Thursdays, Frank Sinatra on Saturdays etc.—during the month-long promotion. For the moppet trade, a Jerry Lewis comedy and 2 cartoons are being featured as weekend matinees. On its 2nd channel (5B), Telemeter also offers double-feature comedies on Thursday nights in addition to first-run features on channels 5A & 5B.

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Vhf Translator Starts: Kϕ2AL & K10AV Telluride, Colo. started July 9 repeating KREX-TV Grand Junction • K12AD & Kϕ7BF Valentine, Neb. began June 24 with KPLO-TV Reliance, S.D. & KDUH-TV Hay Springs, Neb. • Kϕ8AO, K10AL & K12AQ Milford, Utah started June 10 with KUTV, KCPX-TV & KSL-TV Salt Lake City • K10AH Paradise Valley, Miner Basin & Emigrant, Mont. began July 9 with KXLF-TV Butte.

No Unlicensed Vhf Boosters: FCC has told Mid-American Relay Systems, vhf booster manufacturer, that .1-watt boosters can't be permitted without Commission licenses and compliance with rules. MARS had thought that a simple $200 unit might get by. Commission said no.

## Technology

Satellite Target Set: U.S. viewers may be able to see the first experimental telecasts from Europe around mid-1962, NASA administrator James E. Webb told the House Science & Astronautics Committee. Testifying at a hearing at which Rep. Fulton (R-Pa.) said that Vice President Johnson's Federal Space Council (Vol. 17:27 p17) "hasn't got off the ground," Webb insisted that plans were moving ahead. He said that NASA hopes to launch its first communications satellite by the middle of next year. He added that AT&T may be able to put one up at about the same time, capable of carrying 100 telephone conversations or one TV program. USIA dir. Edward R. Murrow said any commercial operators of satellite systems should provide special cut-rate service for govt. agencies, and that the U.S. should open its satellites for use by all nations, including Russia & Communist China. Another witness was Comr. Craven, who reviewed the Commission's space proceedings. Meanwhile, the House Commerce Committee began getting into the space act. Chmn. Harris (D-Ark.) set aside July 25-27 for exploratory hearings on space satellite problems.

New TV Weather Satellite: Tiros III, successfully launched July 19, is nearly identical to Tiros II, except that it carries 2 wide-angle TV cameras in place of one wide-angle & one narrow-angle. Constructed by RCA's Astro-Electronics Div., Tiros uses the 2 half-inch vidicon cameras to photograph cloud patterns.

## Educational Television

**3 ETV Pots Boil in N.Y.:** There will be educational television in New York City this winter even if plans to convert WNTA-TV to a non-commercial outlet (Vol. 17:27 p4 *et seq.*) are stalled. The city's Board of Estimate has approved the spending of $348,440 as N.Y.'s slice of the operating costs of FCC's uhf (Ch. 31) test. The federal govt. share will be about $2 million. Target date for the start of telecasting, which will be under the jurisdiction of city-owned radio WNYC: Oct. 15.

In addition to ETV programming by the Board of Education, the station will also be used for police & fire dept. telecasts & training programs. Abraham D. Beame, city budget dir., estimated that "about 66,000" uhf sets were already in the N.Y. area, and that 400,000 sets were already hooked up to master antennas which could use master uhf converters.

In another area there was also a promise of a new season of ETV programming on one of the city's regular commercial TV channels, WPIX. Starting Oct. 2, WPIX will televise a 10 a.m.-3:30 p.m. schedule of ETV shows staged by the N.Y. State Regents ETV project. The WPIX telecasts will mark the 4th successive season of the Regents ETV programs. The WPIX programs have no commercial sponsors, since the time for the ETV series is sold as a block to the Regents project and paid for from state funds. Some public-service announcements are used between Regents programs. Regular commercial announcements are permitted only between the start and finish of the program block and adjacent WPIX commercial shows. Under the present Regents contract, the shows will be on WPIX at least until the end of December, but can be shifted by the Regents to WNTA-TV thereafter if the latter station becomes an ETV channel.

WNTA-TV's sale to Educational TV for the Metropolitan Area (ETMA) was still the subject of public discussion. Rep. Emanuel Celler (D-N.Y.), frequent critic of commercial TV, hailed Ch. 13's proposed conversion to ETV as "a cool breeze in the heat of summer," and urged that FCC "should as expeditiously as possible approve . . . the objections of Governor Robert Meyner notwithstanding." Under new ETV management, said Celler, viewers in the N.Y.-Conn.-N.J. area would benefit and "the interests of N.J. from the public standpoint will be far better served than ever before."

Assemblyman Nelson F. Stamler (R-N.J.) added his amen. "At this stage of a historic breakthrough in TV history for the metropolitan area, one would expect the governor to be in the forefront of those seeking to guarantee the success of this new & remarkable venture," said Stamler last week. Remarking that the ETV group plans to maintain a studio in Newark or New Brunswick, he termed Meyner's efforts to block the sale "incomprehensible."

At FCC, there's considerable off-the-record view that Meyner has no legal leg to stand on, will be given very short shrift. The general opinion in Washington is that Meyner is playing a purely political game.

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ETV Centers Proposed: Establishment of national & regional non-profit centers for wider distribution of TV films & tapes suitable for educational purposes is recommended in a research report by 2 U. of Neb. specialists to the U.S. Office of Education. Gen. mgr. Jack McBride of the University's KUON-TV (Ch. 12) Lincoln & Asst. Dean Dr. Wesley C. Meierhenry of its Teachers College had no specific proposals for public financing of the centers.

## Congress

**Jail for Broadcasters:** Operators of TV & radio networks & stations could be jailed for "undue exploitation" of sex, crime, horror and violence under terms of a bill (HR-8109) tossed into the House hopper by Rep. McDowell (D-Del.). The measure would amend the U.S. Code to set up $10,000 fines and/or 2-year prison terms for misuse of the airways for such purposes. "The new legislation is necessary to arm the FCC & the Justice Dept. with laws that will enable them to deal with undue exploitation of these subjects," McDowell explained. His bill was referred in routine to the Judiciary Committee headed by Rep. Celler (D-N.Y.).

FCC Bill Called Up: Chmn. Magnuson (D-Wash.) has called the Senate Commerce Committee into executive session July 18 to take up the FCC reorganization proposed in a Commission-drafted bill (S-2034) approved by the Communications Subcommittee (Vol. 17:28 p10). No opposition by Committee members to the measure sponsored by Sen. Pastore (D-R.I.) was reported last week, and the bill may be reported to the Senate floor by this week's end. A nearly-identical House bill (HR-7856) by Rep. Harris (D-Ark.) has already been cleared by his Commerce Committee. He is expected to submit it on the House floor this week. Meanwhile 2 more of President Kennedy's agency reorganization plans survived initial attacks in Congress, which killed his proposals for FCC & SEC. The House Govt. Operations Committee cleared White House proposals for the Federal Home Loan Bank Board & Federal Maritime Board.

"Defense" Ads Defended: House-approved legislation (HR-7851) forbidding use of govt. funds to pay for advertising by defense contractors could lead to federal measures to control all advertising, witnesses at Senate hearings warned. Moreover, defense-company help-wanted appeals in trade journals and ads searching for scarce materials are part of the legitimate cost of govt. business, a Senate Appropriations Subcommittee was told. Witnesses opposing the House bill included spokesmen for such groups as the EIA, Advertising Federation of America, Assn. of National Advertisers, National Business Publications Inc., Aerospace Industries Assn., American Rocket Society. Supporting the bill, Sen. Cannon (D-Nev.) said that the ad ban would plug a "loophole for profiteers" which he estimated was costing the govt. $500 million in extra contract costs annually. Probable outcome of the Senate hearings: Approval by Congress of a compromise law forbidding "institutional" ads (such as 4-color spreads by companies whose only business is with the govt.) at Defense Dept. expense, but permitting firms to charge off costs of ads for personnel, materials, etc.

Daytimers' Bills Up: House Commerce Committee Chmn. Harris (D-Ark.) has scheduled July 18-20 hearings on a half-dozen measures to extend radio daytime stations' operating hours from sunrise to sunset to 6 a.m.-6 p.m. FCC Chmn. Minow probably will be the lead-off witness, followed by House sponsors of the bills and representatives of pro-&-con industry groups.

Vhf-Uhf Bill Reaches House: FCC-sponsored legislation requiring that all TV sets that are shipped in interstate commerce or imported be equipped to receive all channels has been introduced by House Commerce Committee Chmn. Harris (D-Ark.) His measure (HR-8031) is same as Senate bill (S-2109) filed earlier (Vol. 17:26 p14).

Dodd Hearings Delayed: Resumption of TV hearings by the Senate Judiciary Juvenile Delinquency Subcommittee, tentatively set for this week (Vol. 17:27 p7), have been postponed for another 2 weeks. Chmn. Dodd (D-Conn.) had no witness list ready last week, but a Subcommittee source told us network spokesmen probably would be recalled for more testimony on charges that TV programming is full of crime & violence. Representatives of veterans & religious groups also may be heard. "We'll be tying up loose ends left over from the earlier hearings," the source said, indicating that the new sessions will run several days. In Hollywood we were told that those asked to appear before the committee include Four Star Television's Pres. Dick Powell, exec. vp Tom McDermott and first-vp George Elber. Desilu hasn't yet decided whether Pres. Desi Arnaz or another executive will attend.

Sponsor Pressure Endorsed: Senate Commerce Committee member McGee (D-Wyo.) has hailed as "extremely encouraging" an editorial in *Food Field Reporter* calling on food-products sponsors to help lift the level of TV programming. In a Senate speech, McGee again defended witnesses at FCC's N.Y. network hearings (Vol. 17:28 p11), urged the industry itself to undertake "a great deal of housecleaning," and quoted the trade-publication's editorial: "Business owes the people a responsibility in addition to raising its material standards. Sponsors should attempt different, even controversial shows, in an effort to bring some culture to viewers." At the same time, McGee revived a 1951 proposal in the *Saturday Review* by then-Sen. Benton (D-Conn.) for establishment of a National Citizens Advisory Board on Radio & TV. He ended his speech "on a more hopeful & better note" by quoting a column by Dick Kleiner in McGee's home-town *Laramie Boomerang*. It praised educational TV, said "it isn't fair to castigate a magnificent tool because some misuse it."

"Conflict" Laws Updated: The House Judiciary Antitrust Subcommittee has given unanimous endorsement to legislation overhauling govt. conflict-of-interest regulations —some of which have been in the law books, virtually unchanged, for a century. Supported by the Kennedy administration and based on identical bills (HR-3411 & 3412) introduced in January (Vol. 17:5 p8) by Subcommittee Chmn. Celler (D-N.Y.) & Rep. McCulloch (R-O.), the recommended legislation would: (1) Bar former federal agency officials forever—not for just 2 years—from representing private parties in cases which they handled while in the govt.'s employ. (2) Bar full-time federal workers from helping private parties get licenses (such as FCC TV & radio grants) or other awards from agencies. (3) Impose criminal penalties on private parties who pay govt. employes for help in cases before agencies. (4) Prevent a govt. employe who has interests in an outside company from active participation in any govt. case involving the company—unless he gets written advance permission from the head of his agency.

ETV Bill Snagged: The House Commerce Committee met in 3-day executive sessions on pending legislation last week, but once again failed to do anything about federal aid to educational TV (Vol. 17:27 p16). Chmn. Harris (D-Ark.) kept a $25-million matching-grant bill (HR-132) by Rep. Roberts (D-Ala.) on his agenda, but didn't call it up for a vote. Backed by the Kennedy administration, the Roberts measure was approved in June by the Commerce Communications Subcommittee (Vol. 17:25 p22) as an alternative to a Senate-passed bill (S-205) by Sen. Magnuson (D-Wash.) providing outright $51-million ETV grants.

## The FCC

**GE Protests Renewal Holdup:** Electrical-industry anti-trust troubles of GE have nothing to do with the company's broadcast operations, GE told FCC in a statement supplementing its station renewal applications, which have been pending since March. Protesting go-slow recommendations by the Commission staff, which cited GE's guilty pleas to "numerous violations" of antitrust law (Vol. 17:14 p1), GE said the case was "in no way involved" with its 3 Schenectady stations—WRGB, WGY, WGFM. "As a licensee with a record running back as far as 40 years," GE said, "the company's fitness to conduct such operations in the future should be judged upon the facts of its proven broadcast service." The company shouldn't be subjected to "additional penalties by the FCC for [anti-trust case] conduct which it neither authorized nor sanctioned," the statement argued.

**Bobby Kennedy's TV Luncheon:** Nothing significant seems to have happened at a July 7 Justice Dept. luncheon hosted by Attorney General Kennedy. He had as guests CBS Chmn. Paley, CBS Pres. Stanton, FCC Chmn. Minow, NAB Pres. Collins and Deputy Attorney General Byron White. One participant described it as "a mostly social luncheon, apparently an outgrowth of a social meeting between Kennedy & Paley." Added he: "No new viewpoints were expressed, as far as I could see. No decisions were made—or sought." Said another: "Bobby has long been interested in TV. We talked generally about a lot of things—programs, allocations, and so forth." Minow has now had face-to-face discussions with the heads of all networks except MBS.

**NBC-Philco Hearing:** FCC isn't expected to try to get a Supreme Court review of the Court of Appeals ruling in the Philco protest case (Vol. 17:27 p9). The lower court had ruled that the Commission should have given Philco a hearing on its charges that NBC's WRCV-TV Philadelphia license shouldn't be renewed because of RCA-NBC's anti-trust history. It's expected that the Commission will consolidate the Philco charges with the WRCV-TV renewal hearing and that the Justice Dept. will be invited to participate.

**FCC Asking FAA for Time on Towers:** FAA's grasp for power over tall tower approvals, in the form of new regulations (Vol. 17:25 p8), has FCC worried because it believes FAA is attempting to invade the Commission's legal domain. Therefore the Commission has asked, or is planning to ask, FAA to delay the effectiveness of its new rules for 60 days pending consultation with the Commission. Comr. Bartley will head the "negotiators."

**Ford Introduces Compact Model:** FCC Comr. Frederick W. Ford and Mrs. Ford are parents of a son, Frederick Wayne Jr., 8 lbs., 2 ozs., born July 12 at George Washington U. Hospital in Washington. Comr. Ford has a 16-year-old daughter, Mary Carter, by his first wife, who died.

**FCC to Reexamine Allocations:** A major new look at TV allocations has been scheduled by the FCC for July 27 —covering vhf drop-ins, possible deintermixture, etc.

**Minow at RTES:** FCC Chmn. Newton N. Minow will address the first RTES Newsmaker Luncheon of the 1961-62 season, Sept. 22 at the Hotel Roosevelt, N.Y.

**CP Granted:** Ch. 64, Pittsfield, Mass., to WWLP (Ch. 22) Springfield.


**Television Digest**

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WALTER H. ANNENBERG, *President*
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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Alfred J. Scalpone, ex-CBS-TV program vp in Hollywood & ex-McCann-Erickson TV-radio vp, named ad vp of Schick Safety Razor Co. . . . Ken DeVaney named managing dir., Cal. Bcstrs. Assn. . . . Everett H. Erlick, ex-Young & Rubicam, named vp-gen. counsel, AB-PT . . . John J. Lorenz named asst. controller, CBS Inc.

William N. Davidson, ex-vp-gen. mgr. of WNBC-TV N.Y., named vp, Advertising Time Sales Inc., a new firm . . . Robert W. Breckner, vp & gen. mgr. KTTV Los Angeles, elected to board of parent Times-Mirror Bcstg. Co. . . . J. R. (Jack) Poppele, former VOA dir. and well-known broadcasting industry figure, named to the board of Foto-Video Electronics . . . R. L. (Danny) Cochrane promoted from asst. gen. sales mgr. to gen. sales mgr., KXTV.

Ralph H. Daniels Jr. named asst. gen. sales mgr., KNXT Los Angeles, replacing Richard Beesemeyer, who has become mgr. of ABC-TV spot sales in Los Angeles . . . Paul Kennedy Jr. resigns as Los Angeles mgr. of Weed & Co. to join sales staff of KCOP Los Angeles . . . William C. Ackerman, dir. of special projects, CBS News & exec. dir., CBS Foundation, joins staff of Bureau of Educational & Cultural Affairs in the State Dept.; he's succeeded as exec. dir. of the Foundation by Julius F. Brauner, who continues as secy. & gen. attorney, CBS Inc. . . . Herman Pease named program mgr., WROC-TV Rochester.

Fred L. Bernstein appointed gen. sales mgr., WLOS-TV Asheville, N.C., succeeding Saul Rosenzweig, now vp-gen. mgr., KPLR-TV St. Louis.

John R. Corporon named news dir., WDSU-TV New Orleans, succeeding William B. Monroe Jr., who became NBC News Washington mgr. (Vol. 17:27 p13) . . .Warren D. Quenstedt, Washington communications lawyer, confirmed without dissent by Senate as deputy administrator of National Capital Transportation Agency.

New telephone number of David Steel, Washington engineering consultant, is 393-3173; the number reported last week was incorrect.

### *Obituary*

Emery Huse, 64, retired mgr. of Eastman Kodak's West Coast motion picture film dept., died July 7 after a long illness. He had been president of the Society of Motion Picture & Television Engineers in 1941 and 1942. Surviving are his wife and 2 daughters.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**FM STEREO—6 STATIONS, 5 MARKETS:** Three new FM-stereo markets have opened up since our last issue—making 5 in all, with several more stations poised to start. What got the cork out of the bottleneck was FCC's type-approval of RCA stereo equipment Mon. July 10. Prototype RCA stereo equipment has been delivered to 7 stations. Here are the new FM stereo markets and an idea of the stereocasters' plans:

Seattle, where KLSN began stereocasting July 11. The station plans to broadcast 9 hours of stereo daily—"all kinds of music."

Dallas, where KIXL-FM threw the switch July 12. It has scheduled daily stereocasts 2-3 p.m. & 8-9 p.m.

Detroit, where WDTM was due to begin Sun. June 16. It plans to stereocast such special features as hi-fi delayed broadcasts of the U. of Michigan May Music Festival featuring the Philadelphia Orchestra.

Add these 3 markets to Chicago & Schenectady, where stereocasts have been going on since June 1, and it's obvious that there's plenty of opportunity to sell stereo receiving gear—for those manufacturers who have it ready. Several more stereo starts may be imminent, including WSPA-FM Spartanburg, S.C., now testing its RCA stereo equipment and planning to begin regular stereo programming Aug. 1; KMLA Los Angeles, testing with Calbest equipment, which has yet to be type-accepted; WDHA-FM Dover, N.J., also testing non-accepted equipment. The latter 2 will require type-acceptance before they can program stereo.

Next major stereo markets may be Boston & Houston, where stations now have RCA stereo equipment (Vol. 17:26 p16, 27 p18). WQXR N.Y. also has RCA stereo gear, but station officials indicate that they're going to take their time on tests & measurements before beginning any programming (Vol. 17:27 p18).

More sources of stereo broadcast equipment are gradually opening up. Dynamics Corp. of America (Standard Electronics) says production has started on its stereo generators and the first unit has been shipped to KPEN San Francisco. DCA's equipment is not yet type-accepted, however.

Against this background of a spreading new broadcast service, this week's Music Industry Trade Show at Chicago's Palmer House will see greatest attention centered on FM stereo, as dealers (and others) get first opportunity to see many competitive makes of FM-stereo receivers in action.

Manufacturers exhibiting at Music Show may find themselves in something of a dilemma about program sources for FM stereo. Two stations are broadcasting stereo in Chicago, but exhibitors run the risk of spreading plugs for their competitors if they tune to them. WKFM will be broadcasting daily special stereo programs sponsored by Fisher Radio. Zenith's WEFM, which normally broadcasts only 30 minutes of stereo daily, plans a vastly expanded schedule of stereo that will span the duration of the Music Show—including Zenith commercials. At least one manufacturer—Pilot—will set up own closed-circuit stereo station at show.

By year's end, it's our guess that there'll be 30-40 stereo stations on air, although some others have predicted as many as 100. A good way to keep track of all stereo markets as soon as they open up is to add our AM-FM Addenda service to your present Digest subscription—if you don't already get it. Direct from FCC sources, all stereocasting starts are reported weekly in the Addenda.

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 7 (27th week of 1961):

| | July 1-7 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 78,142 | 132,326 | 51,637 | 2,878,959 | 3,014,837 |
| Total radio | 181,889 | 324,846 | 173,906 | 7,711,892 | 8,699,636 |
| auto radio | 65,286 | 93,187 | 75,310 | 2,459,904 | 3,398,579 |

**MICRO-CIRCUITS REACH PRODUCTION STAGE:** A $15-million program to develop a new shape & size for electronic circuits of the future officially came out of the lab stage last week. Its impact will be felt first in military equipment, later in industrial electronics, and possibly in consumer equipment in about 5 years.

Signal Corps & RCA last week jointly called together top executives of 55 component manufacturers engaged in the 4-year micromodule program, and, in effect, said: "Micromodules have been proven. This is it. Get ready to roll." Micromodule concept uses building-block methods and miniature components to make entire circuits half the size of a sugar-lump.

Micromodule design is compilation of many previously developed industry ideas. A micromodule is basically composed of as many as 12 flat ceramic wafers 3/10-in. square, each containing one or more subminiature components, including semiconductors. These component wafers are connected by 12 pins or leads, and entire micromodule is encapsulated in plastic. They are then mounted on printed-circuit boards to form end equipment.

Beauty of micromodule concept is that it is "evolutionary, not revolutionary," as RCA group exec. vp W. Walter Watts expressed it at kick-off symposium last week in Somerville, N.Y. It uses conventional-type components (although vastly reduced in size), but same tiny configuration can accommodate any new component development, such as molecular electronics (Vol. 17:26 p15), "integrated circuits," thin-film circuits, etc. Basically a new format for electronic circuits, micromodule is a "bridge between conventional techniques and all emerging new forms."

Already developed for military are such items as extremely compact computer (using 1,600 modules in 2.5-cu-ft. space), helmet radios, etc. Advantages already proven in lab are weight & size reduction, reduction of power requirements, increased reliability. Cost is still high, but studies show that micromodules should be competitive with conventional printed-board military circuits when micromodule production reaches annual rate of 5 million.

Micromodule component wafers are made by regular component & semiconductor manufacturers, are then stacked & sealed into complete circuit. Although RCA has piloted the project, concept isn't proprietary, and both Signal Corps & RCA are eager to get all component & end-equipment manufacturers thinking in terms of micromodules. RCA notes that the potential market for components which could be micromodularized in military, industrial & consumer electronics will total $750 million a year by 1965.

So convinced is Signal Corps that tiny micromodule is circuit format of the future that procurement & distribution chief Gen. H. L. Scofield told last week's symposium that the Corps is now reviewing many of its major electronics systems with an eye to conversion to micromodules, and that all equipment now in research & development is being "reviewed actively" with this in mind.

One of purposes of symposium was pep-talk to components makers to bend every effort to bring costs down. Already micromodules are more than competitive with other components in terms of size, weight, power drain, reliability. Remaining significant barrier is price—which RCA believes will come down rapidly as production increases.

Can micromodules be adapted to consumer goods? Definitely, says RCA. But "cheap & dirty" versions won't come until military & industrial production have been in high gear for some time. What can micromodules do for consumer goods? Today's tiniest transistor radio can be halved in size, at least. Power drain can be cut. And micromodule concept can almost end the problem of complicated radio & TV repairs. For example, a 6-transistor radio would contain no more than 6 micromodules (measuring less than 2-ins. square altogether), plus speaker & tuning capacitor—nothing else. In case of trouble, find faulty module & replace it.

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Canadian TV Sales to Dealers: May sales of TVs slipped to 15,326 units from May 1960's 16,455, EIA of Canada reported last week. The 1961 figures, however, do not include the sales of a former member, resigned April 30. Total sales for 1961's first 5 months were 109,172 TVs —compared with 117,033 for Jan.-May 1960. The 5-month breakdown (1960 figures in parentheses): Portables, 23,431 (23,941); table models, 18,793 (23,337); consoles, 60,046 (64,575); combinations, 6,902 (5,180). For May (vs. May 1960): Portables, 4,390 (4,414); table models, 1,946 (3,765); consoles, 7,876 (7,630); combinations, 1,114 (646).

Company-Paid Junkets May Be Taxable: Dealers & salesmen who make their quotas and win expense-paid trips to posh conventions may hereafter find the junkets taxing more than their strength. A Federal District Court has ruled that an allowance for attending a company convention is fully taxable income—on grounds that the junket is primarily intended as a holiday. The ruling was made against an insurance salesman who, with his wife, received a 6-day expense-paid trip from Dallas to N.Y.—a half-day of which was devoted to a formal business meeting. The ruling was upheld by the Fifth Circuit Court of Appeals.

**TV-RADIO-PHONO SALES UP:** It comes as no surprise that official EIA figures for May, released last week, show substantial improvement in retail sales of TVs, radios & phonos compared with May 1960. Only in the radio category, however, are retail sales for the first 5 months cumulatively ahead of last year. In all of the 3 products, cumulative production is down sharply from 1960, indicating a careful weather eye on inventories.

In TV, May 1961 saw 17% more sets sold to consumers than in May 1960, the biggest year-to-year gain so far in 1961 and the 3rd month in a row to show a gain from the same 1960 month. The May improvement helped to whittle this lag in cumulative retail sales to less than 6% below 1960.

Radio retail sales for May were a hefty 36% greater than May 1960, running ahead of 1960 for the 4th month this year (all except January). For the first 5 months of the year, unit sales of radios led the comparable 1960 figure by 9%.

Phono retail sales, which had been relatively sluggish until April, forged ahead in May—a full 42% more than May 1960—but cumulative sales still lagged behind the 1960 mark by 11%.

The official EIA production & retail sales figures, with 1960 comparisons:

**TELEVISION**

| Month | Total Production 1961 | Total Production 1960 | Uhf Production 1961 | Uhf Production 1960 | Retail Sales 1961 | Retail Sales 1960 |
|---|---|---|---|---|---|---|
| January | 367,935 | 526,494 | 25,270 | 50,119 | 399,791 | 590,867 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 452,282 | 507,673 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 530,105 | 501,829 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 378,275 | 351,214 |
| May | 470,399 | 442,176 | 22,782 | 32,295 | 391,467 | 334,283 |
| TOTAL | 2,186,018 | 2,444,174 | 113,191 | 210,602 | 2,151,920 | 2,285,866 |

**RADIO**

| Month | Total Production 1961 | Total Production 1960 | Auto Radio Production 1961 | Auto Radio Production 1960 | Retail Sales (excl. auto) 1961 | Retail Sales (excl. auto) 1960 |
|---|---|---|---|---|---|---|
| January | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 580,680 | 803,388 |
| February | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 666,228 | 611,479 |
| March | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 853,821 | 664,441 |
| April | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 603,489 | 547,839 |
| May | 1,196,949 | 1,277,040 | 408,875 | 463,165 | 745,818 | 548,322 |
| TOTAL | 5,911,027 | 6,973,069 | 1,863,781 | 2,726,222 | 3,449,834 | 3,175,469 |

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196), May 49,705 (65,438). Five-month total: 267,787 (339,516).

**PHONO FACTORY SALES**

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,649 | 324,666 | 417,315 |
| March | 62,398 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| May | 53,887 | 142,450 | 196,337 | 36,793 | 146,176 | 182,962 |
| TOTAL | 300,433 | 938,914 | 1,239,347 | 342,068 | 1,197,103 | 1,539,171 |

**PHONO RETAIL SALES**

| Month | 1961 Mono | 1961 Stereo | 1961 Total | 1960 Mono | 1960 Stereo | 1960 Total |
|---|---|---|---|---|---|---|
| January | 105,753 | 271,124 | 376,877 | 150,688 | 368,964 | 519,652 |
| February | 61,646 | 255,722 | 287,368 | 102,063 | 347,860 | 448,128 |
| March | 64,138 | 237,537 | 301,675 | 61,249 | 249,497 | 310,746 |
| April | 56,312 | 182,773 | 239,085 | 41,503 | 152,141 | 193,644 |
| May | 62,328 | 194,891 | 257,319 | 39,734 | 141,080 | 180,814 |
| TOTAL | 350,177 | 1,112,047 | 1,462,224 | 396,362 | 1,258,417 | 1,654,778 |

Philco Enters Ionizer Field: The "Ionitron 5000," an air ionizer, is being sold through drugstores at $100. Distribution is being made through Smith, Kline & French and McKesson & Robbins, with a 90-day parts & labor warranty honored by franchised Philco TV-radio service dealers. Ionitron has been test-marketed in 9 states and "distribution will be expanded as our production of units [in Sandusky, O. plant] is increased," Philco said.

**RCA Offers Stereo Adapters:** RCA Victor has cast in its lot with those who see FM stereo as an "optional extra." At this week's Music Show it will premiere a stereo adapter, for FM-AM tuners in its stereo phono combinations, carrying a retail guide price of $29.95. The plug-in adapter fits all radio-phono combinations in RCA's current line and "most stereo phonographs produced [by RCA] in the last few years," RCA announced.

There thus are 3 schools of thought among manufacturers: (1) The "no-adapter" school, as exemplified by Zenith. (2) The "FM-stereo-optional" or "100% adapter" school, now led by RCA. (3) The "adapter-&-built-in" school, whose adherents offer adapters for some past and present models, but also offer, or plan to offer, radio-phono units with stereo-FM built in.

Zenith has been strong in its anti-adapter position. "In most cases the customer is only asking for trouble when he tries to make an instrument designed for one kind of performance do something that is completely new," said Zenith in a recent stereo-FM brochure. Zenith has already announced that it won't make or market adapters, but will offer complete drop-in stereo-FM tuners for its past stereo phonos.

RCA's rebuttal: "Rather than concentrate exclusively on FM-stereo radio products that attempt to obsolete relatively new phonographs, we prefer to satisfy our customers of the past as well as of the future," said RCA Sales Co. mktg. vp Raymond Saxon. "The industry should realize that a good stereo-FM radio system can be produced in more than one way."

* * *

RCA Pricing Scored: In a special report to Congress, the General Accounting Office has accused RCA of misleading the Air Force to jack up the price of 442 long-range radio sets in a $5.3-million contract for pressurized airborne-communication equipment. The govt. auditors said that RCA charged the Air Force $822 per unit for subcontracted hermetically sealed component cases, whereas one RCA supplier had offered to make the cases for $525 per unit. The GAO reported that Air Force negotiators questioned the higher price, but that RCA said it represented the "best competitive bid." RCA denied that it had misled the Air Force, but said it would be willing to discuss a possible refund.

Sylvania Expands Semiconductor Facilities: To meet "unprecedented product demand," Sylvania is expanding by 40% the manufacturing facilities of its semiconductor operations. Divisional vp & gen. mgr. Dr. William J. Pietenpol said the semiconductor divisions would add 81,000 sq. ft. of manufacturing space by next spring.

Sylvania Is Closing Oklahoma Tube Plant: The reduced demand for receiving tubes, resulting from the increasing use of semiconductors, has decided Sylvania to close its Shawnee, Okla. receiving tube plant. Operations there will be discontinued over the next 6 months.

Packard Bell Sales Up: Distributor sales of TV sets introduced in June are running 57% ahead of last year. PB Sales Corp. Pres. Richard D. Sharp reported that the week ended June 30 was the best in 1961, topped by only one week in all of 1960.

Motorola Color Demonstration: Compact color sets with 90-degree 23-in. rectangular shadow-mask tube developed by Motorola (Vol. 17:27) will be demonstrated for the first time the week of July 24 in N.Y.

**Westinghouse's Innovations:** Three engineering features, even more emphasis on furniture styling, and the reliability theme are being stressed in the 1962 Westinghouse line, due for premiere showing at this week's Music Industry Trade Show in Chicago's Palmer House.

Two interesting features, reported here briefly last week (Vol. 17:28), will be found on selected TV models:

(1) "Instant-On." This feature provides instantaneous picture & sound when the set is turned on. It uses the principle of standby power—some circuits remaining on at reduced power even when the set is turned off. This technique is said also to preserve tube & component life by eliminating power surges and humidity condensation.

(2) "Mobil-Sound" is featured on a remote-control receiver, permitting the viewer to listen to the TV sound through a conventional AM radio. The remote on-off volume control has 3 positions—low sound, higher sound and remote—the latter causing the TV sound to be transmitted by wireless to any nearby radio tuned to a preselected frequency.

Also included in Westinghouse TV sets is a new control circuit for picture scanning to improve picture linearity.

The TV line again features "Curio Chest" high-styled furniture bases for 19-in. portables. The 38-model TV line begins at $189.95 for a 19-in. set, with "Mobil-Sound" remote 19-in. at $279.95. Curio Chest base-&-19-in.-TV units start at $349.95. The line features 7 portables, 6 compacts, eight 23-in. table models and 17 consoles.

Westinghouse's stereo line comprises 14 instruments, available in 4 furniture design styles starting at $199.95 (including AM-FM). FM multiplex will be available as a plug-in for the 4 stereo units with AM-FM, and a new series with built-in multiplex will be available in September. Westinghouse also introduced 2 children's phonos in furniture cabinets—maple desk at $99.95, cobbler's bench at $69.95.

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**Lawrence Tube Still 'Almost Ready':** Paramount's Lawrence tube and associated receiver circuitry was back in the "almost ready" stage last week, just a month after Paramount stockholders had seen a demonstration of the "perfected, production-ready" color receiver (Vol. 17:24 p15).

"We're still making improvements; it's not ready yet," Paramount vp-secy. Paul Raibourn told us. "We're doing some more work on the reproduction of b-&-w pictures. Within a matter of a few days we will be able to demonstrate a set better in b-&-w than a b-&-w set." He said several receiver manufacturers have recently appraised the tube & set, but nobody has yet agreed to produce it. For one manufacturer, he said, Paramount is modifying a b-&-w set to show how easily color can be added.

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Motorola Orders Up, Too: Motorola joined the nearly-unanimous chorus of manufacturers reporting heavy orders at their recent conventions. Mktg. vp. S. R. Herkes said last week that TV & stereo orders placed at the June 29 convention for July-Aug. delivery hit an all-time high, with TV volume up 64% over July-Aug. 1960 orders, stereo up 84%, and "orders for new radio models . . . exceeded by more than 92% the projection made at the factory prior to the convention." Motorola's advertising plans for its 1962 line include a return to TV-broadcast advertising for the first time since 1954. The company will sponsor 3 one-hour TV specials, one featuring Bing Crosby, another with Jack Benny.

**Symphonic Buys Hoffman Dies:** Expanding its TV plans, Symphonic Electronic Corp., which re-entered the TV field last year, has acquired tools, dies and blueprints of Hoffman's recently discontinued TV line. Symphonic Pres. Max Zimmer announced at week's end that his company had taken over "all Hoffman Electronics Corp. tools & dies of their newest 19- & 23-in. models" as well as "engineering prints and manufacturing & testing techniques."

"The addition of these Hoffman developments will aid us materially," said Pres. Zimmer. "We have already made arrangements to ship the equipment from Los Angeles to our Lowell, Mass. plant and we will begin utilizing the Hoffman developments just as soon as they can be incorporated into our production facilities. Our new 1962 line will include the deluxe Hoffman chassis."

Included in the transaction were "drawing-board" plans for future models, some of which Symphonic is expected to develop; it may also continue some past Hoffman designs.

"Although we will show some samples of these lines at our exhibit at the Music Show [this week in Chicago], it is our intention to have a full-line showing of the Symphonic TV line some time in the future," said Zimmer. "We believe very strongly that there continues to be a growing demand for TV receivers and that Symphonic can substantially add to its volume under our own brand and private-label contracts."

The transaction included neither any inventory or any rights to Hoffman proprietary trade names.

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**Trade Personals:** Larry L. Malin resigns as commercial electronics div. vp, Admiral Sales Corp., to become exec. vp, Ascon Management Corp., Los Angeles management service agency . . . Don L. Blackman, ex-Vancouver branch mgr., named to new post of sales promotion & mktg. mgr., Canadian Admiral Corp.

Jules Beuret appointed Magnavox ad & sales promotion dir. . . . J. V. Holdam, ex-Lab for Electronics, elected vp in charge of electronics activities, Dresser Industries . . . Jack T. Gentry named vp-gen. mgr., U.S. Engineering Co., div. of Litton Industries . . . Leo Kagan promoted from sales vp to new post of mktg. vp, Elco Corp. (components).

Arthur K. Weber named staff mfg. vp, RCA mfg. services, promoted from mfg. dir.; John H. Sidebottom appointed div. vp, defense mktg., RCA defense electronic products . . . M. D. Schuster, ex-vp-gen. mgr. of Capitol Records Distributing Corp. home instrument div., named to new post of mktg. mgr., Packard Bell industrial TV division.

Thomas E. Drumm Jr. promoted to administrator, BDSA, Commerce Dept.; he's been acting administrator of the soon-to-be-expanded agency . . . Gail E. Boggs promoted to research & development dir., Page Communications Engineers.

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TV-Radio Technical Meeting: The 33rd annual Radio Fall Meeting, the only national engineering conference for the electronic entertainment-equipment industry, has been scheduled for Oct. 30-Nov. 1 at Syracuse (Hotel Syracuse). It's co-sponsored by EIA & IRE.

***Obituary***

Lillian Jacobs, 62, wife of Howard A. Jacobs, secy.-treas. of Symphonic Electronic Corp., died of a heart ailment July 12 at her home in Brooklyn, N.Y. She is survived by her husband, 2 children and 3 grandchildren.

## Finance

**Magnavox Has Record Half:** Buoyed by a rising 2nd quarter which saw profits rise 92% on a 28% sales gain, Magnavox wound up 1961's first half with peak earnings & sales (see financial table). For the 6 months to June 30, profits climbed about 38% to $2.5 million from $1.8 million in 1960's first half. Sales gained some 20% to $61.8 million from $51.8 million.

Pres. Frank Freimann told stockholders who met at Fort Wayne last week that the outlook for 1961's 2nd half is even more favorable. He emphasized that Magnavox historically garners 70% of its profits & 60% of its sales in the last half of the year.

There was additional good news for Magnavox shareholders: The directors authorized a 50% increase in the dividend rate. The new rate was authorized after stockholders had approved both a 3-for-1 split of the common stock and an increase in the number of shares to 10 million from 3.5 million. The new dividend rate, effective Sept. 15 to holders of record Aug. 25, will be 12½¢ quarterly, or equal to $1.50 a share annually on the basis of the 3-for-1 split. Previously, the dividend has been 25¢ quarterly or $1 annually.

———■———

**Reports & Comments Available:** Electronics Capital Corp., prospectus, Bear, Stearns & Co., One Wall St., N.Y. 5 • ITT, analysis, Green, Ellis & Anderson, 61 Broadway, N.Y. 6 • Microwave Associates, comments, Schirmer, Atherton & Co., 50 Congress St., Boston 9 • MGM, review, Shearson, Hammill & Co., 14 Wall St., N.Y. 5 • Standard Kollsman, study, Hemphill, Noyes & Co., 15 Broad St., N.Y.

### OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, July 13, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 18 | 18 | 19⅜ |
| Adler Elec. | 15¾ | 16 | 17⅞ |
| Aerovox | 10¼ | 11¾ | 13⅛ |
| Allied Radio | 27¼ | 29½ | 32 |
| Astron Corp. | 1⅞ | 2 | 2½ |
| Babcock | 28 | 27¾ | 30⅛ |
| Baird Atomic | 19⅜ | 21¼ | 23¼ |
| Cannon Elec. | 29 | 23 | 26¼ |
| Capehart | 8⅜ | 8½ | 9¾ |
| Chicago Aer. | 23½ | 27 | 29⅞ |
| Control Data | 97 | 92 | 97 |
| Cook Elec. | 10⅞ | 10⅞ | 11⅞ |
| Craig | 14½ | 14¼ | 15¾ |
| Crosby Tel. | 5⅛ | 5⅜ | 6⅝ |
| Dictaphone | 37 | 34½ | 37¼ |
| Digitronics | 26½ | 26 | 29⅜ |
| Eitel-McC. | 16½ | 15¼ | 16½ |
| Elco Corp. | 13¼ | 13 | 14⅝ |
| Electro Instr. | 18 | 17 | 19⅞ |
| Elec. Voice | 11 | 11¼ | 12⅝ |
| Elec. Assoc. | 29 | 32¼ | 34⅞ |
| Elec. Cap. Corp. | 40 | 34 | 36¾ |
| Erie Resistor | 14½ | 14¼ | 15⅜ |
| Executone | 17½ | 18½ | 20⅜ |
| Farrington | 12¾ | 13¾ | 14⅞ |
| Foto Vidco | 5¼ | 6¼ | 7⅜ |
| Four Star | 21½ | 20½ | 22½ |
| Gen. Devices | 11½ | 11¼ | 12⅝ |
| G-L Elec. | 8 | 8¼ | 9½ |
| Goodwill Sta. | 10½ | 10½ | 11½ |
| Granco | 3⅜ | 3¼ | 3-13/16 |
| Gross Tel. | —— | 21 | 23 |
| Hallicrafters | 22½ | 20 | 21¾ |
| Hathaway | 22½ | 22 | 24⅝ |
| High Voltage | 155 | 162 | 177 |
| Infrared | 16¼ | 16¼ | 18 |
| Interstate Eng. | 17¼ | 17 | 18¾ |
| Ionics | 29½ | 27 | 29⅞ |
| Itek | 47½ | 43½ | 47¾ |
| Jerrold | 8 | 8¾ | 9⅝ |
| Lab for Elec. | 48½ | 46½ | 49¾ |
| Leeds & North. | 34¾ | 34½ | 37¼ |
| Lel Inc. | 8¼ | 8 | 9⅛ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 3⅞ | 3⅞ | 4⅜ |
| Magnetics Inc. | 9¾ | 9½ | 10¾ |
| Maxson | 22 | 22½ | 24⅜ |
| Meredith Pub. | 35 | 33 | 36⅛ |
| MetroMedia | 17¼ | 17¾ | 19⅛ |
| Microdot | 25¼ | 28¼ | 30⅝ |
| Milgo Elec. | 20 | 20 | 23 |
| Narda Micro | 6¾ | 6¾ | 7¾ |
| Newark Elec. | 13½ | 13⅝ | 15⅞ |
| Nuclear Chi. | 41 | 41 | 44⅝ |
| Official | 3¾ | 3½ | 4-1/16 |
| Pacific Aut. | 5¾ | 5¾ | 6⅝ |
| Pacific Mcrc. | 7¼ | 7 | 7¾ |
| Philips Lamp | 140½ | 136½ | 141¼ |
| Pyramid | 2 | 1¾ | 2⅜ |
| Radiation | 23 | 21½ | 23⅝ |
| Rek-O-Kut | 2¾ | 2½ | 3-1/16 |
| Research Inc. | 4¾ | 4¾ | 5½ |
| H. W. Sams | 40 | 42 | 45⅜ |
| Sanders Assoc. | 61 | 56 | 60 |
| Silicon | 10¾ | 12 | 13⅝ |
| H. Smith | 12 | 11½ | 12⅞ |
| Soroban | 62 | 61 | 66¾ |
| Soundscriber | 11½ | 11 | 12⅝ |
| Speer Carbon | 31 | 31 | 33¼ |
| Sprague | 81¼ | 85 | 88¾ |
| Sterling | 4 | 3⅞ | 4⅜ |
| Systron-Don. | 41¼ | 39 | 42 |
| Taft Bcstg. | 19½ | 19¼ | 21 |
| Taylor Instr. | 45 | 46¼ | 49½ |
| Technology | 6½ | 6½ | 7⅝ |
| Tele-Bcstrs. | 1½ | 1⅞ | 2⅜ |
| Telechrome | 10¾ | 10½ | 11¾ |
| Telecomp. | 7¼ | 6⅞ | 7½ |
| Time Inc. | 84 | 88 | 92¾ |
| Tracerlab | 10½ | 10¼ | 11⅛ |
| United Art. | 7 | 6¾ | 7⅞ |
| Universal | ⅝ | ¾ | 1-3/16 |
| Vitro | —— | 26½ | 28¼ |
| Vocaline | 2 | 2 | 2½ |
| Wells-Gardner | 31¼ | 32¼ | 34¾ |
| Wilcox Elec. | 9½ | 9½ | 10⅜ |
| Wometco | 24¼ | 24 | 26¼ |

**TelePrompTer Plans Expansion:** TelePrompTer Corp. will set up a $3-million kitty for purchase & construction of additional CATV systems under plans reported to SEC (File 2-18471) for a public offering of $5 million of convertible subordinated debentures due 1976. Bear, Stearns & Co. is the underwriter of the issue, whose price was unreported. The SEC registration statement also covered: (1) 15,000 common shares underlying 5-year options to be sold to the underwriter at 10¢ per share. (2) 26,000 shares to be issued in exchange for Pacific Telescription System stock. (3) 43,324 outstanding shares which may be put up for public sale by present holders. TelePrompTer said its plans for future expansion in the CATV field hadn't yet jelled, but that $400,000 of the $3 million would be earmarked for Kaiser-TelePrompTer of Hawaii Inc. The company also listed $500,000 of proceeds from the debenture sale for payment of bank loans—$400,000 in connection with acquisition of the Eugene, Ore. CATV system, $100,000 for working capital. Of the balance of the debenture proceeds, $750,000 would be devoted to development & testing of TelePrompTer's pay-TV system Key TV and other "new products." Management officials, headed by Pres.-Chmn. Irving B. Kahn, own 22% of 693,695 outstanding TelePrompTer shares. Western Union holds 13%.

**Westinghouse Sees 2nd-Half Pickup:** Westinghouse profits fell sharply in 1961's first half from $1.14 a share a year earlier, but the company expects earnings will be "close to" its 60¢ dividend rate. First-quarter earnings were down 5¢ from the quarterly dividend requirements of 30¢ and down from 55¢ in first-quarter 1960. Earnings for all of 1961, Pres. Mark. W. Cresap Jr. said last week, "ought to be better than our dividend requirements" of $1.20 a share. He said Westinghouse had "good billings in June and it looks like by far the best month of the year." He believes that total 1961 sales will top 1960's $1.955 billion and might "come pretty close" to $2 billion "if what the economists say about the economy is correct." Cresap said that consumer-products business, which accounts for 25% of total sales, was profitable in the first half.

**Muntz TV Offers Stock for Notes:** Holders of the Chicago TV maker's promissory notes last week were offered common stock in exchange for the securities, in the ratio of one common share for each $6 of notes. The transaction involves 383,993 shares of common and will become effective if accepted by August 10 by holders of at least 50% of the $2,303,957 outstanding notes. The notes were issued in 1957 to Muntz creditors and represented 75% of the claims against the company (the remaining 25% received preferred stock). They were issued under a federal court reorganization plan which called for retirement of the notes over a 5-year period beginning in 1962. Muntz had 1,182,376 common and 767,383 preferred shares outstanding June 30.

**Emerson Forecasts 1961 Gains:** Increasing sales of consumer products in the 2nd half of Emerson's 1961 fiscal year (ending October 31) should push profits ahead of the $1.7 million earned on $63.7 million sales in the preceding year. Pres. Benjamin Abrams painted this bright picture last week despite a slicing of first-half earnings to $667,646 from $1.1 million in fiscal 1960's first half (Vol. 17:17 p22). Basis for Abrams' optimism: Emerson TV sales rose 4% in 1961's first 5 months from the same 1960 period. Radio sales, he added, climbed 10%, air conditioners nearly 12%. Also, 2nd quarter earnings were up slightly over Feb.-Apr. 1960, and "we expect our 3rd & 4th quarters to be ahead of last year."

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| America Corp. | 1961—6 mo. to Jun. 30 | $16,536,133[1] | — | $ 798,129[1] | $0.21 | 3,183,229 |
| | 1960—6 mo. to Jun. 30 | 15,640,499 | — | 673,711 | .16 | 3,100,907 |
| AT&T | 1961—year to May 31 | 8,113,340,000 | — | 1,279,172,000[1-2] | 5.52 | 224,767,000[6] |
| | 1960—year to May 31 | 7,618,508,000 | — | 1,185,743,000[4] | 5.36 | 214,513,000[3] |
| | 1961—3 mo. to May 31 | 2,083,511,000 | — | 325,999,000[5] | 1.37 | 231,346,000[3] |
| | 1960—3 mo. to May 31 | 1,971,317,000 | — | 311,848,000[6] | 1.41 | 215,110,000[3] |
| Davega Stores | 1961—48 wks. to Jan. 28[12] | 20,127,184 | — | (1,133,634) | — | 369,600 |
| | 1960—year to Feb. 29 | 18,112,266 | — | 12,739[13] | — | 369,600 |
| Electronic Instrument | 1961—8 mo. to May 31[10] | 5,696,324 | — | 195,966 | .40 | 489,143 |
| | 1960—8 mo. to May 31[10] | 5,687,970 | — | 197,018 | .40 | 489,143 |
| GE | 1961—6 mo. to Jun. 30 | 2,074,425,000 | — | 93,478,000 | 1.05 | 88,860,183[3] |
| | 1960—6 mo. to Jun. 30 | 2,022,699,000 | — | 111,429,000 | 1.26 | 88,332,778[3] |
| | 1961—qtr. to Jun. 30 | 1,081,803,000 | — | 51,002,000 | .57 | 88,860,183[3] |
| | 1960—qtr. to Jun. 30 | 1,065,266,000 | — | 58,815,000 | .66 | 88,332,778[3] |
| General Instrument | 1961—qtr. to May 31 | 19,220,342[1] | — | 663,076 | .27 | 2,488,700 |
| | 1960—qtr. to May 31 | 16,983,282 | — | 642,727 | .26 | 2,435,863 |
| International Resistance | 1961—25 wks. to Jun. 25 | 10,946,738[1] | — | 929,468 | .67 | 1,387,598 |
| | 1960—25 wks. to Jun. 25 | 10,354,177 | — | 1,045,972 | .75 | 1,382,998 |
| | 1961—10 wks. to Jun. 10[14] | 4,451,188 | — | 362,468 | .26 | 1,387,598 |
| | 1960—10 wks. to Jun. 10[14] | 4,162,784 | — | 368,574 | .26 | 1,382,998 |
| Lear | 1961—6 mo. to Jun. 30[15] | 48,000,000 | — | 1,400,000 | .50 | — |
| | 1960—6 mo. to Jun. 30 | 45,600,000 | — | 1,235,000 | .46 | — |
| Magnavox | 1961—6 mo. to Jun. 30[7] | 61,793,000[1] | $5,218,000 | 2,540,000[1] | 1.07 | 2,372,889 |
| | 1960—6 mo. to Jun. 30 | 51,764,000 | 3,807,000 | 1,844,000 | .78 | 2,360,000 |
| | 1961—qtr. to Jun. 30[7] | 29,500,000 | — | 1,110,000 | .47 | 2,372,889 |
| | 1960—qtr. to Jun. 30 | 23,000,000 | — | 578,000 | .24 | 2,360,000 |
| P. R. Mallory | 1961—6 mo. to Jun. 30 | 41,360,943 | 3,863,514 | 1,839,973 | 1.18[11] | 1,472,812 |
| | 1960—6 mo. to Jun. 30 | 43,707,226 | 4,297,961 | 2,010,806 | 1.30[11] | 1,443,739 |
| MGM | 1961—40 wks. to Jun. 8 | 110,112,000 | — | 9,442,000 | 3.74 | 2,524,829 |
| | 1960—40 wks. to Jun. 8 | 97,137,000 | — | 7,317,000 | 2.92 | 2,505,100 |
| | 1961—qtr. to Jun. 8 | — | — | 2,758,000 | 1.09 | 2,524,829 |
| | 1960—qtr. to Jun. 8 | — | — | 3,578,000 | 1.45 | 2,505,100 |
| Newark Electronics | 1961—9 mo. to May 31 | 9,727,068 | — | 189,777 | .29 | — |
| | 1960—9 mo. to May 31 | 8,743,195 | — | 145,089 | .24 | — |
| | 1961—qtr. to May 31 | 3,035,546 | — | 56,565 | .09 | — |
| | 1960—qtr. to May 31 | 3,078,656 | — | 57,313 | .10 | — |
| Stanley Warner | 1961—39 wks. to May 27 | 99,796,652 | 6,160,477 | 3,285,477[8] | 1.62 | 2,026,374 |
| | 1960—39 wks. to May 27 | 95,320,896 | 4,935,260 | 2,530,260[9] | 1.25 | 2,025,374 |
| | 1961—13 wks. to May 27 | 34,928,939 | 1,708,650 | 938,650[8] | .46 | 2,026,374 |
| | 1960—13 wks. to May 27 | 31,799,378 | 984,347 | 454,347[9] | .22 | 2,025,374 |
| Vornado Inc. | 1961—9 mo. to May 31 | 78,307,078 | — | 2,004,605 | 1.61 | 1,222,271 |
| | 1960—9 mo. to May 31 | 74,547,409 | — | 1,394,908 | 1.14 | 1,222,271 |
| | 1961—qtr. to May 31 | 24,633,780 | — | 626,761 | .51 | 1,222,271 |
| | 1960—qtr. to May 31 | 23,174,841 | — | 355,713 | .29 | 1,222,271 |
| Womelco Enterprises | 1961—24 wks. to Jun. 17 | 6,813,603 | — | 592,010 | .59 | — |
| | 1960—24 wks. to Jun. 17 | 5,526,953 | — | 490,235 | .51 | — |
| | 1961—12 wks. to Jun. 17 | 3,379,150 | 513,719 | 290,717 | — | — |
| | 1960—12 wks. to Jun. 17 | 3,180,003 | 476,927 | 289,914 | — | — |

Notes: [1]Record. [2]Includes $189,825,000 in "other income" (including proportionate interest in earnings of Western Electric & other subsidiaries not consolidated). [3]Average. [4]Includes $160,046,000 in other income. [5]Includes $47,218,000 in other income. [6]Includes $50,152,000 in other income. [7]Preliminary. [8]After special charges in lieu of taxes of $365,000 in 1961 & $5,000 in 1960. [9]After special charges in lieu of taxes of $100,000 in 1961 & $20,000 in 1960. [10]From SEC report. [11]After preferred dividends and based on 1,472,812 shares outstanding June 30, 1961. [12]1961 fiscal year shortened because of change in accounting period. [13]After $523,783 gain on properties sold under sale & lease-back arrangement. [14]Indicated. [15]Estimated.

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Allied Radio | Q | $0.08 | Aug. 22 | Aug. 8 |
| Intl. Resistance | Q | .07½ | Sep. 1 | Aug. 15 |
| Magnavox | Stk. | 300% | Aug. 3 | Jul. 20 |
| Magnavox | Q | .12½ | Sep. 15 | Aug. 25 |
| Movielab Film Labs-A | Q | .10 | Aug. 1 | Jul. 25 |
| Taft Bcstg. | Q | .10 | Sep. 14 | Aug. 15 |
| Wurlitzer | Q | .20 | Sep. 1 | Aug. 14 |

**Screen Gems Goes on ASE:** The Columbia Pictures TV subsidiary has been listed for trading on the American Stock Exchange. Symbol: SGE.

## Recent Stock Issues

| Stock | Offering Price | July 13, 1961 Bid | Asked |
|---|---|---|---|
| Data Processing | 4 | 5⅜ | 6⅛ |
| Sony Corp. | 17½ | 20⅝ | 22⅛ |

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## SUMMARY-INDEX OF WEEK'S NEWS

JUL 24 1961

### *FCC*

**ALLOCATIONS UP AGAIN.** Deintermixture analysis to be offered by FCC staff at Commission's direction, with 15 markets under study (pp. 1 & 4).

**FAA RELAXES TOWER RULES** in parley with FCC delegation. Regulations on advance notices, antenna farms, tower exemptions modified. Jurisdiction will be clarified (p. 3).

**HYDE "EHORTS" BROADCASTERS** to fight moves affecting programming & business practices (p. 5).

**LEE, ON TV ALLOCATIONS,** says "vacillation" is at an end, sees moves to strengthen uhf (p. 6).

### *Advertising*

**TV TOOK 53.5% OF THE TOP 100** ad budgets in 1960 (pp. 2 & 12). Dept. (p. 11).

### *ETV*

**ETV AID BILL PERILED** by House Rules Committee votes killing Administration's major school programs, dimming any hope for action of $25-million equipment grants (p. 2).

### *Congress*

**FCC BILLS ARE SET FOR VOTES IN CONGRESS.** Senate's reorganization measure may be called up this week for probable passage. Similar House bill readied for action (p. 2). Dept. (p 14).

### *Networks*

**CBS CAN'T PLAY BALL** in 2-year contract with National Football League, rules district court judge. Decision leaves CBS holding bag with several major sponsors (p. 3). Dept. (p. 8).

### *Stations*

**WON'T RETREAT, SAYS COLLINS** in speech to station executives at NAB's Harvard seminar, calling on TV & radio to abandon "status quo" and "push forward" (p. 7).

### *Consumer Electronics*

**MUSIC SHOW HIGHLIGHTS:** Mixed reaction to FM stereo; continued good business; more TV imports; concern over $99 TV; tape optimism; agitation for "electronics show" (pp. 16 & 20).

**"DON'T KILL THE GOOSE,"** warns Comr. Lee as FM stereo is launched. Lee & NAB's Meagher paint bright picture, with qualifications. EIA issues "anti-confusion" book (p. 18).

**PLANS FOR STEREO RADIOS** & adapters vary widely among manufacturers, but most prefer outboard to inboard approach. Table shows plans of 24 manufacturers (p. 19).

### *Programs*

**NESS BUMPED OFF CLEVELAND'S WEWS** after decision by the station that "The Untouchables" was too violent. Viewer reaction to the loss has been almost evenly divided (p. 9).

### *Film & Tape*

**"DOUBLE FEATURES" FOR FALL** will be commonplace in NBC-TV markets; most stations to have their local film shows following the network's "Saturday Night Movies" (p. 9).

**$50-MILLION FOREIGN MARKET** is predicted for next year for U.S. export telefilms by John G. McCarthy (p. 10).

### *Finance*

**FORTUNE'S "500":** The 1960 performances of the nation's top industrials—including 43 in electronics & related fields—are charted in the magazine's 7th annual business survey (p. 23).

**WESTINGHOUSE SLUMPS** in first half as profits tumble 51.6% on a 3.5% sales slide (p. 24).

**RCA PROFIT LAGS** at halftime despite record sales in the June quarter and a 10% gain in earnings over April-June 1960 (p. 24).

### *Other Departments*

**AUX. SERVICES** (p. 6). **PERSONALS** (p. 15). **TECHNOLOGY** (p. 15).

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**ALLOCATIONS UP AGAIN; DEINTERMIXTURE ANALYSIS:** FCC plans to come to grips—again—with whole TV allocations problem in special meeting July 27 (Vol. 17:29 p14). You can get bets both ways, at Commission, on whether any policy breakthrough will be achieved in the one-day session before August recess.

There's still strong FCC support for at least some of the principles favored at beginning of year (Vol. 17:5 p1): (1) All-channel-set legislation. (2) Promotion of uhf. (3) Reservation of uhf channels for vhf operators who'd be encouraged to operate in both bands. (4) Reservation of uhf for educators. (5) Limited number of short-spaced vhf drop-ins. (6) Opening of unreserved uhf channels to newcomers on first-come first-served basis. (7) Relaxation of uhf technical standards. (8) More deintermixture.

FCC asked staff to come up with new analysis of deintermixture-to-uhf. Because deintermixture is strongest kind of medicine under consideration, we've managed to obtain a few details of analysis—which is scheduled to be expanded upon by staff at July 27 meeting. You'll find them on p. 4.

Comr. Lee, for one, remains strong for uhf, for all-channel-set legislation, for deintermixture and for pay TV, which he believes will stimulate uhf. He repeated these views in EIA-sponsored FM stereo symposium at Music Show in Chicago last week (for details, see p. 6). For his remarks about FM & stereo, see p. 18.

**TV TOOK 53.5% OF THE TOP 100 BUDGETS:** The 100 biggest advertisers spent 5.6% more in 1960 than they did in 1959. Television's share increased a slightly better percentage than that—6.6%. But percentage gains looked better in 2 other categories—business publications (22.5%) and general magazines (15.3%). Outdoor advertising, although managing to show a gain, ran below the 6.6% average with a 2.8%. And 2 categories showed losses: Newspapers got 6.4% less in 1960 than they did in 1959 and farm magazines dropped 3.9% This information was distributed last week by TvB on the basis of a compilation by Advertising Age (see p. 12).

The percentages tell only part of the story, for, pointed out TvB, the 1960 figures show that the top 100 spent more money for TV time (even with production costs excluded) than for all the other media combined—a fat 53.5% of their total 1960 advertising outlay of $1.7 billion (which was up $90 million from 1959). Also, proudly pointed out TvB, a majority share of the 5.6% increase in total budget—60%—was spent by these advertisers on their TV efforts.

From the standpoint of the television industry, the top 100 advertiser list is obviously gratifying. Of the 100 companies, 98 used TV—and the 2 that didn't were non-invited liquor companies. 71 used TV as their basic medium, spending more in it than in any other medium.

Of the 100 advertisers, 51 devoted more than half of their entire ad budgets to TV; 33 gave it more than two-thirds; 19 used four-fifths of their budget; and 9 spent more than 90% in TV.

Among the 100, 26 spent more than $10 million apiece in TV. In this select group, newspapers and magazines had only 5 each.

Within television, the 1960-1959 dollar comparison showed networks up 8.5% vs. spot's 3.6% gain. (For the list of the 100 top television advertisers see Vol. 17:25 p10.)

But hard-selling TvB, after throwing its hat in the air, could still see plenty of market left to sell, pointing out that although the 100 advertisers had total budgets of anywhere from $122 million down to $5 million, there were neverthless 7 of them who had spent less than $1 million on TV in 1960.

**HOPES DASHED FOR ETV BILL:** President Kennedy's "must"program of general federal aid to schools was killed last week by House Rules Committee—and chances of any House floor action this session on govt. subsidies for educational TV probably died with it.

Crushing blow to ETV aid plans was delivered by 8-7 Democratic-Republican coalition votes which tabled 3 major administration bills to provide $2.5 billion for school construction, to assist colleges, and to expand the National Defense Education Act. White House strategy had been to push these measures through House before attempting passage of $25-million ETV bill (HR-132), which has been held up by Commerce Committee (Vol. 17:29 p13).

Hostile Rules Committee knifed ETV legislation in last session (Vol. 16:20 p5). Legislation-routing unit was expanded from 12 to 15 members at outset of this session in move to give administration supporters control and insure clearance of Democratic measures—including revived ETV proposals (Vol. 17:6 p14). In first big test on school issues, it didn't work out that way.

Likelihood now is that no school-aid program will be enacted at this session—except for continuation of help to federally-impacted areas. Senate approved $51-million ETV bill by Sen. Magnuson (D.-Wash.) in March despite opposition by HEW Secy. Abraham Ribicoff, who figured it might endanger legislative prospects for over-all education program (Vol. 17:13 p2). At his urging, House Commerce Communications Subcommittee endorsed more modest measure which was tacked on to major administration program (Vol. 17:25 p22). Supporters had hoped major bills would gather enough House momentum to carry ETV aid.

**FCC BILLS SET FOR VOTES:** Ending several weeks of inaction on FCC's own legislative plans for streamlining its administrative procedures (Vol. 17:29 p13), Senate & House Commerce Committee began moving again last week to bring them into position for floor votes—and probable passage.

Senate may vote this week on FCC-drafted bill (S-2034) by Communications Subcommittee Chmn. Pastore (D-R.I.), which substitutes for rejected White House reorganization proposals permitting Commission to deputize staffers for case work. Full Commerce Committee voted July 18 to clear measure to floor. Pastore carried it there 2 days later, along with report (No. 576). Bill was placed promptly on Senate's action calendar, ready to be called up.

No House action on companion bill (HR-7856) was scheduled immediately, but it, too, was pushed

along. Commerce Committee Chmn. Harris (D-Ark.) brought it & report (No. 723) to floor July 17. There was no quick clearance by Rules Committee, however, and majority leader McCormick (D-Mass.) didn't put measure on his legislative priority list.

Some Republican opposition to the nearly-identical reorganization bills can be expected in both Senate & House when measures are called up for votes. But bipartisan Committee backing for measures is assured, and neither Pastore nor Harris anticipated much trouble in winning floor approval.

Another White House reorganization plan was defeated meanwhile. Coalition of Republicans & Southern Democrats combined 231-179 to kill President Kennedy's proposals to reshuffle National Labor Relations Board functions. It was 3rd White House regulatory-agency blueprint to be torn up in Congress, SEC plan in addition to FCC plan having been junked earlier.

**FAA RELAXES TOWER RULES:** Following jurisdictional negotiations with FCC Comrs. Bartley, Ford and Lee, FAA administrator Najeeb E. Halaby last week climbed down—at least part way—from the tall-tower-regulation positions which his agency took over the protests of the Commission & broadcasters (Vol. 17:29 p14).

FCC-FAA agreements on revisions of FAA regulations which went into effect July 15 included these: (1) Tower-application processes will be coordinated so that broadcasters need not give separate 30-day advance notices to FAA, thereby eliminating delays. (2) Antenna structures no higher than 20 feet will be exempted from FAA air-hazard requirements. (3) FAA will establish no antenna farm area "which would interfere with the statutory responsibility of the Commission." (4) FAA will write statement into its regulations "clarifying the point that FAA hearings would not affect the jurisdiction of the FCC."

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"It's a step forward," said one communications lawyer who has been active in broadcasters' case vs. FAA. "But it's by no means everything." He pointed out that FCC-FAA agreement left unsettled such jurisdictional questions as these: (1) Will broadcasters still have to go through FAA hearing processes to get challenged towers approved? (2) If they are turned down by FAA on tower applications, is that word final?

**AFTERMATH OF CBS-FOOTBALL COURT RULING:** Antitrust roadblock slapped across CBS-TV's 2-year contract with the National Football League (U.S. District Court Judge Allan K. Grim's ruling in Philadelphia July 21) leaves CBS with major sponsor problem on its hands. Half-sponsorship of the 1961-62 NFL games has been sold to Philip Morris and Ford Motor Co. at the national level. Most of the remaining half-sponsorship has been sold to 14 advertisers in a series of regional buys.

CBS had been granted exclusive rights to NFL's 7 games each weekend on a regional basis with national telecasts on Thanksgiving Day. In return NFL was to get $9.3 million to be divided among 14 NFL teams (Vol. 17:19 p6). Competition was thus restrained among NFL clubs, Judge Grim ruled, by "restricting them from determining in which areas telecasts may be made and giving that decision to the network."

What happens to the billings is a moot point. J. Walter Thompson, Ford ad agency, told us: "It's too early to tell whether we'll yank the billings. We'll sponsor as much pro football as CBS makes available." Executives at Philip Morris's N.Y. hq were unavailable for comment. Sales officials at CBS declined to say whether the national or regional NFL clients had cancelled their time-period contracts.

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Fate of similar TV sports packages was uncertain last week. CBS refused to speculate on implications of the court ruling or to state whether it would appeal. Network baseball contracts have always been made with individual teams, rather than with a league. American Football League & National Basketball Assn. have both sold exclusive rights to their games, however, to ABC & NBC respectively. In Washington, the Dept. of Justice, which had questioned the CBS contract's legality when it was first signed, would not commit itself.

Amateur & collegiate TV sportscasts probably won't be affected by the ruling. That was the opinion of Walter Byers, exec. dir. of the National Collegiate Athletic Assn., who said, "The antitrust statutes of the nation apply to professional sports, but not to the athletic activities of educational institutions at the interscholastic or inter-collegiate level.

## The FCC

***More about***

**DEINTERMIXTURE ANALYZED:** The latest study of de-intermixture-to-uhf, prepared by FCC's staff (p. 1), covers 15 markets. Many of them have been discussed before, and the Commission has always concluded that they shouldn't be deintermixed. At this reading, no one knows what the Commission will do in its next go-around.

The markets are presented in 2 groups—"more favorable for deintermixture" and "less favorable." The criteria are these: Percent of uhf conversion in home county, availability of vhf signals, loss of service (creation of "white areas") which might be caused by shift from vhf to uhf. to uhf.

The "more favorable" group: Madison, Rockford, Hartford, Erie, Binghamton, Champaign-Urbana-Danville-Springfield-Decatur, Columbia, S.C. The "less favorable": Montgomery, Lancaster-Harrisburg-York, Columbus (Ga.), Baton Rouge, Ft. Smith, Bay City-Saginaw-Flint, Lake Charles, Knoxville. Herewith are excerpts from data compiled by staff:

Madison: Operating stations—WISC-TV (Ch. 3), WKOW-TV (Ch. 27), WMTV (Ch. 33), WHA-TV (Ch. 21, educational). Home county set conversion—total homes, 61,200; TV homes, 54,600; uhf homes, 54,100; uhf conversion, 99%. Total homes able to receive (ARB data)—WISC-TV, 245,000; WKOW-TV, 93,000; WMTV, 89,700. Net weekly circulation—WISC-TV, 200,000; WKOW-TV, 85,600; WMTV, 82,400. Potential "white area" (loss of homes with deintermixture)—12,105 homes. What to do with Ch. 3?—can't be used in any large vhf market.

Rockford: Stations—WREX-TV (Ch. 13), WTVO (Ch. 39). Home county set conversion—total homes, 62,000; TV homes, 58,500; uhf homes, 56,700; uhf conversion, 97%. Total homes able to receive—WREX-TV, 187,400; WTVO, 97,600. Net weekly circulation—WREX-TV, 156,900; WTVO, 89,300. Potential white area—2,300 homes. What to do with Ch. 13?—can't be used in any large vhf market.

Hartford area: WTIC-TV (Ch. 3), WNHC-TV (Ch. 8), WHCT (Ch. 18), WHNB-TV (Ch. 30), WATR-TV (Ch. 53). Home county set conversion—total homes (Hartford county), 191,900; TV homes, 180,500; uhf homes, 162,500; uhf conversion, 90%. Total homes (New Haven county), 184,-900; TV homes, 178,100; uhf homes & conversion not indicated. Potential white area—none. What to do with Ch. 3?—could be added to Providence with 2 short adjacent-channel spacings.

Erie: Stations—WICU (Ch. 12), WSEE (Ch. 35). Home county set conversion—total homes, 68,900; TV homes, 65,500; uhf homes, 48,500; uhf conversion, 74%. Total homes able to receive—WICU, 151,600; WSEE, 57,-400. Net weekly circulation—WICU, 127,000; WSEE, 53,-700. Potential white area—5,235 homes. What to do with Ch. 12?—can't be used in any large vhf market.

Binghamton: Stations—WNBF-TV (Ch. 12), WINR-TV (Ch. 40). Home county set conversion—total homes, 62,100; TV homes, 58,900; uhf homes, 43,000; uhf conversion, 73%. Total homes able to receive—WNBF-TV, 248,000; WINR-TV, 59,100. Net weekly circulation—WNBF-TV, 221,800; WINR-TV, 51,600. Potential white area—5,280 homes. What to do with Ch. 12?—could be given to Utica.

Champaign area: Stations—WCIA (Ch. 3), WCHU (Ch. 33), WILL-TV (Ch. 12, educational), WICD (Ch. 24), WTVP (Ch. 17), WICS (Ch. 20). Home county set conversion—total homes (Champaign county), 34,200; TV homes, 26,600; uhf homes, 16,500; uhf conversion, 62%. Total homes (Vermillion county), 31,800; TV homes, 26,-800; uhf homes, 21,700; uhf conversion, 81%. Total homes (Macon county), 37,100; TV homes, 35,100; uhf homes, 34,400; uhf conversion, 98%. Total homes (Sangamon county), 47,100; TV homes, 41,200; uhf homes, 41,200; uhf conversion, 100%. Total homes able to receive—WCIA, 313,000; WICD, 29,600; WTVP, 135,100; WCHU, 15,000; WICS, 123,100. Net weekly circulation—WCIA, 270,000; WICD, 26,200; WTVP, 122,300; WCHU, 12,600; WICS, 106,000. Potential white area—13,914 homes. What to do with Ch. 3?—can't be used in any large vhf market.

Columbia, S.C.: Stations—WIS-TV (Ch. 10), WNOK-TV (Ch. 19). Home county set conversion—total homes, 42,300; TV homes, 36,800; uhf homes, 25,000; uhf conversion, 68%. Total homes able to receive—WIS-TV, 193,400; WNOK-TV, 35,900. Net weekly circulation—WIS-TV, 152,-600; WNOK-TV, 33,100. Potential white area—none. What to do with Ch. 10?—Give it to Augusta, Charleston or Wilmington.

Here's a briefer summary of the "less favorable" group:

Montgomery: Potential white area—12,495 homes. WSFA-TV's Ch. 12 could be assigned to Pensacola.

Lancaster area: Potential white area—none. WGAL-TV's Ch. 8 could be assigned to Johnstown.

Columbus, Ga.: Potential white area—9,820 homes. WRBL-TV's Ch. 3 and WTVM's Ch. 9 can't be assigned to any large vhf market.

Baton Rouge: Potential white area—8,358 homes. WBRZ's Ch. 2 could be assigned to Alexandria, WAFB-TV's Ch. 9 to Hattiesburg.

Saginaw area: Potential white area—18,150 homes. WNEM-TV's Ch. 5 could be assigned to Alpena. WJRT's Ch. 12 can't be assigned to any large vhf market.

Lake Charles: Potential white area—407 homes. KPLC-TV's Ch. 7 and ungranted Ch. 3 can't be assigned to any large vhf market.

Knoxville: Potential white area—30,950 homes. WATE-TV's Ch. 5 can't be assigned to any large vhf market. WBIR-TV's Ch. 10 could be assigned to Nashville.

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**Evansville Shift Proposed:** Evansville, Ind. would become all-uhf under an initial decision by FCC hearing examiner Jay A. Kyle recommending that Ch. 31 be substituted for WTVW's Ch. 7, which would be assigned to Louisville. The deintermixture move was protested by once-bankrupt WTVW, which reported net profits of $91,299 in the first 7 months last year. But Kyle said WTVW's arguments boiled down "simply" to this: "It is more advantageous to remain on Ch. 7 and continue to absorb at a rapid rate more of the potential market." Kyle said shifting WTVW to uhf would arrest "the state of imbalance of the market" in Evansville, where WEHT (Ch. 50) & WFIE-TV (Ch. 14) have been unable to compete "adequately" with the Ch. 7 outlet, although the area has "a high degree" of uhf-set saturation. He also pointed out that Louisville, with 3 times Evansville's population, has only 2 stations—WHAS-TV (Ch. 11) & WAVE-TV (Ch. 3)—and that a 3rd vhf outlet there is needed for "competition & growth."

**Option-Time Dates Reset:** At the request of affiliates of all 3 networks, FCC has extended the Sept. 7 deadline for comments on its "new look" at option time (Vol. 17:29 p10) to Oct. 6. New date for oral arguments: Oct. 27.

**HYDE 'EXHORTS' BROADCASTERS:** Fearing govt. encroachment on programming & freedom of speech, FCC Comr. Hyde told broadcasters last week to *do* something about it.

In a speech July 19 before the Ida. Bcstrs. Assn. in Salmon, he listed a number of well-known statements & actions by Congressional committees, FCC and Presidential aide James Landis—and found them ominous. He then said:

"This brief documentation is sufficient, I believe, to show the executive arm of govt., the legislative arm, and the FCC itself rapidly placing the Agency in a position of responsibility for program fare. I think it unfortunate that the public is being led to look to the FCC for fulfillment of its program interests. It does not appear from the miscellany of reports & recommendations having official status that the question as to whether close govt. regulation can give better results than a free-enterprise system has even been a consideration. This would seem to exhibit a strange lack of confidence in the system which most people believe to be the basis of the world's finest achievements in living standards. It is particularly disturbing in the face of the clear declaration of policy appearing in the Communications Act." Hyde concluded his speech with:

"According to precedent, a conclusion may include an exhortation or a charge. I make the suggestion with concern for the future of broadcasting, that operators of stations haven't made their works or their position adequately understood—a reflection on their efficiency as communicators—or that their demonstration of the advantages of the free-enterprise system should have improved attention. Perhaps both of these matters warrant further serious attention."

### 7 Govt. "Program-Control" Moves Listed

Hyde listed the following as serious govt. moves:

(1) Ex-Attorney General Rogers' recommendation to President Eisenhower that FCC "adopt a program of more intensive scrutiny of licensees' past performance in connection with renewals."

(2) Harris Oversight Subcommittee's recommendation that FCC "monitor programs . . . to the extent necessary to determine whether the program balance is in the public interest."

(3) Congress's action in passing a law specifically authorizing FCC to grant licenses for less than 3 years.

(4) Congress's action in amending the Communications Act to "preclude the settlement of conflicts between contending applicants through merger or other agreement except under certain limited conditions, and, of course, subject to Commission approval." Of this amendment, Hyde said: "This, I believe, is the first instance where govt. approval as to the prudence of an expenditure in a broadcast enterprise has been made a matter of govt. regulation. The concept, of course, is familiar in public-utility regulation."

(5) FCC's proposal to tighten up on the sale of stations owned less than 3 years.

(6) Landis's report regarding programming plans of applicants and FCC's attitude toward them. "The actual programming," Landis stated, "bears no reasonable similitude to the programming proposed. The Commission knows this but ignores these differentiations at the time when renewal of licenses of the station is before them." Hyde's comment: "The implications of this language make it relevant here."

(7) FCC's proposed program form amendment (Vol. 17:28 p1). Hyde's reaction: "The proposed reporting of past performance has been characterized as requiring an accounting of every second of the broadcaster's week. Detailed reporting & accounting are characteristics of utility regulation. It is said that efforts by others to employ microscopic detail inspired the observation of Justice Holmes that 'delusive exactness is a source of fallacy throughout the law.' "

Hyde strongly emphasized the following statement of the U.S. Supreme Court in a 1940 decision: "The Communications Act does not essay to regulate the business of the licensee. The Commission is given no supervisory control of the programs, of business management or of policy . . . The Congress intended to leave competition in the business of broadcasting where it found it."

"There are real possibilities, it seems to me." Hyde said, "that the Commission will find applicants making promises in their applications designed to satisfy the Commission's wishes as to programming. The operator thus committed must then perform in the manner designed to please the Commission or risk being brought to task on the issue of good faith. It does not take much imagination to find elements of prior intent in such a system."

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**Minow on "Lobbies":** Despite any broadcasting-industry opposition, FCC Chmn. Minow intends to press on with his campaign to improve TV's "wasteland," he told Scripps-Howard staff writer Vance Trimble in an interview. "I have no illusions about the influence the industry wields in this town," Trimble quoted him. "But if I tried to weave my way through the jungle of lobbies, I know I'd never get anywhere. Smarter & more dedicated people have taken that route—and failed."

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**New Orleans Ch. 12 CP Near:** The grant of Ch. 12, New Orleans, to Coastal TV Co. has been recommended in an initial decision by FCC examiner Charles J. Frederick. He found no air hazard to exist and he noted that the chief examiner had already approved the merger of Coastal and Supreme Bcstg. Co. (originally competitors). Coastal principals will hold 60% of the CP, Supreme 40%. The 2 groups have been joint owners of New Orleans TV Corp. which has been operating WVUE temporarily on Ch. 13.

**FM Station Challenged:** FCC has ordered KPSR (FM) Palm Springs, Cal. to show why its license shouldn't be revoked. Cited in the order was the "alleged unauthorized transfer" of main-channel operations & programming control by licensee Richard T. Sampson to Peter E. Kohler & Chester A. Humbert. Kohler & Humbert had a 3-year contract with Sampson, FCC said.

**Wausau CP Recommended:** Central Wisconsin TV Inc. is the uncontested winner of a CP for Ch. 9, Wausau, Wis., under terms of an initial decision by FCC hearing examiner Walter W. Guenther. Valley Telecasting Co. withdrew as an applicant last December, leaving the field to Central, whose principals (headed by Pres. Walter A. Baumgardt) have CATV interests in Wausau.

**Uhf Test Sites Set:** FCC will count on the Census Bureau—not a commercial organization, as first contemplated—to pick N.Y. sample locations for observations & measurements in its uhf tests. Jerrold Electronics has been given the $213,895 contract to install & maintain the 100 b-&-w and 10 color sets and make field measurements.

**Primer of Broadcasting:** Good reference for novices, and a refresher for veterans, is FCC's revised *Broadcast Primer*, a 25-page report prepared by FCC's information chief George Gillingham.

**LEE ON TV ALLOCATIONS:** "I must admit that the FCC has vacillated a good deal," FCC Comr. Lee told the EIA's FM stereo session at the Music Show in Chicago last week (see p. 1), as he began a discussion of TV allocations. But he added quickly: "This vacillation, I think I can assure you, is at an end."

"The Commission has determined," he said, "that we must utilize the uhf if we are going to have a competitive service, since the 12 vhf channels will obviously never do it and the 70 uhf provide the long-range answer. In this problem right at this time I see a parallel with the FM problem of a few years ago when we were fighting to keep this frequency space—which struggle has now been vindicated. So will it be, I say, in this uhf problem." He gave 5 reasons why:

(1) FCC's N.Y. uhf experiment. "While I do not expect it to cover the wide area of the vhf, I fully expect it to provide metropolitan New York with a signal superior, indeed, to the vhf."

(2) Educators "are on the march" to make use of uhf and a demand will be forthcoming for all-channel sets from not only the schools & the parents, but from the adult public who seek a type of cultural programming that I devoutly hope the educators will ultimately provide."

(3) If Hartford pay-TV tests are successful, "the nature of the allocations picture nationally is such that . . . the growth & expansion must also be in the uhf area."

(4) All-channel-set legislation. "I can understand" manufacturers' opposition and "I look upon it as a last resort, but the circumstances are so compelling that I am supporting the bill without reservation." However: "I do not expect legislation this session but it might very well be more receptively received when the Congress begins to observe that the Commission is taking every possible step to solve the allocations problem."

(5) Deintermixture. "While we expect the licensee to fight us through the court, there is no doubt that we will prevail and create a market for millions of uhf receivers to perhaps the point where the manufacturer will make the decision that while he is about it, he might as well make the all-channel set."

Good-music enthusiast Lee also had something to say about FCC's role in programming:

"In light of the so-called scandals in the broadcast area in the recent past, critics of our system have suggested, with every good intention, that perhaps America would be better off if the federal govt. went in for station ownership, or if the FCC participated actively in setting program standards. I think that the good-music FM stations across the land are dramatic refutation of this belief.

"The fact is: The American broadcast system, along with its human faults, has been primarily responsible for the greatest cultural revolution in modern times. Through broadcasting & its allied fields great classical music has been made universally & consistently accessible to everyone in our nation . . .

"Although the FCC policy has been to leave program content pretty much up to the individual broadcasters, we are charged with seeing to it that the airwaves are used 'for the public interest, convenience and necessity.' So it is within our power & purpose to encourage good programming practices, just as it is our duty to discourage & prevent notably bad ones. It is a matter of official record at the FCC that the good music audience is loyal, responsive and deserving of consideration. There are factual references to it in our rule-making & hearing procedures."

**FCC-Industry Uhf Exhibit:** The FCC-encouraged uhf exhibit at the Commerce Dept. Bldg. (Vol. 17:27 p5), which started July 15 and runs through July 28, was given an official send-off July 17. FCC members & staff, educators, manufacturers, press, etc., toured the exhibit, then attended a cocktail party hosted by EIA. Receivers displayed good pictures transmitted by 10-watt Ch. 75 & 80 Adler translators mounted on the top floor of FCC's hq a few hundred yards away. An unusual exhibit was that of FCC itself. Sparked by uhf enthusiast Comr. Lee, the Commission had a display depicting its functions, a group picture of the Commissioners, an attractive blonde receptionist (Norma Budesheim, one of Comr. Ford's secretaries), and 4 telephones on which visitors could hear Chmn. Minow, in a recorded statement, describing the exhibit and plumping for ETV.

**Uhf Contract Signed:** FCC's experimental WUHF (Ch. 31) in the Empire State Bldg. will be operated by the City of N.Y. from November until next summer under terms of a contract signed by Comr. Lee & Mayor Robert Wagner. The Commission will reimburse the city govt. for costs—estimated at about $100,000. The uhf station will duplicate programs telecast by N.Y.'s vhf station during times designated by FCC, leaving periods open for N.Y. to put on its own shows (Vol. 17:29 p12).

**Chinese Translations Aired:** Audio portions of programs on KRON-TV San Francisco will be carried in running Chinese translations by the station's FM adjunct. FCC has authorized KRON-FM to use its background-music subcarrier for the special service for San Francisco's Chinese-speaking listeners.

**ETV CPs:** Ch. 15, Hampton-Norfolk, Va. (commercial channel), to Hampton Roads Educational TV Assn. • Ch. 26, Montgomery, to Ala. Educational TV Commission.

## Auxiliary Services

**Phonevision Timetable:** RKO General's WHCT Hartford (Ch. 18) elaborated last week on its recent report to FCC (Vol. 17:27 p3) regarding its pay-TV timetable. It explained (in a "Phonevision News Letter" circulated in the Hartford area) that it had received FCC permission for postponement of target date for the start of service to July 1, 1962, "although we hope to get under way at an earlier date." Other highlights: (1) Zenith is now manufacturing encoding equipment for the station. (2) RKO General Phonevision has placed an order with Zenith for production quantities of decoders; Zenith expects to have a pilot production line in operation by late 1961 or early 1962. (3) Installation of decoders in subscribers' homes probably will begin about May 1, 1962. (4) Schedule of subscription programs will be announced before decoder installation begins.

**Telemeter Tackles Football Fare:** Having previously limited its sports coverage to away hockey games of the Toronto Maple Leafs, Telemeter offered subscribers their first pay-TV football game July 20. Another is scheduled for August 2. Both pre-season games of the Toronto Argonauts team originate from the Canadian National Exhibition Stadium in Toronto and are blacked out from free TV. Price of the TV ticket: $1.50. On another programming front, Telemeter is reportedly negotiating for tapes of some of the 1962 Dallas State Fair musicals for its pay-TV circuit—one more step in the programming expansion launched in March with taped TV specials (Vol. 17:10 p3).

## Stations

**WON'T RETREAT, SAYS COLLINS:** NAB Pres. LeRoy Collins, who has been needling broadcasters to get off the *status quo* and do better, ever since he took office in January (Vol. 17:7 p1 *et seq.*), promised more of the same last week.

Wryly observing that he has raised "a furor" in "some quarters" of the industry, Collins told the graduating class of NAB's 3rd annual executive development seminar at Harvard (Vol. 17:25 p12): "I meant what I said."

"We must push forward, to improve," he said in the commencement address. "We must apply the best minds in broadcasting to bring about that improvement, and we must do it ourselves . . .

"Whether we will do it ourselves, or whether we will have unwelcome changes forced upon us, is largely in our own hands.

"We must face up to it. We in broadcasting are responsible for our own house, and those within our profession who operate in such a way as to bring grave discredit on all of us are our responsibility. In a business which is supervised every day of the year by millions of Americans, we have no choice but to put our own house in the best possible order & keep it that way."

Collins said that some people in broadcasting—as in all fields—"seem to suffer from atrophy of the mind." They resent change and take "their last-ditch stand on the premise that things just ought to be like they used to be," he told the station executives on the campus of Harvard's Graduate School of Business Administration.

In NAB, Collins went on, "we are not worshipers of the *status quo*. We want broadcasting to move forward to new greatness." He ticked off these objectives for all in TV & radio: (1) "Competence." (2) "Maintenance of high standards of ethics & quality of product." (3) "A high sense of public-service responsibility."

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**Fall Conferences Streamlined:** NAB's fall conferences this year will be one-day sessions in 8 cities instead of the 2-day meetings conducted in past years. In a memorandum to NAB members, Pres. LeRoy Collins said the new format for the staff-led conferences will be "more economical" for broadcasters as well as NAB, and that it should encourage more members to attend. The schedule: Oct. 13, St. Louis, Hotel Jefferson. Oct. 16, Dallas, Sheraton-Dallas Hotel. Oct. 18, Salt Lake City, Hotel Utah. Oct. 20, San Francisco, Sheraton Palace. Nov. 10, Boston, Somerset Hotel. Nov. 13, Pittsburgh, Pittsburgh-Hilton Hotel. Nov. 15, Minneapolis, Leamington. Nov. 20, Jacksonville, Robert Meyer Hotel.

**De Forest Leaves $1,250 Cash:** The father of radio and the vastly lucrative science of electronics passed away with only $1,250 in cash to show for his achievements. This was disclosed last week when Dr. Lee De Forest's will was filed for probate. The will, signed in 1954, left the estate to his wife. Her attorneys said that Dr. De Forest held patents which may yield additional income but are not doing so at the present time. The famed inventor, who made & lost 4 separate fortunes, died June 30 at age 87 (Vol. 17:28 p3).

**Radio KTUL Tulsa Sold:** For $450,000, by the John T. Griffin group which keeps KTUL-TV, to Raymond Ruff and Charles A. Sammons. The purchasers own KTRN Wichita Falls, which Ruff manages. Sammons, who has extensive oil & insurance interests, is also a multiple CATV owner. Hamilton-Landis handled the transaction.

**BBG Revising Radio Rules:** Board of Broadcast Governors has called a public hearing for Aug. 22 in Ottawa on extensively revised radio-broadcasting regulations. Taking a cue from the 55% Canadian content required in TV, BBG has written a new section requiring each radio station to show annually how it has "promoted & ensured greater use of Canadian talent." The section on advertising content is changed considerably. The old section listed commercial time allowable for programs from 5 min. to one hour; the new section eliminates the detail and establishes a limit of 20% commercial messages from 6 a.m. to midnight provided advertising content in any one hour does not exceed 30%. TV network definitions are adopted for radio, giving radio network recognition for the first time. Currently CBC operates 2 radio networks and there are no private radio networks. The radio-network regulations retain the veto right for CBC over any affiliate on the use of reserve time.

**Print Firm May Buy Friendly Group:** United Printers & Publishers, N.Y. maker of gift-wrapping papers, ribbons, greeting cards (Rust Craft), will buy the Friendly Group TV-radio stations if its stockholders approve at the August 3 annual meeting. They will vote on proposals to acquire WSTV Inc., Steubenville, O., which operates WSTV-TV & WSTV Steubenville, KODE-TV & KODE Joplin, Mo., WBOY-TV & WBOY Clarksburg, W.Va., and WRGP-TV Chattanooga; and WPIT Inc., Pittsburgh, which operates WRDW-TV Augusta, Ga. and radios WPIT Pittsburgh and WSOL Tampa. Terms of the proposed amalgamations call for an exchange of a maximum of 175,000 shares of United Printers stock based on a value of $3.5 million for all of WSTV's outstanding stock. WPIT's stock would be acquired for $1,350,000 cash, payable over a 5-year period.

**NTA Employes Write FCC:** In addition to other troubles besetting NTA Pres. Leonard Davis concerning the sale of WNTA-TV N.Y. (Vol. 17:28 p4), he's now being pressured to fulfill a Santa Claus pledge made last December by then-NTA officials Ely Landau and Oliver Unger. Some 200 employes in all NTA divisions were promised a Christmas bonus of NTA stock in amounts proportionate to length of service, but to date no one has received such a bonus. An "informal" group of ex-NTA employes decided to press the point while the pressing's good, and recently filed a letter with FCC requesting that the sale of NTA's broadcast property to an ETV group be withheld until the stock is issued.

**NAB, EIA Drop "Voice":** NAB confirmed last week that it is withdrawing from active sponsorship of the 14-year old Voice of Democracy script-writing contest (Vol. 17:29 p5). At the same time EIA announced its withdrawal as a co-sponsor, leaving it up to the remaining sponsor—VFW—to carry on. Promised NAB & EIA endorsement & help, VFW was reported "seriously considering" continuing the contest alone. Pres. LeRoy Collins explained that NAB's available money & staff time are needed now for reorganization. The contest had cost NAB $10,000 per year.

**Briefing Sessions Set:** Secy. of State Dean Rusk & other top administration officials will lecture TV & radio commentators and newspaper editors on foreign policy at an Aug. 14-15 briefing conference in Washington. Rusk said in his letters of invitation to the broadcasting & press representatives that discussion will center on "such questions as Berlin, a nuclear test ban, general disarmament and the foreign aid program." The first such briefing sessions in April (Vol. 17:15 p13) were so successful that "scores of people" asked for a repeat, State Dept. said.

## Networks

**Live Alaska TV Link Soon?** Instantaneous live TV interconnection between the 49th state and U.S. programming centers may soon be technically possible as the result of completion of a $25-million microwave communications system placed into operation last week by Canadian Prime Minister John Diefenbaker.

The 1,300-mile relay, stretching from Grand Prairie, Alberta, to Mt. Dave on the Yukon-Alaska border, may not ever be used to carry TV to Alaska because of the expense —but this now becomes a technical possibility. Built by RCA Victor Co. (Canada) for Canadian National Railways, the system will accommodate up to 600 telephone voice channels or can easily be modified to carry a TV channel. It will, of course, require connections on the Alaskan side of the border into the Alaskan microwave system. Although it will accommodate a TV channel, it was designed primarily for other types of communications.

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Cloud Cover Over NBC Billings: Overcast skies at Cape Canaveral, which caused postponement of the July 19 U.S. manned space shot, cost NBC-TV a substantial (but undisclosed) sum in lost billings. All 3 networks provided extensive pool coverage of the Canaveral scene from 8:45-9:45 a.m. until cancellation appeared certain, but only NBC had interrupted lucrative network programming—*Today*—in the process (ABC had no network shows in that time, CBS's *Captain Kangaroo* was sustaining from 8:45-9 a.m. and the rest of the time was local). Consolation prize: NBC reported everything "A-OK" in the July 19 rating race, scoring a 38 Arbitron share of audience for the hour (vs. 28 for CBS, 22 for ABC). When astronaut Virgil I. (Gus) Grissom and the networks finally got off the ground July 21 (with live TV pool coverage from 8:11-9:15 a.m.), his successful sub-orbital flight again made possible a substantial rating victory for NBC, which this time garnered a 56.4 Arbitron share of audience (vs. 23.3 for CBS and 9.6 for ABC).

New NBC-TV Affiliate: WEPA-TV Erie, Pa. (Ch. 24), now under construction, will join the network Oct. 1, it was announced by Tom Knode, station relations vp. NBC affiliates now total 198.

## NETWORK SALES ACTIVITY

ABC-TV

American Bandstand, Mon. & Tue. 4:30-5 p.m., part. eff. Sept. 25.
*Old London Foods* (Richard K. Manoss)

Maverick, Sun. 7:30-8:30 p.m., part. eff. Oct. 1.
*Ideal* (Grey)

NCAA post game scoreboard, dates T.B.A.
*General Mills* (Knox Reeves)

NBC-TV

International Showtime, Fri. 7:30-8:30 p.m., part., Sept. 15.
*Sandura* (Hicks & Greist)

Saturday Night at the Movies, Sat. 9-11 p.m., part. eff. Sept.
*Lanolin Plus* (Daniel Charles)
*Chemstrand* (Doyle Dane Bernbach)

Daytime programming, Mon.-Fri., part. eff. Sept.
*Max Factor* (Kenyon & Eckhardt)

## Network Television Billings

May 1961 and January-May 1961

For April report, see TELEVISION DIGEST, Vol. 17:26 p6

**May Billings Up 11.1%:** Network TV's May 1961 gross time billings rose 11.1% to $61.7 million from $55.5 million for the same month last year. A 7.3% increase was reported by TvB for the first 5 months of this year, with January-May billings totaling $304 million compared with $283.3 million for the like 1960 period.

ABC set the pace for percentage gains in the 5-month period with a 22.2% jump to $79.4 million. NBC also posted a healthy percentage gain (11.2%), with billings of $113.4 million. But CBS, trailing NBC in monthly billings since the first of the year, registered a 4.4% decline—down from $116.3 million to $111.2 million.

Weekday-daytime continued to be the champ (for growth) of the billings field: Daytime Mon.-thru-Fri. in May 1961 was up 30.5% over May 1960 (22.9% for the first-5-months period). Daytime for the entire week was up 27.4% in May as against nighttime's 4.6% (cumulatively, 20.4% against 1.7%).

NETWORK TELEVISION
(by Networks)

| | May 1961 | May 1960 | % Change | Jan.-May 1961 | Jan.-May 1960 | % Change |
|---|---|---|---|---|---|---|
| ABC | $16,197,190 | $12,876,050 | +25.8 | $ 79,403,040 | $ 65,001,870 | +22.2 |
| CBS | 22,253,355 | 23,209,917 | — 4.1 | 111,152,326 | 116,288,277 | — 4.4 |
| NBC | 23,229,565 | 19,414,264 | +19.7 | 113,419,579 | 102,033,075 | +11.2 |
| Total | $61,680,110 | $55,500,231 | +11.1 | $303,974,945 | $283,323,222 | + 7.3 |

1961 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| January | $15,898,310 | $22,894,855 | $23,031,118 | $61,824,283 |
| February | 14,939,180 | 20,928,850 | 21,203,055 | 57,071,085 |
| March | 16,577,140 | 23,085,353 | 23,952,458 | 63,614,951 |
| April | 15,791,220 | 21,989,913 | 22,003,383 | 59,784,516 |
| May | 16,197,170 | 22,253,355 | 23,229,565 | 61,680,110 |

NETWORK TELEVISION
(by Day Parts)

| | May 1961 | May 1960 | % Change | Jan.-May 1961 | Jan.-May 1960 | % Change |
|---|---|---|---|---|---|---|
| Day | $20,202,283 | $15,860,393 | +27.4 | $101,701,884 | $ 84,496,662 | +20.4 |
| M-F | 17,509,320 | 13,416,107 | +30.5 | 85,066,805 | 69,197,439 | +22.9 |
| S-S | 2,692,963 | 2,444,286 | +10.2 | 16,635,079 | 15,299,223 | + 8.7 |
| Night | 41,477,827 | 39,639,838 | + 4.6 | 202,273,061 | 198,826,560 | + 1.7 |
| Total | $61,680,110 | $55,500,231 | +11.1 | $303,974,945 | $283,323,222 | + 7.3 |

Note: These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time network rates or before frequency or cash discounts.

The House that CBS Will Build: The final piece in the real-estate mosaic that CBS has been assembling in mid-town N.Y. for its new hq building was dropped in place last week by the network. The purchase was the building at 53 W. 52 St. which, with earlier CBS purchases & leases, brings to 48,000-sq.-ft. the land parcel on which the new CBS building will be constructed. The area is on the East side of Ave. of the Americas (6 Ave.), between 52 & 53 Sts. Architect is Eero Saarinen & Associates.

NBC O&O's Meet Community Leaders: As the latest step in its plan to build a strong public image for its fall activities (Vol. 17:29 p11), NBC-TV has launched a series of monthly get-togethers between officials of its o&o stations and leading civic officials. The plan is to touch on a different aspect of community affairs at each informal session. The first of these meetings was recently held in Chicago by NBC outlets WNBQ (TV) and WMAQ (radio). Subject for discussion with some 19 Chicago-area officials: traffic safety.

## Programming

**The Day Ness Was Bumped Off:** Scripps-Howard's WEWS Cleveland dropped ABC-Desilu's *The Untouchables* July 13 in the interest of "program balance." Contrary to what some may have expected, viewers did not send a trigger squad, armed with sub-machine guns and driving 1930 touring sedans, to retaliate. Asst. gen. mgr. Don Perris told us last week that the WEWS switchboard clocked 327 calls during a 60-min. replacement show—the pop concert series titled *Great Music from Chicago.* Of the calls, said Perris, "165 were opposed to the program switch, and 162 were in favor of it."

But he freely admitted that the decision to drop *The Untouchables* had lost audience for WEWS. WGN-TV Chicago, producer of the taped pop-concert series, ordered a special ARB coincidental study for July 13. Audience share, Perris told us, was "just about one-fourth of what we used to get with *The Untouchables.*"

Low rating or no low rating, WEWS is going ahead with its own local plans for filling the time period. On July 20, the station slotted a rerun of a former network mystery series, *Suspicion.* Another rerun episode from the same series is scheduled for July 27, with a return to the pop-concert series on Aug. 3. On Aug. 10, WEWS will screen a locally-produced special which Perris said is currently in the works. It won't, he said, be a public-affairs show but will be "an 'unusual' which we think will be great."

The station's original decision to pull one of TV's most popular shows was made by gen. mgr. James C. Hanrahan, who had felt that its weekly serving of blood & gore was bad for his station's image. Hanrahan was not, of course, giving the heave-ho to a routine network program. The audience share for *The Untouchables* in the Cleveland area has been as high as 50%, despite competition from other channels, and hero Eliot Ness once conducted real-life crime crusades in Cleveland.

In N.Y. last week, ABC was still maintaining an official silence on the whole Cleveland situation, admitting only that the show had been yanked, but refusing to comment. At presstime, ABC had made no deal with any other Cleveland station to carry *The Untouchables.* KYW-TV, the NBC affiliate, had "confirmed" its NBC schedule, and WJW-TV, the CBS affiliate, said it had "no plans" to carry the ousted series. The usual ABC network lineup for *The Untouchables* is more than 175 stations.

Relations between WEWS Cleveland and ABC have been a bit on the cool side lately, even apart from the refusal to carry *The Untouchables.* WEWS is a sister outlet to WCPO-TV Cincinnati, also owned by Scripps-Howard Radio Inc. Earlier this year, ABC-TV pulled a major affiliation coup when it switched its affiliation from WCPO-TV to WKRC-TV, owned by Taft Bcstg. Co. (Vol. 17:9 p3; 17:10 p13). Since that time, WEWS has declined to carry ABC's Saturday-night *The Fight of the Week,* and has notified ABC that it also won't clear for the network's 2 evening newscasts.

■

**CBS Aids State Dept:** A copy of an exclusive CBS News interview with Gen. Rafael Trujillo Jr. was sent, upon request, to the U.S. State Dept.'s Latin American Affairs Bureau last week. The 30-min. video-taped interview was on *Douglas Edwards with the News* July 14.

**Add FTC & Payola:** FTC hearing examiner Robert L. Piper has recommended dismissal of payola charges against Mutual Distributors Inc., Boston, and its officials.

## Film & Tape

**How to Plan a Double Feature:** NBC affiliates next season will have a chance on weekends to borrow a familiar technique from the theatrical movie industry—the double feature. Reason: NBC-TV's *Saturday Night Movies,* a package of post-1948 pictures from 20th Century-Fox, will start at 9 p.m. and be off at 11 p.m., the beginning of late-night local time. Most NBC affiliates have an 11 p.m. newscast, followed by a local movie show.

One NBC affiliate, WIIC Pittsburgh, decided recently that this accidental double-feature slot should not be filled locally by whatever feature the station happened to have handy. A mismatching second movie could well lose the nice lead-in audience from the NBC network film.

To avoid this, WIIC contacted the 20th-Fox Pittsburgh theatrical exchange to seek some friendly advice, a procedure which might seem like Allen Dulles dropping in on the Kremlin to ask what's new in the espionage field. WIIC, however, was on the side of the celluloid angels. Part of its plan was to buy some recent 20th-Fox features available (via NTA) to TV. Ralph Buring, an official of the Pittsburgh exchange, helped WIIC to draw up its double-feature schedule, drawing on box-office records of how various combinations of pictures had done theatrically.

Some key tips: A comedy teams up well with contemporary action-adventure movies. (When NBC screens "How to Marry a Millionaire," WIIC will follow with "12 O'Clock High." When NBC has "Titanic," WIIC will have "Mother Is a Freshman.")

An outdoor saga frequently attracts the movie fan who would just as soon have 2 in a row. (When NBC has "Snows of Kilimanjaro," WIIC has "3 Faces West.")

Strong dramas of human conflict also pair off, since again a particular type of fan is attracted. (NBC schedules "Garden of Evil," WIIC follows up with "Pinkie.")

We asked NBC station relations in N.Y. whether other stations planned to follow WIIC's example, or had sought NBC's advice in scheduling double bills. Answer, from a station-relations official: "We've sent all NBC affiliates a list of the features and the dates for *Saturday Night Movies.* We've had no special queries, although we've heard of WIIC's promotion. It sounds like a good idea."

■

**Desilu Forecasts Pay-TV Bonanza:** Predicting the national advent of pay TV "within 3 years," Pres. Desi Arnaz told the 3rd annual meeting of Desilu stockholders last week that "there will be no practical limit to the amount of money that can be recovered as net income from outstanding productions shown on pay TV. Desilu [owns] the largest production facility in the world."

Arnaz also announced the appointment of General Artists Corp. as Desilu's network sales agency (Don Sharpe, Arnaz's personal representative, will head GAC's TV dept.) and said Desilu "is seriously considering" forming its own foreign & domestic distribution force.

Stating that "We couldn't be happier to see this trend back to better programming," Arnaz explained that Desilu had held back during the past year because he "didn't like the way the sales trend was going. I think a lot of shows bought for the fall aren't going to be around in January." Of the two Desilu-owned pilots made during the past year, *Mickey and the Contessa* "will probably start on ABC either in January or September of next year." *Counter-intelligence Corps* will be converted into a feature picture "before being made available to TV," Arnaz said.

## NEW YORK ROUNDUP

**$50-Million Foreign Market:** Revenue from the sale of U.S. telefilms to foreign TV customers next year could very well bring in $50 million, said John G. McCarthy, TV Program Export Assn. pres., last week. But there was a big "if" with McCarthy's estimate—"if restrictions in key markets, such as the United Kingdom and Brazil, could be ameliorated and access to other markets maintained." McCarthy has recently made progress in combating restrictive national quotas, notably in Japan, but the problem is far from solved (Vol. 17:22 p2).

This was McCarthy's summary of anticipated revenues during the current year as furnished July 19 to the govt. for use at the Geneva negotiations on tariffs & trade:

1. Europe, Africa, Near & Middle East—$3-4 million.
2. Britain, Canada, Australia, and other English-speaking markets—$23-29 million.
3. Latin America—$5-6 million.
4. The Far East—$3.7-4 million.

McCarthy also said that NTA, under its new administration, is continuing its TVPEA membership, and that the trade organization now includes "approximately 90% of America's producers & distributors of TV programs as well as exclusive representation in this field of the 3 national networks."

In Britain, meanwhile, there were indications that McCarthy's plea for "ameliorated" restrictions wasn't going to get results without opposition. The Federation of British Film Makers, in its annual report, stood solidly in favor of a British-favored quota system in TV. That organization cited a "striking contrast" between the acceptance of British theatrical films in the world market and the marginal existence of the British telefilm industry. The chief problem, said FBFM, was that U.S. telefilms were for sale to British buyers at low prices because most costs had been recouped in the U.S. (But FBFM told only part of the story: True, many U.S. telefilms break even on their U.S. exposure. But the existing quasi-official quotas in Britain—14% on commercial TV, 10% on BBC-TV—force U.S. sellers to slash prices because of the sheer weight of competition for a few British TV time periods.)

———— ■ ————

Fountainhead International Inc. has been formed to distribute several 60-min. documentaries produced by year-old Wolper-Sterling Productions. A 50%-owned affiliate of Sterling TV, Fountainhead "initially will concentrate on selling the output to regional sponsors," said Sterling TV Pres. Saul J. Turell. "If conditions warrant, it may draw specific sales assignments in other fields also." Wolper-Sterling properties include "Race for Space," "Project: Man in Space," "Biography of a Rookie," "The Rafer Johnson Story." Other Wolper-Sterling specials, not yet available for FI distribution, include "The Legend of Rudolph Valentino," now being syndicated on a market-by-market basis by Peter Pan Foundations, and "Hollywood: The Golden Years," scheduled for NBC-TV telecast Nov 29.

**People:** Jack Rhodes has been appointed ITC central div. sales mgr. . . . **Joseph J. Jacobs** has been named Ziv-UA dir., program & talent negotiations . . . **C. P. (Pete) Jaeger,** Flamingo Films exec. vp, has been named to the new post of Official Films asst. to Pres. Seymour Reed . . . **John Calley,** Ted Bates TV programming vp, has joined Filmways as program development vp.

## HOLLYWOOD ROUNDUP

**More Overseas-Sales Problems:** Mexico is the latest Latin-American country in which U.S. telefilm distributors face the rising nationalism which almost inevitably spells tighter quotas or anti-film regulations. Emilio Azcarraga Jr., head of Mexico City's Televicentro, admitted he hoped soon to fill 50% of the outlet's total time with produced-in-Mexico live shows using local talent. He also said he had refused to buy film shows (U.S. & others) whose soundtracks had been Spanish-dubbed in Puerto Rico or Spain (2 currently popular centers for such dubbing), and would buy only shows dubbed in Mexico "with the idiom spoken here." Another Televicentro official, Juan Duran y Casahonda, prodded Mexican TV producers by saying that the main reason for Mexican TV's reliance on U.S. film product was that locally-produced shows were "poorly directed, acted, edited." The Motion Picture Export Assn. has recently battled plans in Argentina to require all dubbing for telefilms to be done in Argentina (Vol. 17:27 p12).

**Add syndication sales:** ABC Films has added 7 more stations to those buying *Consult Dr. Brothers*, upping the total to 42 . . . Ziv-UA has sold 32 rerun episodes of *Aquanauts* to WNEW-TV N.Y., WGN-TV Chicago, KGO-TV San Francisco, WTTG Washington, KMSP-TV Minneapolis, WBAP-TV Fort Worth, WOAI-TV San Antonio . . . Seven Arts upped the market totals on both groups of post-1950 Warner Bros. films last week with the sale of Vols. I & II to KING-TV Seattle. Vol. 1 is now in 98 markets, Vol. II in 32.

**Directors Guild Elects Officers:** George Sidney has been elected pres. of the Directors Guild of America, succeeding Frank Capra who remains on the national & Western region boards. Sidney had been president from 1951 to 1959. Other national officers & board members include these vps, in order of seniority: George Schaefer, Willis Goldbeck, Lamar Caselli, Robert Vreeland, Shields Dierkes. George Marshall was elected secy., Lesley Selander was elected treas.

**Revue Studios** has signed Charlton Heston to star in *The Fugitive Eye*, on its *Alcoa Premiere* series, and Arthur Kennedy, Lee Marvin and James Gregory for *People Need People*, in the same series.

**Prop Men Killed:** An explosion of gun powder used in Westerns killed 2 property men, injured a third at the MGM studios in Culver City July 20.

**MGM-TV** producers Robert Maxwell and Rudy E. Abel have 28 scripts completed for their 2 series, *Father of the Bride* and *National Velvet*.

**Jules Levy-Arthur Gardner-Arnold Laven** production team has signed Adam West for a regular role in (60 min.) *Robert Taylor's Detectives* at Four Star Television.

**Marie Torre:** "Crime on television is drawing considerably more Washington attention than the more pressing problem of crime in the streets."—*N.Y. Herald Tribune.*

**MGM-TV** has signed Patricia Medina for "Blue Water, White Beach," a segment of its *Cain's Hundred* series.

**Producer-star Jackie Cooper** is filming exteriors of his *Hennesey* series in Hawaii.

**Nancy Gates** has signed as a guest star in "Fires of Kanua" episode of TCF-TV's *Adventures in Paradise*.

## Advertising

**Ad People:** Carl W. Nichols Jr. elected pres., Cunningham & Walsh, succeeding **Robert R. Newell**, who becomes chmn., replacing **John P. Cunningham**, named exec. committee chmn. **Edward H. Calhoun, Anthony C. Chevins** and **Joseph D. Nelson Jr.**, named vps.

**Charles H. Newbrand** elected treas., Foote, Cone & Belding . . . **Anson C. Lowitz** appointed a Fuller & Smith & Ross vp.

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**Shell Edges Back Into TV:** Shell Oil launched its 3-week spot TV campaign in 27 markets last Friday to coincide with a dealer promotion contest. It was considerably more than a routine buy. Except for a supplementary spot-radio schedule which began 2 weeks ago, it marked the first broadcast breakthrough for Shell at Ogilvy, Benson & Mather, the agency which late last year engineered an all-print campaign for its newly-acquired, $15-million client (Vol. 16:47 p9). An agency spokesman stressed to us the "one-shot" nature of the spot campaign as a tie-in for Shell's "Sea-Snark" sailboat promotion offer. But adverse reaction to all-print advertising (from, among others, Shell dealers—Vol. 17:6 p5) may mean more TV in the Shell-OBM future. Kenyon & Eckhardt, which handles institutional advertising for Shell, has meanwhile signed for 11 European-taped golf matches on CBS-TV and is currently talking to that network about Shell sponsorship of 4 Leonard Bernstein *Young People's Concerts.*

**20 Years Ago This Month:** July 1, 1941 was the historic day when television's first commercial went on the air—a Bulova time announcement, at 2:29:50. The advertiser shelled out $9 for it, records *Sponsor* ($4 for time, $5 for facilities). Sets in use that day were 4,500. The station, WNBT (today's WNBC-TV), now has 5 million TV homes in its area. And its $120-an-hour time charge of 1941 has gone to $10,200. A daytime hour—then $60—now rates $3,500. Sunoco came on that first day too with $100 for a 15-min. newscast. Others: P&G, Lever Bros.

**Rating Techniques Described:** Audience-research methods are detailed by Ohio State U.'s Dr. Harrison B. Summers in an article ("Qualitative Information Concerning Audiences of Network TV Programs") in the Spring issue of the *Journal of Broadcasting.* The same issue carries a 21-page bibliography of ratings & measurements collected by Charles R. Wright. The Assn. for Professional Bcstg. Education publication also features an examination by research psychologist Charles Winick of network program controls entitled "Censor & Sensibility: A Content Analysis of the TV Censor's Comments."

**ANA Offers Film-Lingo Guide:** Non-ANA members may now purchase (for $5) the *Layman's Guide to Terms Used in Film Production.* The glossary was originally prepared by ANA's audio-visual committee to "give executives in member companies a working knowledge of the unfamiliar terms they are apt to encounter in the production of a company film or film commercials for TV."

**Star-Crest Bows to FTC:** Stephen F. Singer's Star-Crest Recording Co., Los Angeles, has settled an FTC case against it (Vol. 16:40 p8) by signing a consent order forbidding false royalty claims & other deceptions to obtain fees from song writers for recording their songs.

**North Advertising** is moving its N.Y. office to 770 Lexington Ave. (TE 8-8700).

**Magazines Drop 9.3% in Pages:** The 87 top national magazines dropped a total of 4,022 pages in Jan.-June 1961 from the same period of 1960. In presenting the figures, the latest *Gallagher Report* calls the drop "the worst dip since 1948." Total pages were 39,077 as against the 43,099 figure of the same period in 1960. Major switch in the top 10 magazines (carrying the greatest number of advertising pages) was that of *Saturday Evening Post* which dropped from 5th to 7th place. (*Newsweek* and *U.S. News & World Report* moved up one rank apiece.) *Fortune* dropped from 8th to 10th place. *Coronet,* which recently announced its cessation (Vol. 17:29 p10), had dropped from 51st place to 58th in 1961. Television's entry in the magazine field, *TV Guide,* moved up from 49th place to 28th.

**11 States Tax Out-of-State Advertisers:** Even though their advertising may originate out of state, advertisers are liable for "use" taxes on their merchandise sold to residents of Ala., Ariz., Ark., Ga., Mo., Okla., Pa., R.I., S.C., S.D. and Washington. Writing in July *Media/scope,* Philadelphia lawyer Morton J. Simon notes: "The use tax is generally intended to cover merchandise bought outside the state by its residents. The rub comes when an out-of-state advertiser uses a local newspaper (or any other medium circulating there) and ships the merchandise into the state, the advertising being the only activity of the advertiser in the state." Simon advises "all segments of advertising & media . . . to make their voices [& protests] heard in Washington."

**RAB Issues Radio Status Report:** What Radio Advertising Bureau called "the largest collection of facts on radio ever assembled" was sent last week to members & ad planners. It was in the form of a 40-page booklet titled *Radio Facts Pocket Piece*—the latest of RAB's annual radio digests. Highlights of the booklet: (1) 20.3 million radios were sold in the U.S. in 1960. (2) Auto radio sets have increased 252.2% since 1949. (3) Sales of portable radios have jumped 380.8% since 1949, mostly because of the boom in Japanese transistor sets. (4) The nighttime radio audience is 58.1% male. (4) Of transistor-set owners interviewed in outdoor locations, 76.8% said they had listened more to radio (an average of nearly one hour daily) since acquiring their portables.

**TvB Increases Membership:** TvB membership now stands at 3 networks, 15 station reps, 5 associate members and 240 stations with the recent addition of: KGNC-TV Amarillo, Tex.; KHOL-TV Kearney-Holdrege, Neb.; KMID-TV Midland, Tex.; WTAP-TV Parkersburg, W. Va.; WTAE and WIIC Pittsburgh, Pa.; WNDU-TV South Bend, Ind.; WHIZ-TV Zanesville, O. and CJOH-TV Ottawa, Canada.

**Wiley Praises AFA:** Sen. Wiley (R-Wis.) has endorsed policy positions by the Advertising Federation of America against "extreme regulatory methods" by FCC & FTC. In a Senate speech, he called his colleagues' attention to an "important" resolution adopted at the AFA's recent Washington convention (Vol. 17:23 p10). It said that "in view of the earnest & effective campaign of self-regulation which the advertising industry has voluntarily undertaken and has so successfully advanced, no additional govt. controls or restrictions are warranted at this time."

### *Obituary*

**Harry F. O'Brien,** 56, former art director for J. Walter Thompson, McCann-Erickson and CBS, died July 19 after a long illness in Jackson Heights, Queens. He is survived by his wife, 2 sons, a daughter and 2 grandchildren.

# The Top 100 National Advertisers of 1960

**By Dollar Expenditures In Major Media**

As Adapted by TvB from an *Advertising Age* Compilation

| | Company | Total | Newspapers | General Magazines | Farm Mogazines | Business Publicotions | Outdoor | Network Television | Spot Television | Total TV | % TV |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1. | Generol Motors Carp. | $122,227,529 | $ 40,354,817 | $ 37,963,619 | $ 1,578,844 | $ 2,831,600 | $10,516,326 | $ 22,985,033 | $ 5,997,290 | $ 28,982,323 | 23.7 |
| 2. | Procter & Gomble Co. | 109,562,745 | 4,276,067 | 3,556,864 | 3,695 | 235,000 | ——— | 46,406,679 | 55,084,440 | 101,491,119 | 92.6 |
| 3. | Generol Foods Corp. | 65,084,760 | 16,197,397 | 9,194,991 | 210,182 | 258,900 | 2,058,902 | 18,623,648 | 18,540,740 | 37,164,388 | 57.1 |
| 4. | Americon Home Products | 54,824,858 | 3,460,401 | 6,820,355 | 289,043 | 1,189,200 | 277,692 | 33,376,057 | 9,412,110 | 42,788,167 | 78.0 |
| 5. | Ford Motar Co. | 53,815,502 | 18,669,074 | 10,882,179 | 1,580,575 | 700,000 | 5,519,651 | 11,159,933 | 5,304,090 | 16,464,023 | 30.6 |
| 6. | Lever Bras. | 53,518,182 | 5,162,958 | 3,189,259 | 17,265 | ——— | ——— | 28,613,140 | 16,535,560 | 45,148,700 | 84.4 |
| 7. | Chrysler Carp. | 43,329,957 | 18,091,428 | 12,746,684 | 268,225 | 350,000 | 1,513,209 | 8,638,201 | 1,722,210 | 10,360,411 | 23.9 |
| 8. | Calgate-Palmolive Co. | 41,411,194 | 4,560,161 | 2,747,867 | 69,056 | 103,600 | ——— | 22,511,280 | 11,419,230 | 33,930,510 | 81.9 |
| 9. | R. J. Reynolds Tobocco Co. | 34,134,163 | 8,485,691 | 5,222,030 | 361,456 | ——— | ——— | 15,891,416 | 4,173,570 | 20,064,986 | 58.8 |
| 10. | Generol Mills | 29,958,422 | 6,715,579 | 5,351,066 | 136,448 | 403,500 | 130,312 | 14,651,707 | 2,569,810 | 17,221,517 | 57.5 |
| 11. | Generol Electric Co. | 29,784,261 | 7,559,832 | 9,547,245 | 278,476 | 4,599,700 | ——— | 5,745,718 | 2,053,290 | 7,799,008 | 26.2 |
| 12. | American Tobocco Co. | 29,175,160 | 5,543,039 | 6,714,711 | 242,480 | ——— | 916,355 | 9,701,965 | 6,056,610 | 15,758,575 | 54.0 |
| 13. | Bristal-Myers Co. | 29,163,564 | 1,785,538 | 6,255,306 | 14,472 | 165,800 | 25,600 | 10,747,288 | 10,169,560 | 20,916,848 | 71.7 |
| 14. | Distillers Carp.—Seogroms Ltd. | 26,878,730 | 11,654,170 | 10,876,273 | ——— | 220,000 | 2,530,717 | ——— | 1,597,570 | 1,597,570 | 5.9 |
| 15. | Philip Morris Inc. | 25,824,151 | 5,776,265 | 4,517,451 | ——— | 12,000 | 123,427 | 11,245,448 | 4,149,560 | 15,395,008 | 59.6 |
| 16. | Americon Telephone & Telegroph Co. | 25,683,384 | 5,428,587 | 10,768,628 | 479,521 | 815,000 | 625,984 | 1,904,364 | 5,661,300 | 75,65,664 | 29.5 |
| 17. | Brawn & Williomson Tobocco Carp. | 25,062,957 | 4,316,227 | 422,971 | 4,410 | ——— | ——— | 12,533,149 | 7,786,200 | 20,319,349 | 81.1 |
| 18. | P. Lorillard Co. | 24,961,375 | 5,100,677 | 3,328,776 | ——— | ——— | 345,011 | 7,755,281 | 8,431,630 | 16,186,911 | 64.8 |
| 19. | Notionol Doiry Products Corp. | 22,738,452 | 6,022,399 | 6,267,562 | 332,028 | 194,900 | 179,102 | 8,529,811 | 1,212,650 | 9,742,461 | 42.8 |
| 20. | Sterling Drug Inc. | 21,782,851 | 1,763,927 | 1,984,590 | 120,925 | 368,600 | ——— | 15,358,919 | 2,185,890 | 17,544,809 | 80.5 |
| 21. | Kellagg Co. | 20,855,832 | 992,889 | 2,572,947 | 71,830 | 125,300 | 1,397,280 | 9,900,196 | 5,795,390 | 15,695,586 | 75.3 |
| 22. | Compbell Soup Co. | 20,527,544 | 4,619,378 | 8,991,565 | ——— | 155,300 | 193,161 | 5,304,700 | 1,263,440 | 6,568,140 | 32.0 |
| 23. | E. I. du Pant de Nemours & Co. | 20,193,611 | 2,460,342 | 5,383,174 | 259,634 | 3,499,000 | 633,109 | 7,558,622 | 399,730 | 7,958,352 | 39.4 |
| 24. | Miles Loborotaries Inc. | 19,699,214 | 1,335,705 | 741,467 | ——— | 538,200 | 111,406 | 8,839,446 | 8,132,990 | 16,972,436 | 86.2 |
| 25. | Gillette Co. | 19,343,654 | 1,939,254 | 1,256,188 | ——— | ——— | ——— | 12,075,302 | 4,072,910 | 16,148,212 | 83.5 |
| 26. | Liggett & Myers Tobacco Co. | 18,614,825 | 2,792,485 | 3,197,856 | 11,690 | ——— | 78,190 | 10,991,624 | 1,542,980 | 12,534,604 | 67.3 |
| 27. | Standard Bronds Inc. | 18,264,839 | 3,465,145 | 4,194,052 | 241,422 | ——— | ——— | 2,887,140 | 7,477,080 | 10,364,220 | 56.7 |
| 28. | Worner-Lombert Pharmaceuticol Co. | 16,798,421 | 1,218,265 | 3,173,336 | ——— | 640,000 | ——— | 5,464,060 | 6,302,760 | 11,766,820 | 70.0 |
| 29. | Westinghause Electric Corp. | 16,513,027 | 2,385,138 | 2,204,208 | 183,996 | 2,600,000 | ——— | 8,825,165 | 314,520 | 9,139,685 | 55.3 |
| 30. | Notianol Biscuit Co. | 16,202,617 | 1,065,049 | 3,162,396 | 47,620 | 258,300 | ——— | 10,347,922 | 1,321,330 | 11,669,252 | 72.0 |
| 31. | Americon Motors Carp. | 15,711,003 | 9,399,679 | 2,670,770 | 38,567 | 349,500 | ——— | 426,297 | 2,826,190 | 3,252,487 | 20.7 |
| 32. | Eostman Kodok Co. | 15,613,801 | 1,833,495 | 6,377,992 | ——— | 1,800,000 | ——— | 5,271,794 | 330,520 | 5,602,314 | 35.9 |
| 33. | Corn Products Inc. | 15,516,583 | 4,498,483 | 3,442,979 | 98,502 | 55,000 | 341,713 | 3,342,356 | 3,737,550 | 7,079,906 | 45.6 |
| 34. | Notianol Distillers & Chemicol Corp. | 15,025,143 | 6,539,919 | 6,077,070 | 2,627 | 500,000 | 1,905,527 | ——— | ——— | ——— | 0.0 |
| 35. | Texoca Inc. | 14,928,076 | 380,072 | 747,177 | 240,130 | 764,300 | 93,325 | 12,161,822 | 541,250 | 12,703,072 | 85.1 |
| 36. | Quaker Oats Co. | 13,974,656 | 4,192,526 | 4,075,655 | 25,151 | 122,500 | 173,980 | 3,022,574 | 2,362,270 | 5,384,844 | 38.5 |
| 37. | Schenley Industries Inc. | 13,556,636 | 8,206,851 | 3,429,290 | ——— | 380,000 | 1,454,825 | ——— | 85,670 | 85,670 | 0.6 |
| 38. | Hunt Foods & Industries Inc. | 13,206,077 | 613,130 | 5,962,317 | ——— | 100,000 | ——— | ——— | 6,530,630 | 6,530,630 | 49.5 |
| 39. | Goodyear Tire & Rubber Co. | 12,949,460 | 3,596,620 | 5,864,944 | 543,728 | 970,100 | 48,870 | 1,819,908 | 105,290 | 1,925,198 | 14.9 |
| 40. | Pillsbury Co. | 12,845,744 | 1,827,032 | 2,061,002 | 66,390 | 116,900 | ——— | 4,927,310 | 3,847,110 | 8,774,420 | 68.3 |
| 41. | Standord Oil Co. (New Jersey) | 12,484,763 | 2,136,094 | 3,068,791 | 99,221 | 1,600,000 | 1,619,102 | 786,155 | 3,175,400 | 3,961,555 | 31.7 |
| 42. | Anheuser-Busch Inc. | 12,386,338 | 996,641 | 1,905,241 | ——— | 140,100 | 4,464,873 | 646,573 | 4,232,910 | 4,879,483 | 39.4 |
| 43. | Revlon Inc. | 12,382,045 | 1,489,901 | 4,254,906 | ——— | ——— | 58,298 | 4,219,880 | 2,359,060 | 6,578,940 | 53.1 |
| 44. | Radio Carp. of America | 12,237,814 | 3,269,720 | 3,923,797 | 3,750 | 750,000 | ——— | 3,735,367 | 555,180 | 4,290,547 | 35.1 |
| 45. | Coco-Colo Co. | 12,050,228 | 956,556 | 3,860,797 | ——— | 76,000 | 2,408,325 | 561,080 | 4,187,470 | 4,748,550 | 39.4 |
| 46. | S. C. Johnsan & Son | 11,891,151 | 354,980 | 616,589 | 2,675 | ——— | ——— | 8,103,747 | 2,813,160 | 10,916,907 | 91.8 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 47. Shell Oil Co. | 11,704,814 | 3,145,404 | 1,528,126 | 145,555 | 255,000 | 3,545,751 | 274,028 | 2,810,950 | 3,084,978 | 26.4 |
| 48. Armour & Co. | 11,482,057 | 2,053,573 | 3,884,155 | 181,456 | 302,600 | 111,913 | 3,988,370 | 959,990 | 4,948,360 | 43.1 |
| 49. Swift & Co. | 11,100,697 | 1,481,870 | 4,156,360 | 152,685 | 86,300 | 1,928,272 | 1,366,220 | 1,928,990 | 3,295,210 | 29.7 |
| 50. Wm. Wrigley Jr. Co. | 10,846,222 | 91,459 | 807,869 | ------ | ------ | 1,520,426 | 616,248 | 7,810,220 | 8,426,468 | 77.7 |
| 51. U. S. Steel Corp. | 10,748,048 | 1,556,424 | 2,387,736 | 347,940 | 2,776,900 | 380,430 | 3,298,618 | ------ | 3,298,618 | 30.7 |
| 52. Continental Baking Co. | 10,463,158 | 1,767,525 | 94,300 | ------ | 78,300 | 2,049,916 | 593,837 | 5,879,280 | 6,473,117 | 61.9 |
| 53. Jos. Schlitz Brewing Co. | 10,371,227 | 534,045 | 1,930,610 | ------ | ------ | 3,096,042 | 2,625,530 | 2,185,000 | 4,810,530 | 46.4 |
| 54. Studeboker-Packord Corp. | 10,288,291 | 3,775,068 | 2,644,610 | 110,130 | 500,000 | 1,314,494 | 1,064,249 | 879,740 | 1,943,989 | 18.9 |
| 55. Pepsi-Calo Co. | 10,220,894 | 4,105,105 | 1,699,135 | 2,100 | 117,500 | 1,178,014 | ------ | 3,119,040 | 3,119,040 | 30.5 |
| 56. Lestoil Products Inc. | 10,070,984 | 109,864 | ------ | ------ | ------ | ------ | ------ | 9,961,120 | 9,961,120 | 98.9 |
| 57. Alberta-Culver Co. | 10,064,198 | ------ | ------ | ------ | ------ | ------ | 8,822,038 | 1,242,160 | 10,064,198 | 100.0 |
| 58. Standard Oil Co. (Indiana) | 9,392,322 | 2,991,744 | 76,971 | 379,540 | 424,500 | 2,824,738 | 448,079 | 2,246,750 | 2,694,829 | 28.7 |
| 59. Rolston Purino Co. | 9,390,519 | 676,674 | 222,225 | 825,536 | 140,000 | 783,504 | 6,067,040 | 675,540 | 6,742,580 | 71.8 |
| 60. Nestle Co. | 9,256,059 | 678,787 | 1,174,232 | 112,424 | ------ | ------ | 1,611,156 | 5,679,460 | 7,290,616 | 78.8 |
| 61. 8. F. Goodrich Co. | 9,248,909 | 1,204,674 | 4,747,008 | 356,319 | 1,100,000 | ------ | 1,568,158 | 272,750 | 1,840,908 | 19.9 |
| 62. Hiram Walker-Caoderhom & Worts | 9,056,463 | 3,763,018 | 4,907,953 | ------ | 135,700 | 249,792 | ------ | ------ | ------ | 0.0 |
| 63. Aluminum Co. af America | 8,907,205 | 1,463,729 | 2,107,143 | 28,657 | 1,656,000 | ------ | 3,492,926 | 158,750 | 3,651,676 | 41.0 |
| 64. Cornotian Co. | 8,852,562 | 661,002 | 2,270,895 | 219,072 | 266,300 | 369,886 | 3,009,147 | 2,056,260 | 5,065,407 | 57.2 |
| 65. Carter Products Inc. | 8,704,207 | 293,341 | 283,854 | 14,257 | ------ | ------ | 6,174,175 | 1,938,580 | 8,112,755 | 93.2 |
| 66. Firestone Tire & Rubber Co. | 8,663,348 | 2,147,979 | 3,741,078 | 554,511 | 408,200 | ------ | 1,789,210 | 22,370 | 1,811,580 | 20.9 |
| 67. Johnson & Johnson | 8,518,353 | 1,730,520 | 1,815,208 | 67,765 | ------ | ------ | 4,297,630 | 607,230 | 4,904,860 | 57.6 |
| 68. Scott Poper Co. | 8,456,662 | 887,173 | 1,886,951 | ------ | 158,400 | ------ | 4,020,948 | 1,503,190 | 5,524,138 | 65.3 |
| 69. J. 8. Williams Co. | 8,351,389 | 542,388 | 5,535 | ------ | ------ | ------ | 7,629,626 | 173,840 | 7,803,466 | 93.4 |
| 70. Dow Chemical Co. | 8,123,500 | 2,124,037 | 2,401,775 | 151,612 | 1,453,600 | 51,023 | 1,613,613 | 327,840 | 1,941,453 | 23.9 |
| 71. Richordsan-Merrell Inc. | 7,818,751 | 1,101,365 | 1,387,856 | 577,183 | 164,300 | ------ | 2,374,527 | 2,213,520 | 4,588,047 | 58.7 |
| 72. Armstrong Cork Co. | 7,757,893 | 86,218 | 2,790,641 | ------ | 700,000 | ------ | 4,181,034 | ------ | 4,181,034 | 53.9 |
| 73. Kimberly-Clark Corp. | 7,552,260 | 1,087,310 | 2,397,424 | 13,560 | 440,400 | ------ | 3,524,286 | 89,280 | 3,613,566 | 47.8 |
| 74. H. J. Heinz Co. | 7,370,130 | 2,447,658 | 1,740,942 | 62,519 | 110,000 | ------ | 2,940,051 | 68,960 | 3,009,011 | 40.8 |
| 75. Cheseborough-Pond's Inc. | 7,365,730 | 888,105 | 3,132,026 | ------ | 113,300 | ------ | 1,786,149 | 1,446,150 | 3,232,299 | 43.9 |
| 76. 8orden Co. | 7,363,500 | 1,756,511 | 2,716,266 | 17,890 | 130,000 | 1,325,533 | 613,920 | 803,380 | 1,417,300 | 19.2 |
| 77. American Chicle Co. | 7,061,823 | ------ | ------ | ------ | ------ | ------ | 4,612,913 | 2,448,910 | 7,061,823 | 100.0 |
| 78. 8eech-Nut Life Savers Inc. | 7,000,588 | 175,716 | 679,695 | ------ | 105,700 | ------ | 4,819,117 | 1,220,360 | 6,039,477 | 86.3 |
| 79. Sperry Rand Corp. | 6,841,938 | 605,859 | 2,358,358 | 460,737 | 633,800 | ------ | 2,783,184 | ------ | 2,783,184 | 40.7 |
| 80. American Cyonamid Co. | 6,578,043 | 220,572 | 1,835,030 | 1,190,695 | 3,000,000 | ------ | 280,976 | 50,770 | 331,746 | 5.0 |
| 81. Stanley Warner Corp. | 6,528,731 | 628,428 | 220,927 | 10,516 | ------ | ------ | 77,850 | 5,591,010 | 5,668,860 | 86.8 |
| 82. Columbio Broodcasting System Inc. | 6,481,869 | 2,254,524 | 3,907,335 | ------ | 102,400 | ------ | ------ | 217,610 | 217,610 | 3.3 |
| 83. Prudential Insurance Co. | 6,453,502 | 2,059,397 | 350,490 | 29,197 | 46,000 | 175,287 | 3,766,861 | 26,270 | 3,793,131 | 58.8 |
| 84. Kaiser Industries Corp. | 6,406,476 | 380,804 | 383,249 | 126,082 | 1,023,000 | 45,301 | 4,448,040 | ------ | 4,448,040 | 69.4 |
| 85. Helene Curtis Industries | 6,350,994 | 1,146,789 | 817,143 | ------ | 133,600 | ------ | 3,350,042 | 903,420 | 4,253,462 | 67.0 |
| 86. Unian Carbide Corp. | 6,322,677 | 782,951 | 1,923,255 | 72,239 | 1,604,100 | ------ | 1,304,462 | 635,670 | 1,940,132 | 30.7 |
| 87. California Pocking Carp. | 6,239,428 | 1,203,514 | 3,056,746 | 93,359 | 101,600 | 691,000 | 488,109 | 600,100 | 1,088,209 | 17.4 |
| 88. Reynolds Metals Co. | 6,082,943 | 1,181,508 | 752,210 | 441,585 | 800,000 | ------ | 2,818,160 | 89,480 | 2,907,640 | 47.8 |
| 89. Gulf Oil Co. | 6,033,944 | 1,958,767 | 1,402,657 | 45,658 | 400,000 | 663,563 | 1,334,609 | 228,690 | 1,563,299 | 25.9 |
| 90. 8oyuk Cigors | 5,827,534 | 102,063 | ------ | ------ | 20,000 | ------ | 5,705,471 | ------ | 5,705,471 | 97.9 |
| 91. Sears Roebuck & Co. | 5,752,961 | 681,598 | 1,271,189 | 2,939 | 8,400 | ------ | 2,827,765 | 961,070 | 3,788,835 | 65.9 |
| 92. Simaniz Co. | 5,719,994 | 603,154 | 313,365 | ------ | ------ | ------ | 2,331,275 | 2,472,200 | 4,803,475 | 84.0 |
| 93. Folstaff 8rewing Corp. | 5,622,792 | 263,373 | 107,587 | ------ | ------ | 1,418,583 | 1,236,529 | 2,596,720 | 3,833,249 | 68.2 |
| 94. Block Drug Co. Inc. | 5,579,365 | ------ | 29,375 | ------ | 8,100 | ------ | 5,242,390 | 299,500 | 5,541,890 | 99.3 |
| 95. Theo. Hamm 8rewing Co. | 5,555,995 | 440,207 | 414,873 | ------ | ------ | 1,855,477 | 412,908 | 2,432,530 | 2,845,438 | 51.2 |
| 96. Minnesato Mining & Mfg. | 5,498,591 | 442,772 | 1,787,518 | 24,865 | 1,800,000 | ------ | 70,176 | 1,373,260 | 1,443,436 | 26.3 |
| 97. U. S. Rubber Co. | 5,376,657 | 754,036 | 2,652,496 | 81,091 | 1,025,000 | 91,064 | ------ | 772,970 | 772,970 | 14.4 |
| 98. General Telephone & Electronics Corp. | 5,354,801 | 477,263 | 3,546,185 | ------ | 1,000,000 | 189,597 | 115,296 | 26,460 | 141,756 | 2.6 |
| 99. Plough Inc. | 5,293,251 | 1,537,960 | 862,879 | 14,438 | ------ | ------ | 237,176 | 1,124,788 | 1,516,010 | 2,640,798 | 49.9 |
| 100. Corling 8rewing Co. | 5,182,821 | 244,722 | 536,623 | ------ | ------ | ------ | 372,787 | 570,799 | 3,457,890 | 4,028,689 | 77.7 |
| Totol Top 100 1960 | $1,695,353,369 | $316,793,130 | $339,723,002 | $14,838,146 | $51,317,300 | $66,213,841 | $567,110,610 | $339,357,340 | $906,467,950 | | |
| Total Top 100 1959 | $1,605,329,069 | $338,531,831 | $294,726,889 | $15,437,370 | $41,876,000 | $64,395,698 | $522,776,641 | $327,584,640 | $850,361,281 | | |
| $ Chonge '60 to '59 | +$90,024,300 | −$ 21,738,701 | +$ 44,996,113 | −$ 599,224 | +$ 9,441,300 | +$ 1,818,143 | +$ 44,333,969 | +$ 11,772,700 | +$ 56,106,669 | | |
| % Change '60 to '59 | +5.6 | −6.4 | +15.3 | −3.9 | +22.5 | +2.8 | +8.5 | +3.6 | +6.6 | | |
| Share of 1960 | 100.0 | 18.7 | 20.0 | 0.9 | 3.0 | 3.9 | 33.5 | 20.0 | 53.5 | | |
| Share of 1959 | 100.0 | 21.1 | 18.3 | 1.0 | 2.6 | 4.0 | 32.6 | 20.4 | 53.0 | | |

*In some instances spot-TV figures include both porent company and deoler or distributor expenditures. Sources: 8ureou of Advertising, ANPA; Publishers Information Bureau; Farm Publicotian Reports; Assaciated Business Publications; Television Bureou of Advertising; N. C. Rorobough; LNA-BAR; Outdoor Advertising Inc. Reprinted with permissian from Advertising Age, June 5, 1961. Copyright Advertising Publicatians, Inc.

## Congress

**Clear-Channel Plan Protested:** FCC's proposed solution to the 15-year-old AM clear-channel dilemma (Vol. 17:25 p9) would leave 4 Midwestern states (Ill., Ind., Mich., Mo.) without adequate radio service, Sen. Douglas (D-Ill.) protested in a floor speech. "I am not well enough informed to make a judgment about this proposed order in its overall effects, but I can say I think Chicago & the Illinois area should not lose at one fell swoop all 5 of the clear-channel stations which serve them," Douglas said. He asked the Commission to reconsider its plans affecting the Chicago stations—NBC's WMAQ, CBS's WBBM, ABC's WLS, the *Chicago Tribune*'s WGN—and CBS's KMOX St. Louis. At the same time, Douglas praised FCC Chmn. Minow. "I have the greatest respect for the way in which he has carried out his appointed tasks in the face of groups with very great economic & political power which seek to preserve their existing power," Douglas said. In the House, Reps. Bennett (R-Mich.), Dingell (D-Mich.), Flynt (D-Ga.) and Loser (D-Tenn.) introduced nearly identical bills (HR-8828, 8210, 8211 and 8274) which would amend the Communications Act to block FCC changes in the clear-channel set-up which existed as of July 1. Purpose of the measures: (1) "Prohibit further duplication or breakdown of Class 1-A clear channel frequencies." (2) "Improve service to the present radio 'desert' by authorizing Class 1-A clear-channel stations to operate with higher power." In the Senate, Sens. Capehart (R-Ind.) & Talmadge (D-Ga.) followed up the speech by Sen. Douglas by submitting another clear-channel measure (S-2990).

**Dodd TV Probe Starts Again:** TV sex, crime and violence will get another going-over from the Senate Judiciary Juvenile Delinquency Subcommittee (Vol. 17:29 p13). Chmn. Dodd set July 27-28 for resumption of hearings, with 8-10 witnesses (not including network rebuttal witnesses) tentatively listed for testimony. The witness roster hadn't been drawn up at last week's end, but it probably will include executives of Hollywood TV film production companies and spokesmen for religious organizations. Subcommittee staffers recently spent 2 weeks on the West Coast exploring the TV field there.

**Program Controls Decried:** "Creative beauty is in the eye of the beholder," Sen. Bridges (R-N.H.) told the Senate in a speech protesting any attempt by FCC to set its own broadcast program standards. "What is good programming to one person may fall far short of his neighbor's standards," he said. "I suggest that federal officials encourage superior programs on TV, but I submit that interference can only muddy the road to excellence for which the TV industry is striving." As part of his speech, Bridges inserted the text of a Rotary Club address by John W. Guider of WMTW-TV Poland Spring, Me., which had already been printed in the *Congressional Record*.

**FTC Nomination Up:** The Senate Commerce Committee has summoned Democrat Everette MacIntyre to a July 26 hearing on his nomination by President Kennedy as an FTC member (Vol. 17:7 p3). Now gen. counsel of the House Small Business Committee, MacIntyre is scheduled to replace FTC Comr. Robert Secrest.

**Licensing Bill Favored:** A bill (S-1589) amending the Communications Act to authorize issuance of radio licenses to U.S. nationals who aren't citizens—such as natives of Samoa (Vol. 17:19 p17)—has been approved by the Senate Commerce Committee.

**Daytimers Have Their Day:** The House Commerce Communications Subcommittee last week went through motions of giving daytime radio broadcasters another go-around in their perennial—but always forlorn—pleas for longer operating hours. Winding up 3-day hearings on a half-dozen bills extending daytime schedules from sunrise-sunset to 6 a.m.-6 p.m. (Vol. 17:29 p13), Daytime Bcstrs. Assn. Chmn. Ray Livesay (WLBH Mattoon, Ill.), presented his group's traditional arguments July 20. In off-the-cuff testimony, he said the public needs the extra service—and the daytimers the extra revenue—which the longer hours would bring. Pitted 2-to-1 against him were other witnesses—asst. chief James E. Barr of FCC's Broadcast Bureau, who gave lead-off testimony, and Pres. J. H. Dewitt Jr. of WSM-TV & WSM Nashville, Clear Channel Bcstg. Service spokesman. Their theme (which has prevailed over the years in Congress): Radio listeners would lose more service by interference with bigger stations than they might gain from more service from smaller outlets.

**Copyright Overhaul Urged:** Following 6 years of study, the U.S. Copyright Office has given Congress a 227-page preliminary report which may become the basis for the first major rewriting of copyright law since 1909. Among its recommendations & suggestions: (1) BMI & ASCAP should be made the subjects of a "comprehensive study" to see whether their music-licensing operations should be regulated under the antitrust laws or by "an administrative agency under statutory provisions." (2) Public-performance copyright rules should apply to broadcasts when the public is charged (by TV community antenna systems, *e.g.*) to receive them—but mere reception of broadcasts should be exempt. (3) The maximum copyright term should be extended from 56 to 76 years. Register of copyrights Abraham L. Kaminstein, in a covering letter, told Congress that the report isn't "intended as the final word." He said that the copyright office wanted to "pinpoint the issues & stimulate public discussion so that the widest possible agreement can be reached on the principles to be incorporated in a revised statute."

**Sabotage Bill Held Up:** A Senate-passed bill (S-1990) setting up stiff criminal penalties for malicious damage to private communications facilites (Vol. 17:27 p7) has been tagged for further study by the House Judiciary Committee, which first voted to approve it for House action. Chmn. Celler (D-N.Y.) re-referred the measure to a subcommittee headed by Rep. Forrester (D-Ga.). Labor unions have expressed fears that such legislation could be used to harass legitimate strikers in the communications industry.

**Recommended Reading:** Members of Congress who want to keep current on broadcasting's problems & faults can find plenty of background reading matter in a single issue—July 12—of the *Congressional Record*. Full texts of the following documents are carried: (1) Speech by John W. Guider of WMTW-TV Poland Spring, Me. to the Portland Rotary Club (Vol. 17:28 p11), inserted by Sen. Cotton (R-N.H.). (2) Address by FCC Comr. Bartley to the Fla. Assn. of Bcstrs. (Vol. 17:25 p11), inserted by Sen. Schoeppel (R-Kan.). (3) Testimony by U.S. Prisons Bureau Dir. Bennett at Senate juvenile-delinquency hearings (Vol. 17:24 p2), inserted by Rep. Lane (D-Mass.).

**Scranton Lauds WEJL:** Rep. Scranton (R-Pa.), 1953-59 chmn. of Northeastern Pennsylvania Bcstg. Inc. (WNEP-TV Scranton), has high praise for a rival outlet. Noting that radio WEJL Scranton had twice been picked for Radio Free Europe awards, he said for the *Congressional Record* he's "very proud" of the station's operation.

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
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6362 Hollywood Blvd.
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**Personals** Simon B. Siegel elected exec. vp, ABC. He continues as financial vp, AB-PT . . . Theodore F. Shaker promoted from vp-gen. mgr. to pres., ABC-TV National Station Sales. Edwin T. Jameson, gen. sales mgr., and D. Thomas Miller, central div. mgr., named vps. Robert Goldman promoted from business mgr. to treas.

Wilbur M. Fromm named new business & promotion dir., NBC Spot Sales. Alfred Ordover named research mgr. . . . George H. Rogers Jr. named national sales mgr., WKRC-TV Cincinnati, succeeding Charles P. Dwyer, who resigned to become dir., ABC-TV's international sales organization. Donald E. Hardin promoted from advertising-merchandising dir. to national sales service dir., succeeding Rogers . . . Tom Chauncey, KOOL-TV Phoenix; and Tom Baker, WLAC-TV Nashville, elected chmn. & secy., respectively, of CBS Affiliates Advisory Board.

Edward Morey, Allied Artists vp, elected pres., wholly-owned subsidiary Artists Television Corp. (formerly Interstate Television Corp.). Robert B. Morin, ex-Famous Artists, named vp-gen. sales mgr. . . . Paul Davis, NBC News correspondent & cameraman, was wounded July 20 while covering the fighting at Bizerte. He was struck in the elbow by a bullet; his condition is not considered serious. . . . Robert Schnuelle, ex-KOLN-TV Lincoln, Neb., named operations director of satellite KGIN-TV Grand Island.

Robert W. Breckner, vp-gen. mgr., KTTV Los Angeles, elected a dir. of owner Times-Mirror Bcstg. Co.

Ken DeVaney named managing dir., Cal. Bcstrs. Assn. . . . Thomas L. Young, vp-gen. mgr., KMMT & radio KAUS Austin, Minn., named to new post of vp for TV-radio, Black Hawk Bcstg. Co. . . . Dr. James Ralph Darling appointed chmn., Australian Bcstg. Commission, which controls the National (non-commercial) TV-radio network. Darling succeeds the late Sir Richard Boyer . . . Dick Jackson has resigned as AFTRA PR dir. to set up his own PR firm (510 Madison Ave.; EL 5-5633).

Gloria Coe, confidential asst. to FCC Chmn. Minow, was featured in July 21 *Washington Post* interview titled "She Has 4700 Ayes for Minow"—referring to number of letters received responding to Minow's "vast wasteland" NAB speech; she read all of them . . . John J. Hurley, ex-pres. of radio WNEB Worchester, Mass and former NBC Washington staffer, joins Small Business Administration as special asst. to Administrator John E. Horne.

**Turnout for Gammons:** Some 200 top Washington govt. & broadcast industry figures attended a luncheon honoring retired CBS vp Earl Gammons last week. The group included Supreme Court justices, members of Congress, present and former FCC members, *et al.* Gammons was praised & lampooned by the best praisers & lampooners in the Capitol—Frank Russell, retired NBC vp and organizer of the luncheon; Paul Porter, former FCC chmn.; Ted Koop, who now holds the top Washington CBS spot. FCC got its share of jibes. Example: Russell noted that former FCC Chmn. Larry Fly sent his regrets for being unable to attend, with the comment: "I laugh myself to sleep every night. Give my regards to Minow."

**Information Unit for CBS News:** CBS last week announced a "reorganization & expansion" of part of CBS News. The division's information & special services will now be broadened to include news & public-affairs transcripts' research and the CBS News special-projects library. This information unit, now adding 15 people to its staff, is headed by Josef C. Dine, onetime NBC publicity mgr.

### *Obituary*

Mrs. Fred M. Thrower, 40, wife of WPIX N.Y. exec. vp-gen. mgr., died July 17 at Greenwich Hospital after a long illness. She is survived by her husband, daughter, mother and father.

## Technology

**Satellite Policy Due:** FCC's blueprint for space—at least in its broad outlines—probably will be adopted by the White House in a policy directive which is expected to give prvate companes ownership of satellite communications systems under govt. standards & regulation.

It's understood that the Commission's views on operation of satellite systems—opposed by NASA & some members of Congress who have advocated govt. ownership—prevailed at high-level conferences conducted by Vice President Johnson's National Space Council. He disclosed that it filed policy recommendations with the President July 14.

The Space Council acted soon after it had been criticized in House space hearings for slowness in coming up with its proposals (Vol. 17:29 p12).

There was no immediate policy announcement by the White House. Johnson himself wouldn't comment beyond saying that the Council's recommendations were "unanimous" and that he had had "excellent cooperation among the many govt. agencies involved."

But from other sources we learned that FCC's plan—contemplating leading satellite roles for such international communications companies as AT&T & RCA—won out. FCC also is contemplating a broadening of its plan to permit satellite ownership participation by such other companies as GE & Lockheed. FCC's original decison to authorize a combine of communications firms for satellite operations had been attacked in Congress as opening the way to space monopoly.

In addition to FCC representatives, participants in the Space Council conferences at the White House included spokesmen for NASA, AEC, OCDM and State, Defense and Justice Depts.

Stepped-up development of communications & weather satellites is provided in a $1.78-billion bill authorizing appropriations for space-agency operations which was signed July 21 by President Kennedy. He said it demonstrated U.S. determination to take an "important position in the race for the far reaches of space."

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**MUSIC SHOW—CONCERTO FOR CASH REGISTER:** A merry tune was being whistled by most consumer-electronics dealers & manufacturers at last week's NAMM Music Show at Chicago's Palmer House. But there were also some blue notes.

People are buying again—that's the good news—and most dealers & manufacturers reported business still on the upgrade. Dominant theme of electronics segment of the show was FM stereo (see also p. 18) —and dealers can't seem to decide whether this will be boon or bane.

One thing is sure: Public isn't confused yet about FM stereo—but dealers are. And hi-fi manufacturers aren't sure whether to play it up or down. Confusion was already beginning to show in terms of dealer hesitancy about the whole FM stereo business: Will the public accept the adapter approach used by most manufacturers? On the other hand, can FM stereo be sold in areas where there's no stereocasting yet?

Except for component-hi-fi dealers, few were openly enthusiastic about tackling the new field of FM stereo. While most conceded they would probably end up making more money, many expressed dread of the interim period. Big Pa. TV-appliance dealer Mort Farr, NARDA chairman, was outspoken about the whole stereo field: "We would have come further with hi fi without introducing stereo at all. For pleasing music, there was still enough potential to sustain the industry for many years. We could have perfected stereo in the lab instead of coming out half-baked with a number of different approaches—2-cabinet, one-cabinet, 3-channel, 2-channel, and so forth. Every time the public gets unconfused, we give them something new. FM stereo is just one more thing to confuse them, postpone their buying."

Some manufacturers, too, were openly resentful, going along only reluctantly. One of them insisted that FM stereo was virtually a figment of the trade press's imagination—or at least that if the press left it alone it would go away and the industry could get back to the serious business of selling reverb. Others were considerably more enthusiastic.

Most major manufacturers favor the adapter approach at least for the interim period while few stations are stereocasting (notable exceptions: Zenith, Symphonic, Olympic). The comment of Stromberg-Carlson hi-fi mgr. H. W. Hibshman was typical: "This can be an important plus in the business—like power steering —but we must give the customer an opportunity not to buy it. Much will depend on the available programming." Prices quoted for adapters for console stereo instruments varied from $15 to $79.95 (table of manufacturers' plans, prices & availability dates on p. 19).

Very few manufacturers were promising immediate delivery on FM-stereo equipment, but about half of them said they'd be in production next month. Everybody had FM-stereo receivers blaring—and the results were mixed.

Chicago's 2 FM stereo stations—WKFM & Zenith's WEFM—were stereocasting almost continuously during the show. It was an acid test for the prototype adapters being demonstrated—and some failed it. Stereo separation varied from excellent to non-existent, and one foreign-made receiver was picking up interference from WKFM's storecasting subcarrier. But enough sets (and not only the expensive ones) were giving excellent results to signify that there need be no trouble with well-manufactured units.

Doing a big business as "consultant" to set makers—helping them adjust sets, providing test signals, etc.—was WKFM owner-engineer Frank S. Kovas Jr. We asked him what he thought of the receiving equipment being shown at the Palmer House.

"Some of these adapters may cause problems," he said, pointing out that poor phasing reduced the

channel separation. "Accurate tuning of the receiver [to the center of the FM channel] is important. And most important of all is the antenna. Many people might be satisfied with FM stereo on a built-in antenna, but people who think they can get really good reception without an outside antenna are fooling themselves."

Has stereocasting cut the range of his station? "Not as much as we expected," replied Kovas. "Why, we even received a letter from South Bend, 90 miles away, saying the stereo reception was good there. That's about the limit of our normal monophonic coverage." He estimated that there were 300-400 FM stereo receivers in the Chicago area, mostly H. H. Scott and Crosby.

Several manufacturer-exhibitors became irritated with the commercials on WKFM—which plugged Fisher, Grundig-Majestic, H. H. Scott, Blaupunkt and Saba—and switched between it and WEFM's Zenith commercials to avoid advertising their competitors. GE & Pilot, which shared Palmer House's Victoria Room, both brought their own transmitters.

FM stereo wasn't the whole show, of course. Here are some other highlights (and lowlights) of the Music Show as we saw them:

**Consumer-Electronics Show?** Issue of an independent TV-radio-phono show came up again, as usual, this year. Electronics industry is tired of blowing hind bagpipe at the Music Show, and again there's agitation for an industry-run show, possibly under aegis of EIA or NARDA. At this year's Music Show, electronics exhibits were spread on first, 4th & 9th floors. The difficulty of trying to listen to EIA's stereo demonstration in the grand ballroom while a brass band blared in the next room added to discontent of some industryites. Nevertheless, Music Show (to be held in N.Y. next year) is still biggest consumer-electronics exhibit.

**That $99.95 TV Set:** There's no question TV makers are stirred up about Delmonico's Japanese-made 19-in. portable which "can be promoted as low as $99.95." Delmonico introduced the stripped-down (17 tubes, no handle or antenna) set to stop dealers from treating its more deluxe 19-tube portable as a nailed-down loss-leader at $99.95 (it wholesales for more than that). It's understood the Delmonico set will be available in very limited quantities ($90 wholesale), and it's one of 3 new 19-in. portables being introduced by Delmonico with the 17-tube "metropolitan" circuit.

Nevertheless, several American manufacturers hinted darkly that they're working on low-low-end 19-in. sets to meet the foreign competition. Olympic may choose to meet fire with fire. Olympic Sales Corp. Pres. Morton Schwartz told us that Olympic Radio & TV Corp. Pres. Morris Sobin is in Japan now, and "if we're forced to a $99 set, we'll import one from Japan, too."

**'True Portable' TV:** There'll be at least 2 more makes of 8-in. battery-portable sets on the market soon, following introduction of Sony's $278.80 (with battery) receiver (Vol. 17:27 p19). Sony exhibit drew big crowds, but before show ended Majestic International was showing its own version of an 8-in. Japanese battery set, quoting a probable list of "about $150" (without battery) and delivery in around 90 days. Delmonico was showing 8-in. battery set by Japan Victor at $250 including battery, and exec. vp Herbert Kabat said company plans to bring in some very soon for test marketing before embarking on full-scale merchandising effort. Matsushita showed similar set, but said it had no specific plans. Delmonico had nicely-designed 8-in. line-cord portable listing at $110 (reminiscent of RCA's old 8-in. portable) on which it was promising fall deliveries.

**Canadian Imports:** Three North-of-the-border manufacturers were actively soliciting music & dept. store accounts for consumer-electronics merchandise. They were Dominion Electrohome, Clairtone Electronics & Canadian Marconi. The first 2 are in high-end stereo bracket ($260 & up) and have been in U.S. market for some time; Marconi's line of AM-FM-stereo units runs $99 to $349. Dominion Electrohome also showed TV line for sale in U.S. (under Deilcraft brand) at $259 (portable) to $895 (combo) and announced it will also offer color set on U.S. market. Interestingly, Electrohome's color chassis is made by RCA Victor of Montreal, which also makes private-brand color for T. Eaton dept. stores under Viking label.

**More Color Sets:** Even as Sylvania announced its entry into color field (see p. 21), ever-active Delmonico was demonstrating $650-list Japanese color-radio-stereo combo (with RCA tube) for mid-September delivery and promising a table model, possibly in the $400-450 range. Some Delmonico chassis will be shipped in Japanese cabinets, others will be fitted in U.S. cabinets here.

**Westinghouse Upgrades Warranty:** Only major new line to debut at Music Show, Westinghouse (described last week in Vol. 17:29 p18) quietly announced its 90-day warranty now covers both parts &

labor on entire TV & stereo line. Last year this parts & labor policy applied only to portable TVs. Interesting feature of Westinghouse line is stress on 23-in. table models in modern enameled cabinets (blue, white, gold, red). It's understood the company is now working on 23-in. "portable"—with wheels and built-in dipole antenna—in attempt to reverse trend which saw sales of 23-in. table models decline 18% during first half of 1961 from same period last year.

Other show highlights, including big new splurge of tape recorders, the new Ravenswood TV-stereo line, a new projection TV set, announcement of a "TV line eliminator," are summarized on p. 20.

**'DON'T KILL THE FM-STEREO GOOSE':** FM stereo was officially launched last week at the NAMM Music Show in Chicago with a warning to manufacturers by an FCC Commissioner, a plea for dealer & distributor cooperation by the National Assn. of Broadcasters, and a campaign to head off dealer & consumer confusion by EIA.

With 6 FM stations now broadcasting stereo—2 of them in Chicago—EIA marked the occasion of the first mass showing of FM stereo receivers by sponsoring a symposium for dealers at Chicago's Palmer House. It simultaneously released its clearly-written 16-page "anti-confusion" booklet, "A New World of Broadcast Sound" with an introduction by FCC Chmn. Minow. (The pamphlet, describing what FM stereo is, carefully skirts the controversial issue of adapters vs. built-for-stereo sets.)

As a further anti-confusion move, the day before the symposium, EIA's Radio & Phono Sections met to give a name to the new baby. They unanimously chose "FM stereo"—rejecting "multiplex" & "stereo FM." EIA and many manufacturers fear that use of such a technical term as multiplex will lead to needless confusion—and besides, FM stereo is just one kind of multiplex service.

EIA will distribute 100,000 copies of its non-technical booklet to distributors, dealers & FM stations, and make it available at cost to manufacturers who want to distribute it over their own imprints. In surprising display of unanimity, cost of printing booklet was shared by 13 of the 14 consumer-products manufacturers in EIA (exception: Magnavox).

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EIA's symposium, attended by about 150 dealers, heard optimistic predictions for FM stereo's future by FCC Comr. Robert E. Lee and NAB radio vp John F. Meagher—coupled with qualifications & warnings.

"I hope the heat of competition will not result in killing the goose that will lay a beautiful golden egg," said Lee in issuing what he called "a serious word of caution." Directing his remarks at manufacturers, he explained that FCC's FM stereo broadcast standards have been set very high—and "all this will go to naught if the receiving equipment does not match those high standards."

Lee appeared to squash any hope for an AM stereo system in the foreseeable future. A hi-fi fan himself, he said such a move "would require years of study" and that he sees "no disposition to make stereo available in this band." He added: "To put it bluntly, I can certainly say that I for one am in no mood to even study, let alone approve, stereo in the AM band . . . I believe it would be contrary to the public interest if the term stereo were to be atttached to less than high audio quality."

Urging industry to "proceed with full speed ahead," he said FCC's last count indicates that "60% of FM station owners are prepared to broadcast stereo within 60 days." (For Lee's comments about all-channel TV sets, TV allocations and FCC's role in programming see p. 6.)

Broadcaster Meagher's prediction was also optimistic, but more restrained than Lee's. He reported that a June 27 NAB survey of 594 FM stations resulted in replies from 381, indicating 185 planned to begin stereocasting, 140 planned to stay out of stereo, 32 were undecided. Of the 185 stations with stereo plans, 2 were already broadcasting stereophonically, 77 planned to start this year, 21 in the first half of 1962, 7 in the 2nd half, 16 some time next year, 7 later.

Meagher outlined how manufacturers, distributors & dealers can help: Cooperate. "FM licensees," he said, "are going to be very reluctant to embark upon stereo broadcasting without full assurance of full cooperation . . . Whether the bonanza can be brought to realization depends, in large measure, upon how aggressively & cooperatively manufacturers, distributors & dealers are willing to work with FM broadcasters."

He didn't ask for FM stereo program sponsorship by manufacturers, but pointed out that "in the overall, FM has not yet reached the break-even point operationally." He added that a San Francisco station [pre-

sumably KPEN] plans to start stereocasting the first week in August and already has sold two-thirds of the 40-50 hours of stereo programming it plans to carry weekly.

Although Comr. Lee called start of FM stereo "a step as significant now as was the breakthrough of TV a few years ago," dealers—and some manufacturers—obviously were uncertain just how the new broadcast service would fit into the radio-phono picture. For a report on first demonstrations, reactions and manufacturers' stereo-radio plans, see stories below and on p. 16.

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Here's boxscore of stations now broadcasting FM stereo: On air with programming—WEFM & WKFM Chicago; WGFM Schenectady, N.Y.; KLSN Seattle; KIXL-FM Dallas; WDTM Detroit.

Now making equipment tests during non-broadcast hours (usually 1-6 a.m.): WSPA-FM Spartanburg, S.C. (aiming for Aug. 1 start); WUPY Lynn, Mass. (hoping to start within 2 weeks); KPEN San Francisco (hoping to start first week of Aug., but still requiring FCC type-acceptance for its Standard Electronics equipment); KMLA Los Angeles (requiring acceptance for Calbest equipment); WDHA-FM Dover, N.J. (using home-built equipment not yet type-accepted). Ready for testing are KGHM Houston, Tex. and WQXR-FM N.Y., but latter probably won't begin until fall.

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***More about***

**STEREO RADIOS & ADAPTERS:** Virtually every hi-fi manufacturer exhibiting at the Music Show last week (see p. 16) showed at least one radio-phono combination with FM stereo, but few were ready to deliver.

Even fewer had anything concrete to show in the way of table-model FM-stereo receivers. GE, of course, showed its very striking $175 set (Vol. 17:27 p20), and a few developmental units were displayed—such as a one-piece Webcor unit, for which there are currently no production plans. Arvin showed a 3-piece stereo radio, which eventually will be worked down to a single unit. It's scheduled to be marketed as a 3-piece unit (radio-speaker, stereo adapter, speaker) in September, as a 2-piece unit (stereo radio, speaker) next January and as a single unit (with extendable speaker) in March.

Fisher demonstrated a super-deluxe set which is more aptly called a "bookshelf" unit than a table set. It comes in 2 matching wood cabinets about the size & shape of bookshelf hi-fi speakers. One unit contains FM tuner, stereo adapter, stereo controls, amplifier & speaker; the other has amplifier & 2nd speaker. Total price will be $299.50; October delivery.

Several German stereo-ready table sets were shown. These were adapted models of so-called "stereo radios" which have been on the market for some time—they have 2-channel amplifier-speaker systems so that they may be used as amplifiers for stereo phonos, and they contain jacks for external speakers. Table sets of this type were shown by Blaupunkt, Kuba & Saba (all using Crosby FM stereo adapters) and Delmonico (a Korting set with German-made Korting adapter).

Delmonico also displayed a mockup of a Japanese-made (Japan Victor) modern-design stereo receiver 25-in. long with side-firing speakers covered by doors. The company said it would be priced less than $100, but hadn't determined delivery dates.

FM stereo's first big application will be in hi-fi stereo phono units, and most manufacturers are planning to offer the new service as an "optional extra," at least until there are more stations on the air and demand can be gauged. Some, however, will make it standard equipment on high-end lines, and 5 manufacturers—Fisher, Olympic, Pilot, Symphonic and Zenith—will put it in all FM-AM-stereo & TV-FM-AM-stereo console combinations.

In most cases, adapters or FM stereo tuners will be in production in August or September. Several manufacturers are using GE- or Crosby-made adapters, but most of the majors are making their own. Completely transistorized units will be used by Admiral, Stromberg-Carlson & Westinghouse. Pilot's high-end adapter at $79.50 is completely automatic—when a stereo program is tuned in, the receiver operates stereophonically without the use of a manual selector switch. Most adapters designed for use in consoles have no controls and are not visible from the control panel.

In most cases, many or all hi-fi models made in the last year or 2 can be adapted by using the specific manufacturer's stereo adapter. Almost all sets made to accommodate plug-in adapters can be adapted by the consumer without a serviceman.

This table shows the variety of approaches, prices & availability dates being quoted by manufacturers for FM stereo in phono consoles:

**Manufacturers' Plans for FM Stereo Phono Consoles**

| Manufacturer | Policy | Adapter Price | Deliveries Start |
|---|---|---|---|
| Admiral | optional | under $50 | August |
| Bell Sound (own sets) | optional | $39.95 | August |
| Bell Sound (other makes) | —— | 59.95 | August |
| Canadian Marconi | optional | 39.95 | September |
| Capehart | optional | 47.50 | August |
| Delmonico (Japanese) | optional | 15-18 range | August |
| Delmonico (German) | optional | 20.00 | August |
| Dominion Electrohome | optional | 69.95 | September |
| Du Mont | optional | approx. $30 | August |
| Emerson | optional | approx. $30 | August |
| Fisher (consoles) | included | *50.00 | August |
| Fisher (components) | optional | 89.50 | now |
| GE | optional | 39.95 | now |
| | (included in 3 high-end consoles) | | |
| Grundig-Majestic | optional | 50.00 | now |
| Magnavox | optional | 30.00 | summer |
| Motorola | optional | 29.95 | September |
| | (included in Drexel model) | | |
| Olympic (present line) | included | *30.00 | now |
| Olympic (past sets) | —— | 29.95 | now |
| Philco | optional | under $50 | late Sept. |
| Pilot (consoles) | included | *49.50 & 79.50 | August |
| Pilot (components) | optional | 49.50 & 79.50 | August |
| RCA | optional | 29.95 | September |
| Ravenswood | optional | probably $29.95 | September |
| Stromberg-Carlson | optional | 35-45 range | September |
| Symphonic | included | *20 & 30 | August |
| V-M | optional | 45.00 | September 1 |
| Webcor | probably op. | about $39.95 | September |
| Westinghouse (pres. line) | optional | 39.95 | September |
| | (included in one console series) | | |
| Westinghouse (past sets) | —— | 59.95 | September |
| Zenith | included | *25.00 | September |

*Approximate amount added to list price.

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 14 (28th week of 1961):

| | July 10-14 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 86,259 | 78,142 | 48,075 | 2,965,218 | 3,062,960 |
| Total radio | 215,396 | 181,889 | 196,175 | 7,927,288 | 8,897,533 |
| auto radio | 67,641 | 65,286 | 68,608 | 2,527,545 | 3,467,348 |

## Music Show Highlights

TAPE RECORDERS got their biggest whirl in recent years at the NAMM Music Show last week in Chicago (see p. 16). Particular emphasis was placed on stereo-record-stereo-playback units, and manufacturers indicated that they believed FM stereo broadcasting would boom their products as consumers become increasingly aware of opportunities to tape stereo music directly from the air.

Two TV-radio-stereo manufacturers made their tape-recorder debuts—Magnavox, which showed a $179.95 unit made by its British affiliate Collaro, and Westinghouse, which is beginning test-marketing of 3 models at $169.95 (monaural), $249.95 & $349.95. These moves follow Emerson's acquisition of the Telectro line through a loan to the company with option to buy control.

Although most of the play went to standard open-reel tape recorders, RCA continued to demonstrate its cartridge-tape machines and Bell Sound Div. of Thompson Ramo Wooldridge announced the start of marketing of its newly redesigned compact cartridge units (which use same type cartridge as RCA). The 2 basic models: monaural record & playback, $139.95; stereo record & playback, $199.95. Bell's distribution will be mainly through appliance & photographic distributors.

"If tape recorders are ever to become a mass market, the cartridge is the only approach," Bell ad mgr. Andrew Lorant told us, pointing out that the average consumer wants an automatic device as easy to load as a phonograph. He added: "I think FM stereo will open the consumer's eyes to the tremendous uses for tape in building a home music library."

* * *

**Ravenswood TV-Stereo Line:** An unconventional loudspeaker system and magnificent furniture are the keystones of the brand-new Ravenswood line, shown to Music Show attendees in the appropriate setting of an Ambassador East penthouse. The division of Annapolis Electroacoustic Corp., staffed in top positions largely by former Stromberg-Carlson officials and financed through Drexel & Co., Philadelphia investment brokers, was recently restrained by legal action from using the Scott Radio Labs name, which it had acquired (Vol. 17:26 p18).

The line features the "reflection-coupler" sound priciple, using rear-firing speakers which bounce sound off the wall, eliminating front speakers and grille cloth and making it possible to use for storage hi-fi cabinet space formerly occupied by bulky speakers (the speakers are mounted in back of the set). The furniture-styled stereo line runs from $379.95 to $1,700 (including 23-in. TV). TV sets start at $239.95 and include portable, console & combo.

Ravenswood board chmn. is John Remer, gen. partner of Drexel & Co. Officers are: Pres., Leon J. Knize, ex-Capehart & Stromberg-Carlson; vp, Richard W. Jones, ex-Stromberg-Carlson; vp, Stanley C. Bogart, co-founder of Philharmonic Radio; treasurer, Edward M. Kriz, treas. of Chesapeake Instrument Corp.

**Philips Entering U.S. TV Market?** North American Philips Co., affiliate of the huge Netherlands-based electrical-electronics manufacturer, was seeking dealer reaction to a TV set displayed by its High Fidelity Products Div. The 23-in. table-model, which would be marketed here under the Norelco tradename, is claimed to have broadcast-monitor quality, 4.75-mc bandwidth, with 7-in. speaker and 50-60-cycle frame-frequency switch to adapt it to certain Latin-American line-power standards. If sold here, it would list at $395.

Other foreign-made TVs demonstrated at the Music Show, in addition to the Japanese sets mentioned elsewhere in this issue included Grundig, Fonovox and Kuba, all German.

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**Wireless Remote Stereo Speakers:** System which can put stereo in every room of the house without wire connection to the phonograph or radio was demonstrated at the show by Capehart. The system uses a special transmitter, which can be installed in any phono console, and one (for monaural) or 2 (for stereo) auxiliary speakers which plug in any power outlet. Each of the auxiliary speakers has its own receiver, amplifier, on-off switch and volume control.

The broadcast chassis (for installation in the hi-fi set) plus one auxiliary speaker lists at $159.95; a 2nd-channel speaker for stereo lists at $109.95.

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**Stromberg Completes Stereo Line:** A new 5-console series of stereo instruments was premiered by Stromberg-Carlson in the $595-695 range, bridging gap between its medium-priced "Young America" series ($199.95-499.95) and its packaged-component "Integrity" line which is priced up to $1,100. The introduction now gives Stromberg-Carlson the most complete stereo line in its history. It will be further broadened by the later addition of a portable phono line. A decision on whether to re-enter TV hasn't yet been made, we were told, but if the company decides to do so, it will be with a full line featuring a TV chassis made in its own plant.

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**"TV Line Eliminator":** Some TV manufacturers would like to see competitive lines eliminated, but that isn't the type of line Saba Electronics (Germany) was talking about when its representatives discussed the company's invention at the Music Show.

The line eliminator, previewed in Germany at a press showing July 4, removes scanning lines from the TV picture through an optical process. A transparent plastic sheet containing a special optical system of lenticulated grooves with tiny lenses spreads the light to fill in dark spaces between the lines, according to Saba representatives. The plastic lens-mask can be installed by tube or set makers, possibly by the set owner at home. A 625-line version, being developed for the U.S., will be demonstrated in this country in 6-8 weeks. Saba officials said it will be low enough in cost to be installed as a regular TV picture-tube feature.

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**New Projection Set:** Saba also demonstrated a projection TV with a remarkably clear & bright picture which

can be viewed at a wide angle. It will be aimed at clubs, schools, hotels, bars, with a price of $1,000-1,250 in the U.S. The projector uses a Schmidt optical system. One of the secrets of the good picture is a specially designed 3½x4½-ft. curved aluminum screen, Saba spokesmen said.

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**Don't Oversell Stereo, EIA Told:** Record Industry Assn. of America exec. secy. Henry Brief met informally with EIA's Phono & Radio Sections during the Music Show to discuss common problems of the phono & record business. Brief urged manufacturers not to "oversell" FM stereo as some manufacturers did with stereo phonos through tricky demonstration records, etc., leading consumers to misunderstand stereo's real purpose—to provide better music reproduction.

* * *

**Hold the Fort Dept.:** Zenith, as one of 3 major manufacturers which will not provide FM-stereo adapters for radio-phono systems, will supply only complete drop-in FM-stereo-AM radio tuners for its phono consoles. Consoles displayed at the Music Show had space inside for the drop-in tuners, with a label reading: "This compartment has been provided for installing your Zenith AM-stereophonic FM radio." Zenith plans to begin stereo-tuner deliveries in September.

* * *

**EIA FM-Stereo Booklet Sponsors:** Manufacturers contributing to & cooperating in production of EIA's *A New World of Broadcast Sound* (see p. 18): Arvin, General Dynamics/Electronics (Stromberg-Carlson), GE, Motorola, Olympic, Packard Bell, Philco, Pilot, RCA, Sylvania, Warwick, Wells-Gardner, Westinghouse.

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**Glidden Case Goes to Supreme Court:** Is seniority a vested right earned by employes or is it a negotiated benefit which exists only as long as the union contract which guarantees it? The Glidden Co. of Cleveland last week referred this vital question to the U.S. Supreme Court by requesting a review of a recent adverse ruling by the U.S. Court of Appeals. Glidden, in 1957, after the expiration of its contract with the General Warehousemen's Union, transferred the operations of its Elmhurst, N.Y. plant to Bethlehem, Pa. Five Elmhurst employes sued for damages, contending that their seniority rights were still effective despite expiration of the union contract and that Glidden should have offered them jobs at Bethlehem with continuing seniority rights. Glidden contended that their seniority, pension, insurance and other benefits stemmed from a specific contract for a specific plant and expired with the legal termination of the contract. A lower court ruled in Glidden's favor but was reversed March 28 by the Court of Appeals which held that seniority is a "vested" right "earned" by employes, which cannot be "unilaterally annulled." Pointed out July 21 *Wall St. Journal*: The issues in the Glidden Case "could have an impact not only on most of the 125,000 collective bargaining agreements in force in the U.S. but indirectly on scores of communities now seeking to bring new industries into their areas."

**Sylvania Offers Color TV Entry:** After abstaining from color TV for 5 years, Sylvania last week announced that it is readying a color console for mid-September availability—with an $825 price tag. Home Electronics Corp. Pres. Peter J. Grant described it as "the cheapest color set with doors." The conventional color receiver (21-in., 3-gun, shadow-mask tube) is a TV-only, Scandinavian-styled console (Model 21LC7) with tambour doors. The cabinet measures 33 x 52 x 26 inches.

**Trade Personals** A. Robert Baggs resigns as mgr., Magnavox radio products & mktg. development. He had formerly been merchandising mgr., RCA radio & "Victrola" products (Vol. 16:52 p23) . . . **Jules Bereut**, ex-Fuller & Smith & Ross, named to new post of ad & sales promotion dir., Magnavox.

**William F. Rueger** named vp & gen. counsel, Sylvania. He'll continue as secy. . . . **Arthur L. B. Richardson**, formerly senior vp, Sylvania, named vp-gen. counsel, C.I.T. Financial Corp.

**James S. Farnell** named product mgr., Westinghouse Electric's radio-phonograph dept., succeeding **E. D. Smithers**, resigned . . . **D. C. Fulton** named a vp, Canadian Westinghouse Co. . . . **William E. Slusher** named to new post of electronics dir., Transitron Electronic Corp.

**M. J. Johnson** named vp, Electronics Corp. of America's military div. . . . **Paul J. Colleran** named engineering vp, International Rectifier Corp. . . . **Harry Finkel** named ad & sales promotion mgr. for the Merchandise Mart.

**Charles E. Wolf** promoted from mfg. mgr. to plant mgr., Warwick Mfg. radio products plant. **Morton Sherman** promoted from quality control engineering supervisor to quality control mgr. . . . **William P. Gallagher** promoted from sales vp to new post of mktg. vp, Columbia Records . . . **Robert E. Peterson**, Philco, named chmn., Mktg. Data Committee, EIA Industrial Electronics Div. . . . **Dr. James B. Fisk** & **Dr. William O. Baker** of Bell Labs named by President Kennedy to 11-man *ad hoc* panel on nuclear testing . . . **F. E. Rushow** named vp, Giannini Controls.

**Mark Shepherd Jr.** has been promoted from head of the defunct semiconductor-components div., to operations vp, Texas Instruments. Two new divisions have been formed to conduct the former division's operations. **James R. McDade** will head the new transistor-products division. **Jay Rodney Reese** will head new components division. Other realignments: S. T. Harris, mktg. vp, will take charge of long range planning. **C. J. Thomsen**, in charge of control & finance, will also assume responsibility for corporate communication with customers, suppliers, shareholders, employees & the community.

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**Patent Index Revised:** Govt.-owned patents in the electronics field, released for licensing from July 1958 through December 1960, are listed in *Electrical & Electronic Apparatus*, published by the Commerce Dept.'s Business & Defense Services Administration. Copies of the supplement (PB171-676) to BDSA's *Patent Abstract Series* are available for $1.75 from the Office of Technical Services, Commerce Dept., Washington 25, D.C. Said OTS Dir. John C. Green: "The ideas contained in these patents are yours for the asking, but you have to supply the imagination & initiative to realize the latent benefits involved."

**Electronics Growth Rate On Decline?** More than one-third of today's electronics companies may be out of business by 1975, Lab for Electronics Pres. Henry W. Harding predicted recently. He said that the electronics growth rate is diminishing and the industry will find it increasingly difficult to absorb the R&D costs of so many firms working on product prototypes. Harding said that the military share of Lab for Electronics sales has dropped from 98% in 1950 to 80% in the first half of 1961.

**Revised Guide Published:** A new edition of the Commerce Dept.'s *Directory of National Associations of Businessmen*, updating listings of 2,000 trade organizations, is available at 50¢ from the U.S. Govt. Printing Office.

Enter the "Banana Tube": An entirely different type of color tube which has been generating interest in England is described in the July *Wireless World* (London). Dubbed the "Banana Tube" because of its shape (and presumably inspired by Philco's "Apple Tube," which it doesn't resemble), the display was developed by big British tube-maker Mullard with aid from Dutch Philips. Basic principle of Banana: Three continuous horizontal phosphor lines (red, green & blue), less than the width of a single scanning line, are on a metal radiating fin inside a cylindrical one-gun cathode-ray tube. The phosphor lines run the full length of the horizontal dimension of the picture. The electron beam lights up the appropriate phosphor bands by vertical "spot wobble." Three cylindrical lenses (glass rods) rotate around the phosphor stripes at about 1,000 rpm, constructing the full picture on a viewing mirror. Among advantages of the system are said to be "very high brightness" (40 ft.-lamberts) and absence of adverse effects from high ambient light.

Compactron Use Spreads: 19 manufacturers are known to have definite plans to employ GE Compactron multifunction tubes in consumer & industrial electronic equipment. So said GE receiving tube mktg. mgr. Walter F. Greenwood last week in a letter to leading electronics manufacturers. He listed some of the uses: "One large TV manufacturer" (presumably Admiral) already is using them; another is scheduling a 2-Compactron & a 5-Compactron set; a 3rd plans a completely 'Compactronized' set. Other uses now planned by manufacturers: intercoms, audio amplifiers, electronic organs, auto radios, amateur radio equipment, home radios.

BBB Issues Tape Recorder Guide: "Things You Should Know About the Purchase & Servicing of Tape Recorders," a 12-page illustrated guide, has been published by the National Better Business Bureau for public distribution. The Magnetic Recording Industry Assn. cooperated in producing the publication. Explained NBBB exec. vp Allan E Bachman: "In non-technical terms we have described the recording process, mechanics of the equipment, how it should be maintained, how to edit tape, new developments in the field, what to look for in guarantees & service, and, finally, a glossary of tape terms."

RCA Color TVs Headed for Nippon: If Tokyo-based Okura Trading Co. can obtain the approval of the Japanese govt., it will import for sale in Japan 1,000 RCA 21-in. color TV sets (Vol. 17:28 p16), according to RCA sources. Okura, an RCA distributor, awaits only an official go-ahead to pull off the neatest reverse play of the year—hitting Japanese TV-set makers with made-in-America color competition before their long-heralded color TV sets reach U.S. markets.

Sylvania Making Photoconductors for TV: Volume production of cadmium sulfide photoconductors for automatic contrast control in TVs is now underway at Sylvania's Emporium, Pa. plant. The light-sensitive photoconductors also can be used to trigger controls in a variety of commercial & industrial applications. Among the 1962 TV lines, RCA, Magnavox and Du Mont include models with automatic brightness & contrast devices.

Transistor FM Circuits Reduced: 12% price cut in transistorized tuners for FM radios has been announced by Waller Corp., Crystal Lake, Ill. The new prices vary from $4.75 to $5.75—down from a top of $6.52. Said vp Charles A. Richmann: "The lower prices will allow American manufacturers to more easily build transistor FM radios in the popular price range."

## Finance

**Zenith Expects 2nd-Quarter Gains:** Sales & earnings in the June quarter should top the $50.1-million volume & $1.5-million profit recorded in April-June 1960, Pres. Joseph Wright forecast last week. He said the 2nd-quarter performance had made up some of the ground lost in the first quarter (Vol. 17:18 p18), but "at this point we don't know whether the 6-month figures equaled a year ago." Wright predicted that 3rd-quarter sales & earnings would be "fine" despite heavy preparation costs of 3 new product lines: color TV, FM stereo radios, subscription-TV equipment. Re FCC's recent extention of the starting date of the Hartford pay-TV test to July 1, 1962 (Vol. 17:27 p3), Wright explained: It "was nothing more than formality and did not constitute a delay. No one had contemplated operations starting on August 23, 1961, the original date set by the FCC." (See p. 6.)

Taft Bcstg. Stock Offer Delayed: A secondary offering of 376,369 shares of Taft Bcstg. common stock, registered with SEC in May (Vol. 17:23 p19), has been postponed because of market conditions, underwriters Harriman Ripley & Co. and associates announced last week.

National Video Proposes 2-for-1 Split: Shareholders will be asked to vote on a split of the common stock at the September 19 annual meeting. National Video presently has 616,667 common shares outstanding—349,979 Class A shares, 266,688 Class B.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, July 20, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 18 | 18½ | 20⅜ |
| Adler Elec. | 16 | 15¾ | 17⅝ |
| Aerovox | 11¾ | 12 | 13⅜ |
| Allied Radio | 29½ | 29¼ | 31½ |
| Astron Corp. | 2 | 2 | 2½ |
| Babcock | 27¾ | 26 | 28¼ |
| Baird Atomic | 21¼ | 19¼ | 21¼ |
| Cannon Elec. | 23 | 24 | 27¼ |
| Capehart | 8½ | 8⅜ | 9⅜ |
| C-E-I-R | 53 | 53 | 59½ |
| Chicago Aer. | 27 | 24½ | 27¼ |
| Control Data | 92 | 89 | 95 |
| Cook Elec. | 10⅞ | 9⅝ | 10⅝ |
| Craig | 14¼ | 13½ | 14⅝ |
| Crosby Tel. | 5⅜ | 6 | 6¾ |
| Dictaphone | 34½ | 33¾ | 36⅜ |
| Digitronics | 26 | 24 | 27¼ |
| Eitel-McC. | 15¼ | 15½ | 16¾ |
| Elco Corp. | 13 | 12 | 13⅝ |
| Electro Instr. | 17 | 17½ | 19⅞ |
| Elec. Voice | 11¼ | 10¼ | 11½ |
| Elec. Assoc. | 32¼ | 31 | 33½ |
| Elec. Cap. Corp | 34 | 34½ | 37 |
| Erie Resistor | 14¼ | 13½ | 14⅝ |
| Executone | 18½ | 17 | 18⅞ |
| Farrington | 13¾ | 13½ | 14⅝ |
| Foto Video | 6¼ | 6¼ | 7⅜ |
| Four Star | 20½ | 18½ | 20⅜ |
| Gen. Devices | 11¼ | 10 | 11¼ |
| G-L Elec. | 8¼ | 8½ | 9¾ |
| Granco | 3¼ | 3 | 3-9/16 |
| Gross Tel. | 21 | 21½ | 23⅝ |
| Hallicrafters | 20 | 21 | 22¾ |
| Hathaway | 22 | 21¼ | 23¼ |
| High Voltage | 162 | 150 | 165 |
| Infrared | 16¼ | 16½ | 18⅜ |
| Interstate Eng. | 17 | 16½ | 17¾ |
| Ionics | 27 | 24 | 27¼ |
| Itek | 43½ | 42 | 46⅛ |
| Jerrold | 8¾ | 8⅛ | 9 |
| Lab for Elec. | 46½ | 43½ | 46⅝ |
| Leeds & North. | 34½ | 34 | 36¾ |
| Lel Inc. | 8 | 7¾ | 8⅞ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 3⅞ | 3¾ | 4¼ |
| Magnetics Inc. | 9½ | 9 | 10¼ |
| Maxson | 22½ | 20¾ | 22¾ |
| Meredith Pub. | 33 | 34 | 37¼ |
| MetroMedia | 17¾ | 17⅞ | 19¼ |
| Microdot | 28¼ | 25 | 27¼ |
| Milgo Elec. | 20 | 18½ | 21½ |
| Narda Micro | 6¾ | 6¾ | 7⅞ |
| Newark Elec. | 13⅝ | 13⅝ | 14⅞ |
| Nuclear Chi. | 41 | 38½ | 42 |
| Official | 3½ | 3½ | 3-15/16 |
| Pacific Aut. | 5¾ | 5⅜ | 6⅛ |
| Pacific Merc. | 7 | 6¾ | 7½ |
| Philips Lamp | 136½ | 134¾ | 139 |
| Pyramid | 1¾ | 3¾ | 2⅜ |
| Radiation | 21½ | 20½ | 22¼ |
| Rek-O-Kut | 2½ | 2 | 2⅝ |
| Research Inc. | 4¾ | 4½ | 5¼ |
| H. W. Sams | 42 | 44 | 47½ |
| Sanders Assoc. | 56 | 51 | 55 |
| Silicon | 12 | 12 | 13⅝ |
| H. Smith | 11½ | 10 | 11½ |
| Soroban | 61 | 63 | 67¾ |
| Soundscriber | 11 | 11 | 12⅜ |
| Speer Carbon | 31 | 31 | 33½ |
| Sprague | 85 | 75½ | 80¾ |
| Sterling | 3¾ | 3¾ | 3-15/16 |
| Systron-Don. | 39 | 38 | 40⅞ |
| Taft Bcstg. | 19¼ | 19 | 20⅝ |
| Technology | 6½ | 5¾ | 6⅞ |
| Tele-Bcstrs. | 1¾ | 1⅝ | 2¼ |
| Telechrome | 10½ | 9¼ | 10½ |
| Telecomp. | 6⅞ | 6⅝ | 7¼ |
| Time Inc. | 88 | 85 | 89¼ |
| Tracerlab | 10¼ | 9¾ | 11 |
| United Art. | 6¾ | 6¾ | 7⅝ |
| Universal | ¾ | ½ | 1-1/16 |
| Vitro | 26½ | 23¾ | 25⅝ |
| Vocaline | 2 | 2 | 2½ |
| Wells-Gardner | 32¼ | 31 | 33½ |
| Wilcox Elec. | 9½ | 9½ | 10⅞ |
| Wometco | 24 | 24 | 26¼ |

## TV-Radio-Electronics Rankings Among 1960's 500 Largest U.S. Industrial Corporations

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| RANK '60 | RANK '59 | COMPANY | SALES[1] ($000) | ASSETS[2] ($000) | ASSETS '60 | ASSETS '59 | NET PROFITS[3] ($000) | NET PROFITS '60 | NET PROFITS '59 | CAPITAL[4] ($000) | CAPITAL '60 | CAPITAL '59 | EMPLOYES[5] | EMPLOYES RANK |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 4 | General Electric | 4,197,535 | 2,551,258 | 11 | 11 | 200,072 | 9 | 7 | 1,513,416 | 12 | 12 | 250,621 | 2 |
| 10 | 11 | Western Electric | 2,640,358 | 1,664,796 | 16 | 19 | 124,490 | 16 | 18 | 1,092,003 | 15 | 17 | 140,238 | 6 |
| 15 | 17 | General Dynamics | 1,987,749 | 842,388 | 44 | 34 | (27,056) | 496 | 74 | 289,235 | 87 | 70 | 105,700† | 10 |
| 16 | 15 | Westinghouse Electric | 1,955,731 | 1,521,138 | 19 | 17 | 79,058 | 22 | 20 | 964,136 | 20 | 18 | 114,842 | 9 |
| 25 | 24 | Radio Corp. of Amer. | 1,486,200 | 815,503 | 47 | 44 | 35,117 | 70 | 60 | 432,914 | 55 | 72 | 88,000† | 17 |
| 27 | 27 | Int'l Business Mach. | 1,436,053 | 1,624,462 | 18 | 20 | 168,181 | 11 | 13 | 972,790 | 19 | 21 | 70,050† | 21 |
| 32 | 34 | Gen. Telephone & Elec. | 1,178,475 | 2,204,859 | 13 | 13 | 72,430 | 24 | 26 | 1,013,597 | 17 | 20 | 90,000† | 15 |
| 34 | 42 | Sperry Rand | 1,173,051 | 849,215 | 43 | 51 | 37,236 | 65 | 94 | 360,057 | 68 | 67 | 104,490 | 12 |
| 51 | 52 | International Tel. & Tel. | 811,449 | 923,944 | 35 | 31 | 38,472[6] | 61 | 85 | 415,814 | 59 | 54 | 132,000 | 8 |
| 53 | 62 | Bendix | 787,025 | 407,174 | 96 | 95 | 26,188 | 96 | 97 | 245,469 | 101 | 100 | 49,094† | 35 |
| 58 | 64 | General Tire & Rubber | 753,948 | 386,333 | 102 | 106 | 22,785 | 110 | 99 | 162,132 | 141 | 147 | 41,794 | 44 |
| 81 | 86 | Minnesota Mining & Mfg. | 549,675 | 447,259 | 86 | 98 | 70,692 | 27 | 28 | 331,938 | 75 | 90 | 26,500 | 83 |
| 82 | 90 | Raytheon | 539,975 | 225,794 | 162 | 167 | 11,537 | 195 | 185 | 92,138 | 245 | 256 | 40,724 | 46 |
| 111 | 123 | Minn. Honeywell Reg. | 426,183 | 330,028 | 119 | 122 | 26,228 | 95 | 84 | 200,282 | 115 | 115 | 39,872† | 49 |
| 113 | 109 | Thompson Ramo Wool. | 420,421 | 239,534 | 151 | 145 | 12,137[7] | 187 | 229 | 123,972 | 180 | 188 | 26,132† | 85 |
| 121 | 122 | Philco | 389,522 | 231,927 | 156 | 169 | 2,287[8] | 427 | 288 | 110,274 | 207 | 202 | 25,000 | 91 |
| 123 | 127 | Burroughs | 387,474 | 334,216 | 117 | 112 | 9,236 | 228 | 292 | 125,711 | 177 | 178 | 37,850† | 54 |
| 124 | 146 | Textron | 383,188 | 271,829 | 132 | 162 | 14,168 | 166 | 151 | 119,175 | 189 | 186 | 29,000 | 71 |
| 145 | 148 | Avco | 322,745 | 176,460 | 209 | 183 | 10,022 | 216 | 231 | 111,406 | 200 | 205 | 18,555 | 111 |
| 157 | 158 | Motorola | 299,066 | 162,935 | 224 | 230 | 12,634 | 182 | 175 | 97,167 | 228 | 249 | 14,500 | 148 |
| 165 | 177 | Time Inc. | 287,121 | 235,189 | 153 | 161 | 9,303 | 227 | 248 | 95,671 | 236 | 227 | 5,500 | 360 |
| 180 | 252 | ACF Industries | 263,611 | 182,883 | 199 | 214 | 3,933 | 364 | 464 | 119,081 | 190 | 182 | 13,246 | 165 |
| 198 | 212 | Gen'l Precision Equip. | 244,428 | 163,976 | 221 | 235 | 5,313 | 319 | 384 | 69,017 | 307 | 304 | 17,100 | 122 |
| 204 | 194 | Zenith Radio | 235,772* | 131,659 | 285 | 252 | 15,226 | 155 | 152 | 88,179 | 255 | 261 | 8,500 | 259 |
| 206 | 234 | Texas Instruments | 232,713 | 118,665 | 276 | 290 | 15,488 | 152 | 176 | 72,481 | 292 | 340 | 16,000 | 129 |
| 222 | 221 | Corning Glass Works | 214,871 | 174,378 | 211 | 211 | 19,720[9] | 125 | 111 | 132,006 | 171 | 175 | 15,034 | 140 |
| 246 | 337 | Collins Radio | 190,835 | 132,290 | 256 | 324 | 6,561 | 286 | 403 | 41,857 | 415 | 459 | 14,850† | 146 |
| 249 | 322 | Litton Industries | 187,761 | 119,004 | 275 | 352 | 7,455 | 262 | 325 | 50,568 | 379 | 442 | 17,400† | 119 |
| 257 | 244 | Admiral | 176,547* | 104,396 | 304 | 280 | (2,493)[10] | 484 | 388 | 61,428 | 338 | 314 | 7,438 | 292 |
| 285 | 386 | Ling-Temco Elec.[11] | 148,447 | 93,460 | 335 | 493 | 3,051 | 400 | 479 | 28,533 | 472 | 495 | 10,303† | 218 |
| 329 | 333 | American Bosch Arma | 125,309 | 64,498 | 431 | 429 | 1,038 | 460 | 410 | 29,882 | 467 | 456 | 8,959 | 250 |
| 330 | 409 | Magnavox | 124,879 | 64,728 | 429 | 456 | 6,533 | 289 | 416 | 32,286 | 456 | 474 | 5,920 | 347 |
| 357 | 336 | I-T-E Circuit Breaker | 115,488 | 75,051 | 392 | 366 | (286) | 477 | 434 | 44,355 | 407 | 381 | 8,253 | 264 |
| 368 | 394 | Times-Mirror | 111,100 | 81,014 | 371 | 377 | 4,618 | 343 | 366 | 50,162 | 381 | 400 | 4,532† | 403 |
| 375 | 347 | Stewart-Warner | 107,348 | 79,305 | 380 | 360 | 6,180 | 297 | 274 | 57,924 | 348 | 343 | 7,544 | 287 |
| 389 | • | Federal Pacific Electric | 100,194 | 73,147 | 397 | | 2,768 | 414 | | 34,144 | 453 | | 9,100 | 245 |
| 406 | 489 | Standard Kollsman | 95,569 | 44,768 | 484 | 494 | 3,460[12] | 385 | 468 | 20,596 | 485 | 493 | 7,670 | 282 |
| 411 | 443 | Clevite | 94,012 | 75,322 | 391 | 400 | 6,826 | 277 | 311 | 53,853 | 358 | 370 | 7,296† | 295 |
| 415 | 432 | Cons. Electronics Ind. | 92,940 | 79,135 | 382 | 371 | 3,573 | 380 | 354 | 51,372 | 373 | 364 | 5,565 | 358 |
| 420 | 431 | Lear | 90,979 | 59,993 | 440 | 465 | 3,624[13] | 378 | 447 | 21,136 | 483 | 492 | 5,774† | 352 |
| 424 | 475 | Daystrom | 90,609 | 55,096 | 459 | 470 | 2,271 | 428 | 487 | 31,095 | 458 | 457 | 7,111† | 304 |
| 458 | 472 | Siegler | 84,095 | 45,634 | 483 | 489 | 3,201 | 396 | 450 | 25,522 | 477 | 486 | 3,600 | 447 |
| 459 | 435 | Mallory (P.R.) | 83,586 | 57,414 | 448 | 437 | 4,367 | 351 | 380 | 36,380 | 442 | 444 | 5,797 | 351 |

Note: A bullet (•) in the 1959 sales rank column indicates that company was not in the 1959 list.

*Does not include excise taxes.

[1]Net sales, including service & rental revenues for companies that derive at least 50% of their revenue from manufacturing or mining, for fiscal years ending not later than Jan. 1, 1961. Sales of consolidated subsidiaries included; excise taxes collected by the manufacturer not included. [2]Total assets employed in business net of depreciation & depletion, but including govt. securities offset against tax liabilities. [3]After special charges or credits; non-recurring items of a non-operating nature are footnoted when they are 10% of total profit or loss. Figures in parentheses are losses. [4]Capital & surplus (i.e., net worth). [5]Average employment for year unless followed by dagger (†), in which case year end. [6]Includes non-recurring profit of $7,902,032. [7]Includes special credit of $1,960,646. [8]Includes special credit of $700,000. [9]Includes special charge of $2,334,924. [10]Includes special charge of $750,000. [11]Includes all 1960 sales of Temco Aircraft (1959 rank: 386), which was acquired by Ling-Altec Electronics in July, 1960. Acquisition of Chance Vought (rank: 223) pending, with enlarged company to be called Ling Temco Vought. [12]Includes non-recurring profit of $348,926. [13]Includes non-recurring gain of $801,743.

**FORTUNE'S 500:** The nation's 500 largest industrials —including 43 in electronics & related fields— "weathered last year's downturn significantly better than lesser corporations," concludes *Fortune* in its annual charting of corporate ups & downs (see table).

It was an up & down year for the TV-radio-electronics-appliance manufacturers. They were represented by only one of the 18 newcomers to the "500" rankings (Federal Pacific Electric). But on the other hand, they lost only Tung-Sol Electric among the 26 firms that were displaced from 1959's list (Vol. 16:28 p18).

They posted these 1960 vs. 1959 median gains & losses: Profits down 1.1%, sales up 6%. Return on invested capital slipped to 10.3% from 11.6% in 1959. Return on sales also slipped—to 4% from 4.4% in the preceding year. On sales per dollar of invested capital, electronics-appliance makers ranked 3rd ($2.77) among 16 industrial categories.

Three electronics firms were among the 10 corporations with the biggest 1960-over-1959 sales increases: Collins Radio, 6th with a 61.9% gain; Federal Pacific Electric, 8th, 59.7%; Litton Industries, 10th, 49.6%.

The top 500 industrials also had the ups & downs. Their combined sales rose 3.7% over 1959 to a record $204.7 billion—but profits slumped 3% to $11.6 billion from $12 billion in the preceding year. The median return on invested capital slipped to 9.1% from 10.3%; return on sales also was down, to 4.4% from 4.9%.

General Motors continued its role as the nation's largest corporation, with sales of $12.7 billion, profits of $959 million. Runners-up to GM (and retaining their 1959 ranks): Standard Oil, Ford, GE, U.S. Steel.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Boston Herald-Traveler Corp.[1] | 1961—6 mo. to Jun. 30 | — | — | $ 867,203 | $1.93 | $ 449,328 |
| | 1960—6 mo. to Jun. 30 | — | — | 539,193 | 1.26 | 427,931 |
| Cohu Electronics | 1961—6 mo. to Jun. 30 | 5,417,204 | $ 638,341 | 404,341 | .28 | 1,425,591 |
| | 1960—6 mo. to Jun. 30 | 3,211,945 | 13,632 | 13,632[6] | .01 | 1,414,441 |
| | 1961—qtr. to Jun. 30 | 3,315,697 | 407,186 | 195,186 | .14 | 1,425,591 |
| | 1960—qtr. to June. 30 | 1,719,658 | 8,534 | 8,534[6] | .01 | 1,414,441 |
| Fairchild Camera & Instrument | 1961—6 mo. to Jun. 30 | $ 44,570,000[3] | — | 2,299,000[3-4] | 1.85[5] | 1,243,475 |
| | 1960—6 mo. to Jun. 30 | 30,285,000 | — | 1,682,000 | 1.35[5] | 1,039,140 |
| | 1961—qtr. to Jun. 30 | 23,915,000[3] | — | 1,422,000[3-4] | 1.14[5] | 1,243,475 |
| | 1960—qtr. to Jun. 30 | 16,447,000 | — | 881,000 | .71[5] | 1,039,140 |
| Oak Mfg. | 1961—6 mo. to Jun. 30 | 11,009,138 | — | 187,520 | .28 | 655,794 |
| | 1960—6 mo. to Jun. 30 | 9,646,813 | — | 401,568 | .61 | 655,894 |
| | 1961—qtr. to Jun. 30 | 5,825,208 | — | 120,608 | .18 | 655,794 |
| | 1960—qtr. to Jun. 30 | 4,936,817 | — | 249,891 | .38 | 655,894 |
| RCA Story below. | 1961—6 mo. to Jun. 30 | 721,800,000 | 33,400,000 | 17,600,000 | .97[2] | 16,557,000[7] |
| | 1960—6 mo. to Jun. 30 | 707,000,000 | 35,400,000 | 18,100,000 | 1.14[2] | 14,436,000[7] |
| | 1961—qtr. to Jun. 30 | 360,100,000[3] | 10,800,000 | 5,600,000 | .29[2] | 16,557,000[7] |
| | 1960—qtr. to Jun. 30 | 345,800,000 | 10,000,000 | 5,100,000 | .29[2] | 14,436,000[7] |
| Storer Bcstg. | 1961—6 mo. to Jun. 30 | — | — | 2,032,500 | .82 | 2,474,950 |
| | 1960—6 mo. to Jun. 30 | — | — | 2,820,939 | 1.14 | 2,474,750 |
| | 1961—qtr. to Jun. 30 | — | — | 977,083 | .39 | 2,474,950 |
| | 1960—qtr. to Jun. 30 | — | — | 1,397,860 | .56 | 2,474,750 |
| Trav-Ler Radio | 1961—year to Apr. 30 | — | — | 211,078 | .23 | 865,765 |
| | 1960—year to Apr. 30 | — | — | 706,227 | .78[8] | 827,445 |
| Westinghouse Story below. | 1961—6 mo. to Jun. 30 | 920,381,000 | 34,661,000 | 19,561,000 | .54[2] | 34,843,536 |
| | 1960—6 mo. to Jun. 30 | 953,844,000 | 73,954,000 | 40,454,000 | 1.14[2] | 34,753,648 |
| | 1961—qtr. to Jun. 30 | 484,277,000 | 19,693,000 | 10,493,000 | .29[2] | 34,843,536 |
| | 1960—qtr. to Jun. 30 | 495,027,000 | 37,758,000 | 20,958,000 | .59[2] | 34,753,648 |

Notes: [1]Includes WHDH-TV & WHDH Boston. [2]After preferred dividends. [3]Record. [4]Includes special non-recurring $315,000 credit reflecting part of the net operating-loss carryover from the merger of Allen B. Du Mont Labs last year. [5]Based on 1,243,475 shares outstanding June 30, 1961. [6]Tax provision not required because of loss carry-forward. [7]Average. [8]Adjusted to reflect Nov.-1960 5% stock dividend.

**Westinghouse Slumps in First Half:** The first 6 months of 1961 brought no solace to antitrust-troubled Westinghouse (see financial table). Earnings tumbled 51.6% from a year earlier to $19.6 million on a 3.5% sales skid. Earnings in the 2nd quarter fell 50.1% to $10.5 million as sales dropped 2.2%.

Explained Pres. Mark W. Cresap Jr.: "Operating results for most of the 2nd quarter continued to reflect factors which we had forecast would adversely affect earnings, although there was considerable improvement in June." The adverse factors: Soft prices, higher labor & material costs and lower sales volume resulting from the general business decline, he said.

Although Westinghouse failed for the 2nd consecutive period to cover its quarterly dividend requirements of 30¢ a common share, it is not considering any change in its dividend policy. Cresap forecast that Westinghouse's total 1961 earnings will exceed its annual dividend needs of $1.20 a share, if the economy continues its recovery.

The outlook for the 2nd half is much brighter, he said. Second-quarter orders were up 19% over those recorded in 1961's first 3 months. The appliance market is on the mend and the trend is expected to continue in the final half. Appliances account for the bulk of sales by the Consumer Products Div., which in turn represents about 25% of Westinghouse's total volume. Cresap also noted a firming of prices in some product lines, but said "this has been spotty rather than a general movement."

**RCA Profit Lags at Halftime:** Despite record sales in the June quarter and a resultant 10% profit rise over April-June 1960, RCA passed 1961's halfway point with earnings trailing the year-ago pace—$17.6 million vs. $18.1 million (see financial table). Sales for the half gained to $721.8 million from $707 million.

Earnings in the 2nd quarter climbed to $5.6 million from $5.1 million as sales rose 4% to a peak $360.1 million —up from $345.8 million in 1960's June quarter. (The 2nd-quarter profit was down sharply from the $12 million earned on $361.7 million sales in 1961's first quarter, Vol. 17:19 p24.)

"The rise in [2nd quarter] earnings was stimulated primarily by improved business in the home-instrument area," Chmn. David Sarnoff & Pres. John L. Burns noted in a joint statement. "Sales rose across the board—in color and b&w TV, radios & phonographs. The profit improvement trend also reflects the turn-around in the national economy generally and the substantial operating savings made possible through our recent consolidation of home-instrument activities in Indiana [Vol. 17:11 p15]."

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| National Video "A" ... | Q | $0.25 | Aug. 25 | Aug. 11 |
| Sperry Rand ..... | Stk. | 2% | Sep. 28 | Aug. 10 |
| Thompson Ramo Woold. | Q | .35 | Sep. 15 | Aug. 31 |
| Whirlpool ..... | Q | .35 | Sep. 10 | Aug. 18 |

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

***WITH THIS ISSUE:*** January-June 1961 Index to Television Digest

## SUMMARY-INDEX OF WEEK'S NEWS


### *FCC*

**ALLOCATIONS PROPOSAL**—deintermixture & drop-ins—issued by FCC. Eight markets due to lose vhfs, 8 to gain. Vhfs finally added to Grand Rapids, Syracuse and Rochester (pp. 2 & 5).

**MIAMI'S WCKT OUT, SUNBEAM IN,** in FCC's final Ch. 7 "influence" decision. WKCT must quit on date to be set. Sunbeam gets a 4-months license, winning by default (p. 3).

**FIRST FORFEITURE ORDERED BY FCC** in disciplinary action against Crowell-Collier's St. Paul radio, which must pay $2,500 for operating above authorized power (p. 7).

**CLOSE SHAVE ON KMBC-TV SALE** as FCC grants MetroMedia purchase in 4-3 vote, dissenters preferring hearing to explore "concentration" (p 7).

### *Congress*

**SENATE APPROVES FCC REFORMS** in Commission-drafted Pastore reorganization bill after voting 3 minor changes. Companion House bill held up in Rules Committee (p. 2).

**JFK SETS SATELLITE POLICY** in line with FCC plans for private ownership & operation of space-communications system, but monopoly issue is raised in Congress (p. 3).

**CONGRESSMAN'S GOOF GIVES MINOW PR VICTORY.** Rep. Michel (R-Ill.) accuses FCC Chairman of favoring political buddy in Moline Ch. 8 case—but it turns out he didn't vote (p. 4).

**DODD WANTS FCC CENSORS** to police TV. Senate juvenile-delinquency prober calls for law giving Commission "regulative & coordinative" control of networks (p. 8).

### *Advertising*

**1961 AD BUDGETS STATIC**—but TV keeps climbing. Printers' Ink predicts 7% gain in TV billings this year (pp. 3 & 9).

**ADMEN ON FM STEREO:** Most see it as "another refinement," not strongly influencing the course of FM as an ad medium (p. 9).

### *Consumer Electronics*

**TV SET SHORTAGE** likely in fall, EIA market chief Mansfield warns, predicting retail sales of more than 6.2 million sets, with inventories inadequate to meet demand (pp. 1 & 16).

**"COMPACT COLOR TUBE"** dispute rages as Motorola demonstrates 23-in. 90-degree prototype "due next year." RCA snaps back: Years away, if at all (p. 16).

**MOTOROLA SEES GAIN** on industry front, Taylor predicting sales of 6.25 million sets at retail, and healthy 2nd-half profits for Motorola (p. 19).

**FM STEREO FOR N.Y.** due in Sept., as new station owned by Friendly Frost strives to be first on air. San Francisco, Boston, Grand Rapids markets to open soon (p. 20).

### *Programs*

**CBS-NFL TV CONTRACT,** ruled out as antitrust by federal court, sparks action by NBC to sign up 2 teams. NFL request for postponement is denied (p. 10).

**NEW GAC-TV CHIEF EYES TV,** predicts swing away from 60-min. shows in 1962-63 season, more 15-min. & 2-hour programs, new show types in 7:30-8:30 p.m. slots (p. 11).

### *Networks*

**CTV SIGNS PACT** for Canadian microwave service for its 3,900-mile, coast-to-coast TV network (p. 13).

**CANADIAN PRODUCTION BOOM BEGINS,** to meet anticipated demand this fall from new 2nd Canadian network (p. 13).

**CBS REVAMPS DAYTIME SCHEDULE,** adding a 30-min. daily public-affairs show aimed at women and 2 newscast strips. "Captain Kangaroo" is being expanded to an hour (p. 13).

### *Other Departments*

**FILM & TAPE** (p. 12). **STATIONS** (p. 14). **CATV** (p. 14). **AUXILIARY SERVICES** (p. 14). **PERSONALS** (p 14). **FINANCE** (p. 21).


**MANSFIELD WARNS OF TV SET SHORTAGE:** TV sets are selling again—at a far faster clip than the industry is producing them. And the TV-manufacturing fraternity's top market researcher—Sylvania's Frank Mansfield, chairman of EIA's Marketing Data Policy Committee—predicts retail TV sales this year will be the highest since 1957.

Mansfield estimates retail sales of at least 6,220,000 sets this year—up from 5,945,000 last year. But inventories of sets in the stocks of retailers, distributors & manufacturers are at the lowest point since 1954, while sets were selling at a 7.1-million-a-year pace in April & May, and an indicated 8-million rate in June. The only thing that can head off a shortage of sets by fall, Mansfield warns, is a rapid increase in the industry's TV-production rate.

For details of Mansfield's EIA report, see Consumer Electronics section, p. 16.

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**ALLOCATIONS PROPOSAL—DEINTERMIXTURE & DROP-INS:** FCC's plan for solving the TV allocations problems, announced last week, is precisely as forecast in these pages last January (Vol. 17:5 p1). Most of FCC's action is in the form of proposed rule-making, with industry comments due Oct. 2. But 3 final actions were taken: addition of Ch. 13 to Grand Rapids, Ch. 9 to Syracuse, Ch. 13 to Rochester. Herewith, in brief, is FCC's proposal to lick the old problem of station scarcity:

(1) Deintermixture in 8 markets, making them all-uhf—Madison, Rockford, Hartford, Erie, Binghamton, Champaign, Columbia, Montgomery. Other markets may be proposed in the future.

(2) Short-spaced vhf drop-ins for 8 markets—Baton Rouge, Ch. 11; Dayton, Ch. 11; Birmingham, Ch. 3; Jacksonville, Ch. 10; Knoxville, Ch. 8; Johnstown, Ch. 8; Charlotte, Ch. 6; Oklahoma City, Ch. 5 (shifting KOCO-TV's Ch. 5 from Enid).

(3) Renewed push for all-channel-set legislation.

(4) Eased uhf station technical requirements.

(5) Dual vhf-uhf operations by existing vhf stations.

(6) Earmarked uhf channels for ETV.

(7) Eliminated uhf table of assignments and eliminated uhf hearings—granting CPs on first-come first-served basis.

(8) Use of uhf translators for dead-spot fill-ins.

Vote was a tenuous 4-3 for most of foregoing—Hyde, Craven & Cross dissenting. But Commission was unanimous for short-spaced vhf drop-ins, though Minow would like to give educators a chance to plump for reservation of the new assignments.

It's understood that Commission came close to impasse again. Ford argued vigorously against deintermixture, but changed his mind when he concluded Commission would do nothing unless he went along with deintermixture.

Commission intends to get 3rd channels on air fast in Grand Rapids, Syracuse and Rochester. It said it would grant "interim" CPs quickly—pending customary years-long contests for the valuable facilities—the interim to end when final winners are selected.

Announcing its proposals, Commission made clear that major thrust is to invigorate uhf. Heading on public notice was titled: "Comprehensive Actions to Foster Expansion of Uhf TV Broadcasting."

"It is not yet clear," FCC said, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, present efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combination with the now virtually saturated 12 vhf channels." (For further details, see p. 5.)

**SENATE APPROVES FCC REFORMS:** FCC-written legislation (S-2034), revamping Commission procedures & cutting red tape, sailed through Senate July 27, as expected (Vol. 17:30 p2), but companion reorganization bill in House (HR-7856) ran into unexpected trouble.

Senate bill was cleared by almost listless voice vote in nearly empty chamber after 3 minor amendments were tacked on to take care of questions raised by Sens. Lausche (D-O.) & Dirksen (R-Ill.). Otherwise, Commerce Communications Subcommittee Chmn. Pastore (D-R.I.), who sponsored measure, had easy job steering it to passage on floor.

House bill hit Rules Committee snag. Seeking quick clearance of his FCC bill for vote on House floor, Commerce Committee Chmn. Harris (D-Ark.) went before Rules Committee July 26 for hearing on it. Supporting him in arguments for measure as written was Commerce member Younger (R-Cal.). Two other members of Harris Committee—Reps. Flynt (D-Ga.) & Rogers (D-Tex.)—also showed up to urge further polishing of language, however. They said bill needs tightening to safeguard rights of litigants in cases delegated by FCC to staffers. Result: Rules Committee Chmn. Smith (D-Va.) pushed Harris bill aside, postponing any Committee action on it until at least Aug. 1.

Pastore avoided any such delay in Senate by quickly accepting amendments to his bill as urged by Lausche & Dirksen—the only other Senators who spoke on FCC plan. Pastore himself added language to make sure—as Lausche put it—that Commission "would never make a delegation [of case-review authority] to an irresponsible subordinate." Amendment said only "especially qualified" staffers may handle reviews. Dirk-

sen's amendments provided that: (1) Staffers who make case decisions will be disqualified from reviewing their own rulings if litigants challenge them. (2) Ex-parte prohibitions apply at all stages of cases designated for hearings.

There was no real Senate debate on Pastore's measure. In speech clinching passage, he said it carried out "objectives" of President Kennedy's FCC reorganization plan, which House rejected on "czarism" grounds. Pastore pointed out that "one major exception" in Senate bill was elimination of White House proposal to give FCC Chmn. Minow authority to assign work to other FCC members.

**MIAMI'S WCKT OUT, SUNBEAM IN:** FCC continued its stern march of decisions in "influence" cases last week, completing its proposal (Vol. 17:12 p1) to take Miami Ch. 7 (WCKT) from the Cox-Knight-Trammell group and give it to Sunbeam TV Corp.

Decision was very similar to Miami Ch. 10 case. Commission concluded that WCKT principals had attempted to influence FCC's original decision and should therefore lose channel. In addition, of WCKT's original competitors—Sunbeam, East Coast TV and South Florida TV—only Sunbeam wasn't charged with attempted influence. Sunbeam is to be given a 4-month license.

In Ch. 10 case, WPST-TV was ordered to quit, and L. B. Wilson was left as the only "clean" applicant. Only difference in the 2 decisions: WPST-TV was given a termination date but WCKT must quit "on a date to be later specified," and effectiveness of whole decision is held in abeyance "until further order of the Commission." It's understood that Commission wants to avoid repetition of problems in Ch. 10 case—namely, that Wilson built quickly and has had to stand by expensively while awaiting court appeals. Presumably, it wants to clean up litigation before requiring Sunbeam to build.

It is assumed Sunbeam got 4-month license for same reason Wilson did. Sunbeam won Ch. 7 only by default, and Commission serves notice that other qualified applicants may compete for channel soon.

Full text of decision isn't available yet, so Commission's full analysis isn't available. Vote was 5-1, Lee dissenting, Craven not participating. Noteworthy is Chmn. Minow's majority vote in view of his close political relationship with Cox Stations' managing dir. J. Leonard Reinsch, TV-radio advisor to President Kennedy. Of course, as one FCC source put it: "If Minow voted otherwise on this one, he'd be done for."

**1961 AD BUDGETS STATIC—BUT TV KEEPS CLIMBING:** Despite almost-unchanged ad-expenditure totals, TV is nevertheless expected to show a healthy 7% gain in gross time billings for 1961 over 1960, according to Printers' Ink estimates released last week.

Total ad volume will hit "nearly $12 billion" in 1961 as it did in 1960. PI's estimate for all of 1961 (based on first-quarter activity) forecasts $11,945,000,000 for this year—which represents a step-up of only 1/10 of 1% over the 1960 final estimate of $11,931,700,000. (For further details see p. 9.)

**JFK SETS SATELLITE POLICY:** Kennedy administration's space-communications program, centered on FCC's plans for private-company ownership & operation of satellite system (Vol. 17:30 p15), was placed officially on launching pad last week—and Congressional critics promptly took up kibitzing posts around it.

"It is for the Congress to decide whether to go along with the program as developed or whether to insist on particular changes," House Commerce Committee Chmn. Harris (D-Ark.) warned FCC Chmn. Minow and other administration spokesmen who testified at hearings on the program, which was formulated by Vice President Johnson's National Space Council.

Dangers of monopolization of space by AT&T, RCA—or other international communications carriers favored by FCC for satellite ventures—were cited by Committee members at 4-day sessions. Hearings coincided with July 24 release by President Kennedy of his space-policy statement & next-day release by FCC of its implementing plans, which had been adopted July 21.

Similar monopoly questions already had been raised by House Space Committee in earlier hearings —and more Congressional inquiries into issues were scheduled. Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) called Minow for questioning Aug. 1. Senate Small Business Committee Chmn. Sparkman (D-Ala.) put Minow on top of his witness list for August 2-4 hearings and extended them into next week (Aug. 9-11). In House, Rep. Ryan (D-N.Y.) introduced measure (H. Con. Res. 360) calling on govt. to "retain & exercise ownership & responsibility" for satellite systems for at least 2 years.

NASA plans for communications-satellite launching tests moved ahead meanwhile. Govt. space agency signed agreement July 27 with AT&T by which 2—and perhaps 4—satellites built at company expense will be sent up next year. AT&T will reimburse NASA for launching & tracking cost—estimated at about $6 million per shot—and AT&T will give NASA all scientific data gathered in experiments. "We feel we have effectively prevented any possibility of AT&T developing or increasing a monopolistic position during this period," said NASA's gen. counsel John A. Johnson. Satellite being built for NASA by RCA under contract also is scheduled for 1962 launching.

Possible hazards of Communist infiltration of any worldwide system were also mentioned by Rep. Hemphill (D-N.C.), in Harris Committee proceedings. If Russia & Red China are invited to co-operate with U.S.-sponsored system—as contemplated by administration—they could be counted on to "steal everything they can & take credit for it," Hemphill said.

"Private ownership & operation of the U.S. portion of the system is favored," President Kennedy said in the key section of the White House policy directive, which nevertheless laid out some strict govt. requirements which companies must meet. Among them: (1) "Make the system global in coverage." (2) "Provide opportunities for foreign participation." (3) Insure "non-discriminatory use." (4) Set up "competitive bidding in the acquisition of equipment." (5) Observe antitrust laws and "regulatory controls of the govt."

FCC stressed anti-monopoly space safeguards in its implementing statement, which called on AT&T, RCA and 8 other international common carriers to form ad hoc committee to devise plans for "joint venture" into space and report back to Commission not later than Oct. 13. FCC instructed group "to prevent any single participating carrier from being in a position to dominate or control the development, construction, management, operation or use" of system. FCC also warned against any "favoritism" in equipment procurement.

Safeguards also were emphasized in House testimony by Minow, who said Commission "regards the establishment of a communication-satellite system of the greatest urgency & national importance." In answer to questions by dubious Commerce Committee members, he argued that FCC's restrictions may be so tight that combine couldn't reap much profit—although he conceded it's "too early to tell" how much money companies may find in space. Harris Committee was given this tentative satellite timetable by FCC Comr. Craven: First experimental launching, 1963. First telephone-message relays, 1964. Regular TV programming in space, 10 or maybe 20 years later.

Industry Committee will meet for first time Aug. 3, with Comr. Craven presiding under rules limiting discussion to "agenda approved in advance by the Commission" and forbidding company representatives to engage in space negotiations among themselves outside FCC-sanctioned meetings. Invited to participate, in addition to AT&T & RCA: American Cable & Radio Corp., Hawaiian Telephone Co., Press Wireless Inc., Radio Corp. of Puerto Rico, South Puerto Rico Sugar Co., Tropical Radio Telegraph Co., United States-Liberia Radio Corp., Western Union Telegraph Co.

FCC turned down GE and General Telephone & Electronics as participants in combine—at least for now. Reaffirming initial position adopted in May—that only companies with overseas communications business should be involved at outset in satellite development—FCC said it would take another look at the case for GE and other non-qualified companies after ad hoc committee reports in October.

**CONGRESSMAN'S GOOF GIVES MINOW PR VICTORY:** One of most bumbling political backfires in recent memory last week gave FCC Chmn. Minow a public-relations break. GOP Rep. Michel (Ill.) got up on House floor July 27 and delivered a bitter attack on Minow, taking 2½ pages of Congressional Record with this charge: After examiner recommended a winner in Moline's 5-way contest for Ch. 8, favoring Community Telecasting, Minow voted to reverse—to give channel to Moline TV Corp., whose principals include Richard Stengel. Minow, Michel went on, had stumped for Stengel when latter was Democratic nominee for U.S. Senate in 1956. Ergo, Michel concluded, Minow voted for his political buddy.

Only thing wrong with Michel's argument, as Minow noted next day, was that he (Minow) didn't vote at all in the case—precisely because Stengel was involved with one of the applicants.

FCC keeps secret its votes in instructions to staff in such cases as foregoing, doesn't release votes until final decision. Michel made fatal assumption that Minow voted for Stengel group. Much of Michel's attack centered on assertion that Stengel group hadn't searched out Moline's broadcast needs and that Minow (& FCC majority) violated their own principles by favoring it.

All Commissioners were so worked up by Michel's gaffe that they decided to disclose vote in the case.

It turns out that not only had Minow not voted but 3 FCC Republicans & one Democrat (Ford, Hyde & Lee plus Bartley) had favored Stengel group. Democrat Cross voted for examiner's choice—Community Telecasting—and Craven had abstained because his former engineering firm worked for one contestant.

Minow was testifying on space communications before Harris Committee day after Michel attack, read his response to Committee. He said, in part: "I decided after attending oral argument not to vote in the case nor to participate in the deliberations about it because I knew one of the applicants and had worked in his behalf when he was a candidate for public office. For that reason I stayed out of the case. On behalf of the Commission & myself, I resent this type of careless accusation. We make every effort to decide each case fairly & squarely—that's the only way to conduct this important work before the Commission." Michel's answer to that was that Minow shouldn't even have listened to oral argument.

**FIRST-HALF INDEX TO NEWSLETTERS:** With this issue, to all Television Digest subscribers goes our index covering all 1961 issues through the end of June (Vol. 17:1-26). This index is cumulative and replaces the Jan.-March index, which may now be discarded.

The index enhances the permanent reference value of Television Digest—the only fully indexed publication in the TV field. Indexed under broad subject categories (and names of companies in the manufacturing field) are all the significant events covered & interpreted in the Digest.

## The FCC

***More about***

**ALLOCATIONS DETAILS:** Though full texts of FCC's final proposed allocations actions aren't to be released until this week, the Commission last week issued a long public notice summarizing what it did. Herewith is an elaboration of the quick checklist on page 2:

(1) **Deintermixture.** "The Commission believes it is of prime importance to increase the number of communities where all TV stations are confined to the uhf band. Elimination of vhf-uhf intermixture would be most practicable in markets where there is only one vhf station operating in competition with one or more local uhf stations, and where considerable numbers of receivers in the hands of the public are capable of using uhf signals. It initiated deintermixture proceedings in 8 markets where it appears that the uhf service areas of local stations would be sufficiently free from competition from outside vhf stations to promise meaningful improvement in the possibilities for enhanced uhf services through the removal of the local vhf channel assignments. It contemplates additional deintermixture proceedings in further markets."

The Commission thus proposed deintermixture of the 7 markets we disclosed (Vol. 17:30 p4) as recommended by the staff as "more favorable," plus one from the "less favorable" group (Montgomery). The stations proposed to be shifted to uhf are WISC-TV (Ch. 3) Madison, WREX-TV (Ch. 13) Rockford, WTIC-TV (Ch. 3) Hartford, WICU-TV (Ch. 12) Erie, WNBF-TV (Ch. 12) Binghamton, WCIA (Ch. 3) Champaign, WIS-TV (Ch. 10) Columbia, and WSFA-TV (Ch. 2) Montgomery. With one exception, the Commission didn't say what it planned to do with the deleted vhfs. It intends to let industry make its recommendations. The exception is Hartford. It's understood that the FCC will say that Ch. 3 could be used commercially or for ETV in Providence, for ETV in Hartford or for ETV elsewhere in Connecticut.

(2) **Short-spaced vhf drop-ins.** Here are the important factors involved, according to the Commission: (A) That the markets selected be included in the 75 major TV markets, (B) that 2 vhfs are operating in the markets, (C) that there be "minimal dislocation to existing stations," (D) that there be no "significant adverse effect" on uhfs, (E) that potential service gains outweigh losses, (F) that minimum spacings be 120 miles co-channel, 40-miles adjacent, (G) that assignments conform with international agreements.

FCC said it would issue engineering tables "in the interest of orderly procedure and simplification of the process of calculating required radiation suppression." It turned down pending petitions inconsistent with its decision.

As with the vhf drop-ins finalized last week, FCC said it would welcome proposals for "interim" operations of the short-spaced drop-ins (if they're also ultimately finalized) to provide service quickly while waiting for final decisions in the usual protracted comparative hearings.

(3) **All-channel sets.** "The Commission has requested Congress to enact legislation giving it authority to prescribe all-channel receivers to be shipped in interstate commerce. Resultant improvement in respect to receivers' incompatibility would encourage the building of more uhf stations and make possible further steps by the Commission to provide for substantially all-uhf assignments in certain areas of the country where population is dense and communities capable of supporting TV stations are located close together, thus permitting multi-channel all-vhf service in sparsely populated areas or where terrain makes vhf service more appropriate. Unless it be found later that all TV can be shifted to . . . uhf . . . such a regionally deintermixed system may permit the most efficient possible use of the 82 channels now allocated to TV."

The Commission is bitterly disappointed by Congress's failure even to schedule hearings on the proposed legislation. It's understood that White House spokesmen explained the long delay in sending the measure to Congress thus: "It was lost." Suspicion at the Commission is that Commerce Secy. Hodges persuaded the administration to bottle it up as long as possible.

(4) **Eased uhf technical standards**—to eliminate lower sideband attenuation, modify DA restrictions, allow remote control, allow aural power as low as 10% of visual.

(5) **Dual vhf-uhf operations.** "One of the potentially significant means whereby uhf service may be introduced in communities which are now primarily or completely vhf would be the operation by vhf station licensees of an ancillary uhf outlet. It would (1) make provision for

waiver of the duopoly rule to permit such dual operation by the same licensee and (2) insure the continued reservation of adequate spectrum space for the future development of educational television. To meet these two needs, it would insure that wherever a commercial vhf channel is assigned and wherever there is an authorized vhf educational TV station or an unused vhf or uhf educational channel assignment, there will remain available sufficient uhf spectrum space to accommodate an equivalent number of uhf stations. If studies, which the Commission understands are being made, lead to proposed revisions of present provisions for educational television, any such proposal will receive attentive consideration by the Commission in reaching its decision herein.

"The Commission appended a table showing numbers of uhf channels to be earmarked in individual community 'pools,' subject to amended substitutions, until three years after the effective date of legislation concerning all-channel sets or until Dec. 31, 1965, whichever date shall first occur. This will give the Commission time to make further decisions in light of intervening experience including results obtained in its New York City uhf-TV project. The dual operation would work this way: An applicant who is within the class of persons for whom pooled channels are earmarked (*i.e.*, the holder of a local vhf authorization or an educator) may apply for any of the local pool earmarked unapplied-for channels, or for any other channel locally available. In the latter case, one of the earmarked channels will be dropped from the pool. An applicant other than a holder of a local vhf authorization or an educator would be permitted to apply for an earmarked channel or for a channel causing short separations to an earmarked channel provided that, when he so applied, he proposes an acceptable substitute channel for the earmarked pool. By this means, it would be possible to avoid reducing the number of pooled channels required for holders of vhf authorizations and educators and at the same time avoid preferential earmarking for persons eligible to participate in the pool as against other applicants prepared to go forward with the building and operation of the local station."

### Uhf Allocations Table To Be Dropped

**(6) Elimination of uhf TV table of assignments.** "The Commission proposes to amend the rules to enable a qualified applicant to designate and apply for any uhf channel available for local assignment meeting prescribed separation rules. In this connection, the Commission invites comments on methods and restrictions it should take to safeguard against the taking up of uhf channels in a manner which would result in ultimately inefficient distribution of uhf assignments and earlier saturation than would occur under the present system of fixed assignments. One method which may have merit, and which the Commission is studying, would be to make groups of channels available alternatively to major markets or smaller outlying cities to help preserve equitable distribution and avoid undue concentration of all the more desirable uhf assignments in the larger cities to the deprivation of smaller communities. Such a system might retain the advantages of a fixed city-by-city table of allocations and at the same time provide the degree of flexibility needed to stimulate the development of uhf TV by making low channels more easily available to early starters. The first applicant for a locally available channel would tentatively pre-empt it as against subsequent applicants, and the pre-emption would be confirmed upon any subsequent grant of the application. The Commission would rigorously require such grantees to build and start operating within the prescribed time, with extensions to be considered only for brief periods when good cause is amply shown. At such time as local availabilities approach saturation, the opportunity to so pre-empt a channel would be discontinued and the Commission would then recur to the traditional system of comparative hearings for mutually exclusive applications."

**(7) Use of TV translators.** "The Commission favors the use of uhf channels for translator use in supplement service from major uhf stations. After the pattern of major use of the uhf band emerges more clearly, the Commission will then be prepared to consider making additional uhf channels (now limited to the upper 14 channels) available to translators, consistent with preservation of needed uhf spectrum space for full-fledged TV stations."

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**Springfield Case Revived:** "A fresh start" in FCC's tangled Springfield, Ill. deintermixture case (Vol. 17:8 p15) has been ordered by the Court of Appeals. In & out of court since 1957, when Ch. 2 was shifted from Springfield to St. Louis and then awarded to KTVI, the case was remanded to the Commission "with instructions to conduct an entirely new proceeding." FCC had urged limited reopening of the case, in which it scored *ex parte* conduct by KTVI Pres. Harry Tenenbaum, but did not "absolutely disqualify" owner Signal Hill Telecasting Corp. Ordering the new start instead, the Court of Appeals said: "In all the circumstances, we think it would not be appropriate for the Commission to determine in 1961 on the basis of a somewhat supplemented 1957 record where vhf Ch. 2 ought to be assigned." The Court added that it had no doubts that "conduct of the type Tenenbaum engaged in, occurring since the Commission's earlier decision on this point in this case, would be grounds for disqualification." But it gave FCC discretion to continue KTVI's operations.

**Spartanburg Case (cont.):** Marathon litigation over the site-move case of WSPA-TV (Ch. 7) Spartanburg, S.C., produced an unusual action last week. FCC agreed with the objections of protestant WAIM-TV (Ch. 40) Anderson, S.C. and ordered the hearing record reopened for further testimony—on the ground that chief examiner James Cunningham had improperly stopped cross-examination of WSPA-TV principals by WAIM-TV counsel. WAIM-TV was trying to prove its allegations that *ex parte* contacts had been attempted with an FCC Commissioner. Though Cunningham's initial decision recommended that WSPA-TV be denied a shift from Hogback to Paris Mountain because coverage would suffer, WAIM-TV is attempting to go further & get WSPA-TV disqualified as a licensee—on the *ex parte* charges. Comrs. Lee & Cross dissented in last week's action.

**"Notice" Rules Amended:** With Comrs. Hyde, Ford and Cross dissenting on one point or another, FCC has altered its rules (Sec. 1.359 & 1.362) requiring broadcast applicants to give local notices of filings or designations for hearings: (1) Renewal applicants must advise the public that letters can be written to the Commission "to call its attention to facts for consideration." (2) If there's no daily newspaper in an applicant's community, a weekly paper will do for publication of notices. (3) If there's no other operating station of its kind in the community, broadcast notices—without publication—will do. (4) If broadcast announcements are permitted, they must be made between 7 & 10 p.m. on TV, between 7 & 10 a.m. on AM & FM.

**CP Granted:** Ch. 32, Montgomery, Ala., to First Alabama Corp., Columbia, S.C.

**FIRST FORFEITURE ORDERED:** In the first such disciplinary action of its kind against a station under the Harris-Pastore Act, FCC has ordered Crowell-Collier's radio KDWB St. Paul to forfeit $2,500 to the U.S. Treasury for "repeated failure" to operate under license conditions.

Cited by the Commission in proceedings which ended in collapse of Crowell-Collier's $11-million deal to buy radio WMGM N.Y. (Vol. 17:29 p4), the St. Paul station had operated since August 1959 with power in excess of that authorized, FCC said.

FCC Chmn. Minow voted for the forfeiture but said it should have been the full amount—$10,000—specified in FCC's March 22 notice of liability to Crowell-Collier.

In a covering opinion, FCC said: "We intend to use the forfeiture proceeding, as we believe it was intended to be used, to impel broadcast licensees to become familiar with the terms of their licenses & the applicable rules . . ."

**In other get-tough disciplinary actions, FCC:**

Ordered Edwin H. Estes to show cause why the license for his radio WPFA Pensacola shouldn't be revoked and a renewal hearing for his WMOZ Mobile shouldn't be held. FCC said WMOZ submitted "false & forged program logs" with its renewal application, misrepresented its finances, "compelled employes to violate the Commission rules under threat of dismissal."

Limited radio WILD Boston to a one-year renewal only to Aug. 1, 1962. FCC said the station hadn't been paying employe withholding taxes and that other questions about its financial condition hadn't been resolved.

Gave radio WAVA Arlington, Va. a one-year renewal. FCC called on it to "demonstrate continued improvement of its programming and commercial policies & practices."

Rejected a plea by radio WIRA Fort Pierce, Fla. for reconsideration of a limited renewal of its license and FM CP to May 1, 1962. FCC said the station's petition may have cleared up some citations against it, but that others remained unexplained. Comrs. Bartley & Lee voted to give WIRA a full 3-year license.

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**JFK's Code Issued:** The White House has followed up President Kennedy's May message to Congress on ethics in govt. (Vol. 17:19 p15) by distributing copies of *Minimum Standards of Conduct* to FCC Chmn. Minow and heads of all other federal depts. & agencies. The code was prepared by the Civil Service Commission, approved by the President and handed out by his special asst. Frederick G. Dutton. Designed to prevent govt. employes from profiting personally from their job connections, the primer rules warn them against conflicts of interest—whether real or apparent.

**N.Y. Uhf Progress Report:** FCC has recapitulated the contracts signed for its N.Y. uhf projects, issuing a public notice (No. 8145) describing each. In addition, it reported that it's seeking "cooperation of all facets of the TV industry," has received consent of all N.Y. stations to repeat their programs, has been given gratis licenses by ASCAP, BMI and SESAC, requests "assistance of the various labor unions & guilds concerned." "The FCC has no funds," it explained, "to pay any of these groups for their contributions to the project."

**Network Hearing Resumption:** FCC has set Sept. 26 for the next phase of its network hearing, resuming with a to-be-announced list of national advertisers as witnesses in the N.Y. sessions.

**CLOSE SHAVE ON KMBC-TV SALE:** MetroMedia's $9,650,000 purchase of KMBC-TV (Ch. 9) & KMBC Kansas City from Cook Bcstg. Co. squeaked by on a 4-3 vote last week. Dissenters Minow, Bartley & Cross would have had the principals justify the sale in a hearing.

The close vote serves as definite warning to multiple owners of difficulties in hiking their holdings which may lie ahead in next few years, as FCC membership changes.

Though the dissenters didn't specify why they wanted a hearing, it's understood they were concerned about "concentration"—whether MetroMedia would own too many major outlets in major markets. Last month (Vol. 17:23 p3), FCC wrote parties about its concern—and last week, the Commission majority showed it was satisfied with response. The Commission letter had noted that the Kansas City buy would give MetroMedia 3 vhfs in the top 25 markets & 4 AMs in the 25—implying this might be too many.

Associated with the Kansas City deal was FCC's approval of MetroMedia's: (1) Purchase of radio KFRM Concordia, Kan. for $400,000 and resale to KFRM Inc. for $201,000. (2) Sale of tangible property of KMOS-TV (Ch. 6) Sedalia, Mo. to KRCG (Ch. 13) Jefferson City for $200,000. Cook is assigning the license of KMOS-TV to KRCG without monetary consideration.

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**FCC Budget Restored:** The Senate Appropriations Committee has voted to give FCC its full budget estimate of $12.5 million for the fiscal year started July 1. Reflecting a favorable reception given FCC Chmn. Minow at a June hearing (Vol. 17:25 p2), the Committee recommended that a House-voted cut of about $125,000 in the Commission's appropriation (Vol. 17:24 p13) be restored. It said a reduced budget would "create problems" for FCC in such areas of stepped-up operations as space communications (see p. 3) and field hearings on license renewals. The amended House appropriations bill (HR-7445) covering FCC and a host of other agencies was called up for a Senate vote July 29 at an unusual Saturday session.

**FCC Pay Raises Proposed:** Salaries of FCC members would be increased $2,000 under a bill (S-2307) by Senate Commerce Committee Chmn. Magnuson (D-Wash.). It provides $22,500 for the Chairman, $22,000 for the other 6 Commissioners. Members of FTC, FPC, CAB and ICC would get similar raises. Magnuson's proposal was referred to the Post Office & Civil Service Committee headed by Sen. Johnston (D-S.C.).

**Manufacturers' "Law Practice":** TV equipment-maker Electron Corp., Dallas, seeking to abide "by the letter of the law," last February asked FCC if it was violating Commission rules by helping customers fill out applications. Last week, the Commission answered by saying that Electron Corp. "may not furnish legal services to an applicant" and "may perform the ministerial function of furnishing an applicant the technical information required to complete an application." The Commission concluded: "The applicant continues to bear the ultimate responsibility for the correctness & accuracy of the information contained in the application."

**Uhf Translator Grant:** Cowles Magazine & Bcstg. Inc. has been given a CP by FCC for a uhf translator on Ch. 70, Fort Dodge, Ia., to carry programs of its KRNT-TV (Ch. 8) Des Moines.

**Salisbury Sale Okayed:** FCC has approved the $1,211,246 sale of WBOC-TV (Ch. 16) & WBOC Salisbury, Md. to WMAR-TV Baltimore.

## Congress

**DODD WANTS FCC CENSORS:** Chmn. Dodd (D-Conn.) of the Senate Judiciary Juvenile Delinquency Subcommittee, who said in June that he'd give TV networks 6 months to clean up violence & sex in their programming (Vol. 17:27 p7), decided last week that he was tired of waiting.

"The time has come to stop this nonsense," Dodd said as he started another round of hearings on TV's effects on children (Vol. 17:30 p14). He called on Congress to broaden the Communications Act so that FCC can regulate the networks & assume the role of program censor.

In what amounted to a rerun of Subcommittee testimony in June—when TV film producers & admen charged that the networks forced them to spice shows with plenty of girls & action (Vol. 17:25 p7)—Dodd put a string of Hollywood & N.Y. witnesses on the stand to buttress his complaint. Their theme was set by Ziv-UA producer Maurice Unger, who said network chiefs exercise "virtually complete control of the airwaves."

Dodd proposed authorizing the Commission "to assume a regulative & co-ordinative function over the networks in order to eliminate broadcasting of violence for its own sake, in order to enable TV to develop to its true capacity, and in order to assure that networks & independent stations operate in the best interests of the American people."

His new blast at TV also brought in another indictment of TV shows, which have been charged at Subcommittee hearings with everything from dullness to lewdness. The networks, Dodd said, are not only guilty of exploiting sex; they are promoting "eccentric sex."

### Clergyman Scores TV's Influence

Dodd got some support for his latest charge from Msgr. Joseph E. Schieder, who heads the Youth Dept. of the National Catholic Welfare Conference. He cited a case on which he had worked, involving a 16-year-old boy who mutilated his body with acts of sexual masochism.

The clergyman testified that the boy watched a TV show in which a character took pleasure in performing sadistic acts on a man he was guarding. The boy then started "experimenting" on himself, Msgr. Schieder said, maintaining that TV was directly responsible for the self-mutilation.

The Catholic social worker also recounted a case in which he said a youth ended up by raping & murdering a girl after watching demonstrations of masculine strength on TV. The youth's own girl had rejected him as a weakling, Msgr. Schieder said, agreeing with Dodd that prompt action is needed to halt TV's "fantastic variety of bloody or brutal offerings."

More restrained testimony came from HEW Secy. Abraham Ribicoff, who said TV can't be blamed for all social evils. Moreover, he assured Dodd, TV deserves recognition for presenting good programs which show imagination and concern for culture & public understanding of world affairs.

"Let's be perfectly frank about it," Ribicoff said. "We cannot say with certainty that a bad program causes a child to do bad things. Or that a good program guides him towards better things." The Cabinet officer urged that parents take a stronger hand in controlling their children's viewing habits.

"Parents must learn to get tough with themselves & their children, as well as with the TV industry," Ribicoff went on. He said that more detailed research will be required before TV critics can establish relationships between episodes "which darken our TV screen" and anti-social behavior by children.

A cautionary statement for the Senate Subcommittee's record also came from the American Civil Liberties Union. Citing opinions by N.Y. criminologist Donald E. J. MacNamara and N.Y.U. law teacher Paul W. Tappan, the ACLU said no TV shows—or books, or movies—should be censored "unless a direct causal relationship" to illegal acts can be proven.

But these go-slow statements were topped in newspaper-headline coverage of the hearings by livelier evidence —such as the anti-network testimony by Ziv-UA's Unger and letters & memos put into the record by Dodd.

Unger maintained that heads of the 3 TV networks are far more powerful than the 7 FCC members under present law, that they maintain a virtual programming monopoly which should be cracked by Congress. He said the networks use their power to strangle creativity in shows and keep the sex-&-violence content high. Sometimes, he told Dodd, TV producers get formal letters from network officials calling for a hold-down, then receive follow-up telephone calls asking for more action. He recalled that one such call urged not only more sex but "blacker villains so we can kill everybody off at the end."

One piece of 1959 Ziv-NBC correspondence produced by Dodd summed up what Dodd said was a conversational understanding about the content of *Man & the Challenge*. "The 2 major story facets to be stressed in the new concept of *Challenge* are sex & violence," said the Ziv letter.

Dodd also exhibited a Ziv memo on *Challenge* which quoted unnamed NBC officials: "We would undress [the hero] as much as possible in every episode . . . His rippling muscles should be displayed at every opportunity for women viewers. As for the men, it's that old standby—girls."

The ultimate *Challenge* product was defended by vp Joseph R. Daly of Doyle Dane Bernbach, N.Y. agency which handled the show. "We never had anything but a clean show," he said, explaining that the producers disregarded some instructions in the memos.

ABC-TV's *The Untouchables* also was featured in documents unearthed by the Subcommittee's staff. In one, exec. producer Quinn Martin complained in January 1960 about repetitious scenes in which men were run down by automobiles. "I like the idea of sadism, but I hope we can come up with another approach to it," Martin said. Another Martin memo commented on the gunning-down of a group of prostitutes: "This scene is the roughest I have ever seen. I don't know if we can get away with it, but let's leave it in. Have a feeling you may have to kill the girls off camera."

ABC-TV's continuity dept. was represented in another memo as being "revolted" by the number of killings in *The Untouchables*.

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Science Aide Sought: The Senate has approved a bill (S-1456) by Commerce Committee Chmn. Magnuson (D-Wash.) authorizing appointment of a new Asst. Secy. of Commerce for Science & Technology. Requested by Commerce Secy. Luther H. Hodges, the measure would put such science-related offices as the Bureau of Standards, Patent Office and Weather Bureau under over-all supervision of the new official. He also would help co-ordinate govt. & private research in development of new products.

"Conflict" Bill Advances: The House Judiciary Committee headed by Rep. Celler (D-N.Y.) unanimously approved a bipartisan bill (HR-8140) updating laws governing private activities of govt. officials & former federal employes (Vol. 17:29 p13).

## Advertising

***More about***

**TV's 1961 CLIMB:** The estimate of total 1961 ad volume (see p. 3) released last week by *Printers' Ink* indicates that TV's 7% gain over 1960 is to be accompanied by only one other media gain—the magazines, with 1%. All other media listed are down—newspapers, radio, outdoor, and business papers. Television's outstanding gain is attributed by *PI* largely to stepped-up national daytime business.

At the end of May 1961, national ad dollars were 1% under the same 5-month period of 1960, the study further informs, but adds that increased activity will reverse this into a 2% national-advertiser gain by the end of the year. What will water the 2% gain down to 0.1% is the reduced spending expected from local advertisers.

Getting away from estimates, the ad trade paper is able to point out that the final total for 1960, now available, runs 6% above 1959 and establishes a record high.

Here's the table:

ESTIMATE OF 1961 ADVERTISING VOLUME
(based primarily on first-quarter activity)

| Medium | Expected 1961 ad volume ($ millions) | 1960 final estimate ($ millions) | '61 vs. '60 % change |
|---|---|---|---|
| Newspapers (national) | $ 810.0 | $ 836.1 | −3% |
| Magazines | 950.0 | 940.8 | +1 |
| Television (network & spot) | 1,420.0 | 1,325.0 | +7 |
| Radio (network & spot) | 245.0 | 253.0 | −3 |
| Business papers | 585.0 | 609.3 | −4 |
| Outdoor (national) | 125.0 | 137.2 | −9 |
| Other investments by national advertisers | 3,285.0 | 3,194.5 | +3 |
| Estimated total investments by national advertisers | 7,420.0 | 7,295.9 | +2 |
| Estimated total investments by local advertisers | 4,525.0 | 4,635.8 | −2 |
| Grand Total | $11,945.0 | $11,931.7 | +0.1 |

Top 20 Air Agencies: The advertising agencies doing the greatest amounts of billing in TV & radio are presented in the July 24 *Sponsor* as follows:

| Rank | Agency | Air Billings (in millions) |
|---|---|---|
| 1 | J. Walter Thompson Co. | $151.4 |
| 2 | Young & Rubicam | 112.7 |
| 3T | Ted Bates & Co. | 105.0 |
| 3T | McCann-Erickson | 105.0 |
| 5 | Batten, Barton, Durstine & Osborn | 92.5 |
| 6 | Benton & Bowles | 88.0 |
| 7 | Leo Burnett Co. | 65.6 |
| 8 | Dancer-Fitzgerald-Sample | 62.0 |
| 9 | William Esty Co. | 60.0 |
| 10 | N. W. Ayer & Son | 57.0 |
| 11 | Compton Advertising | 50.0 |
| 12 | Kenyon & Eckhardt | 47.6 |
| 13 | Lennen & Newell | 45.1 |
| 14 | Foote, Cone & Belding | 44.1 |
| 15 | Campbell-Ewald Co. | 36.0 |
| 16 | Cunningham & Walsh | 34.5 |
| 17 | Sullivan, Stauffer, Colwell & Bayles | 32.0 |
| 18 | Erwin Wasey, Ruthrauff & Ryan | 29.1 |
| 19T | Grey Advertising Agency | 26.2 |
| 19T | Needham, Louis & Brorby | 26.2 |

**Ad People:** William B. Templeton, ex-Cunningham & Walsh TV-radio vp, appointed TV programming consultant, Ted Bates . . . Dick Feldman, former TV dir. (*Bell Telephone Hour, Perry Como Show*, others), and commercial TV dir., Campbell-Ewald, named TV producer, Doyle Dane Bernbach.

Alice Moseley named a McCann-Erickson vp . . . William P. Gordon appointed vp, Dancer-Fitzgerald-Sample . . . Frederic Lyman Horton, ex-NBC-TV network sales exec., named vp, Norman, Craig & Kummel.

**AD AGENCIES VIEW FM STEREO:** Madison Avenue has mixed emotions about FM stereo as an ad medium. This was evident from the assorted reactions to an NAB survey of advertisers & agencies, as reported by NAB radio vp John F. Meagher in his July 19 address to the EIA FM stereo symposium at the Music Show in Chicago (Vol. 17:30 p18). Selected quotes from ad agency responses, as reported by Meagher:

An executive of a leading ad agency: "Stereo is not going to have much effect on advertising. Stereo gives FM an added plus, but I don't think the public understands stereo thoroughly enough to appreciate it. The cost of converting monaural equipment to stereo will hold up listener enthusiasm for a while."

An official of another agency: "Stereo will stimulate buyer interest in FM, but I don't think the coming of stereo will change the FM audience character. The listener will still be in a select high-income group. Therefore, FM's virtues for an advertiser will remain the same as before."

Still another agencyman: "Stereo won't make that much difference. The FM listener is the same FM listener with or without stereo."

Another concurs, with this statement: "How stations program is far more important than whether they broadcast in stereo or not. FM is there now for any advertiser who is interested. Stereo will not make enough difference."

A timebuyer for a big N.Y. agency: "Stereo will spark much more FM interest. Stereo is the excitement the medium has been looking for. The FCC's indecision on stereo systems has probably held people back from buying sets. When stereo receivers reach the market, these people will be there to buy them. The stereo-record industry has had such a boom that I am sure the same people who buy the records will want FM stereo receivers. If the switch to stereo catches on with listeners, then advertisers will take more interest. We have already found FM to be an excellent medium."

Another N.Y. agencyman: "Color TV has been held back by its cost and lack of technical perfection. Black-&-white is there and the viewer is satisfied with it. FM stereo may have the same problem. The cost factor is important here. It may be 5 years before the real effect of stereo will be felt in FM."

### U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| WBBM-TV Chicago | $4750 to $5000 | $1000 to $1200[1] | Jun. 3 |
| WNAC-TV Boston | 3000 (no change) | 650 to 700[1] | Jul. 1 |
| WBZ-TV Boston | 2600 to 2800 | 650 to 675[1] | Jun. 1 |
| WEWS Cleveland | 1900 to 2000 | 625 to 725 | Apr. 16 |
| WTAE Pittsburgh | 1800 (no change) | 500 to 525[1] | Jun. 1 |
| WMAR-TV Baltimore | 1650 to 1700 | 425 to 450 | Jun. 1 |
| KTVI St. Louis | 1400 to 1650 | 325 to 350 | Jul. 1 |
| WFBM-TV Indianapolis | 1300 to 1400 | 350 to 400 | Jun. 1 |
| WBTV Charlotte, N.C. | 1250 to 1350 | 325 to 330 | Jun. 1 |
| WSAZ-TV Huntington | 1000 to 1300 | 220 to 240 | Jun. 1 |
| WTVN-TV Columbus, O. | 1000 to 1050 | 260 to 300 | Jun. 1 |
| WLAC-TV Nashville | 950 (no change) | 200 to 225 | Jun. 1 |
| KLZ-TV Denver | 900 (no change) | 270 to 300 | Jun. 1 |
| KARD-TV Wichita | 800 (no change) | 130 to 195 | Jun. 24 |
| KUTV Salt Lake City | 750 (no change) | 125 to 168 | May 1 |
| KONO-TV San Antonio | 700 (no change) | 200 to 210 | Jun. 1 |
| WSTV-TV Steubenville, O. | 600 (no change) | 140 to 180 | Jun. 10 |
| WCSC-TV Charleston, S.C. | 400 to 500 | 100 to 110 | Jun. 1 |
| WKBM-TV San Juan, P.R. | 265 to 325 | 65 to 90 | May 15 |
| WNOK-TV Columbia, S.C. | 200 (no change) | 25 to 60 | Jun. 1 |

[1]20 Sec. only.

***Obituary***

Hyland L. Hodgson, 69, former vp of Ellington & Co. and partner in J. M. Mathes until 1945, died July 24 after a long illness. In the early 1930s, he had been head of N. W. Ayer's radio-advertising section. Surviving are his wife, a daughter and 6 grandchildren.

**BRICKBATS (& BOUQUETS) FROM PINKHAM:** Any poll of TV admen would put Ted Bates high on the list of agencies least likely to take a critical swipe at network TV in its present form. Its clients are participation sponsors in a long string of action-adventure shows (*The Untouchables, 77 Sunset Strip, SurfSide 6, Roaring 20s, Checkmate, et al.*), rarely buy "prestige" shows, and the agency has achieved considerable fame for its hard-sell commercial approach. But it was a Bates TV executive—senior TV-radio vp Richard Pinkham—who launched a blast at TV last week before a N.Y. meeting of the Magazine Promotion Group.

Most of what Pinkham had to say had already been said this year by other critics of the medium, from FCC Chmn. Minow to syndicated columnists. The story, however, was not so much in what was said but who said it. TV, Pinkham told the print-media promotion executives, was "a sick medium," and its present programming was due to "decision-making executives who tend to play it safe because the stakes are so high."

Hollywood (chief source of most shows bought by Bates) came in for some knocks. The TV medium, said Pinkham, was in "Hollywood's velvet embrace," and the result was "imitativeness." What was needed was more "imagination & courage" on the part of program producers, he added. Pinkham cited the recent small-but-steady decline in nighttime viewing in the average TV home (Vol. 17:28 p2) as evidence of "public disenchantment in the quality of TV programming."

But although Pinkham's words were likely to bring a happy gleam to the eyes of magazine executives, he warned his audience that TV "must remain the top medium . . . because it's free, it amuses and it sells merchandise." The impact of TV (and its ability to compete with magazines for ad revenue) was likely to increase, said Pinkham, because of technical advances in the medium. "If you think you have competition now, this competition is going to get worse & worse," said the Bates vp.

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**Magazine Flurry:** Magazines are not limiting their attacks to TV; they pick on each other as well. The announcement by *McCall's* that in addition to its 7-million circulation guarantee this fall it would deliver an additional 1-million bonus at no charge was met last week by an indignant *Ladies' Home Journal* which refused to play "the numbers game," but instead announced a 10% slash in its ad rates in December. Both magazines currently guarantee 6.5 million; both will advance to the 7-million guarantee in the fall. *McCall's* has promised no rate increase until the summer of 1962.

**MacIntyre Hearing Continued:** The Senate Commerce Committee meets again Aug. 1 on President Kennedy's FTC nomination of A. Everette MacIntyre, who was given a preliminary hearing July 26 on his qualifications for the advertising-policing job (Vol. 17:30 p14). Appearing in MacIntyre's behalf at the initial hearing was his House boss—Chmn. Patman (D-Tex.) of the Small Business Committee, for which the nominee has been gen. counsel.

**Dialogue on "Who Do You Trust?":** Johnny Carson (to aspiring guest vocalist who has just sung): *Do you sing much?* Guest: *Only to kill time.* Carson: *You've got a fine weapon.*

**WOR-TV to Expand Schedule:** In the 7-channel N.Y. market, WOR-TV will add more than 12 program hours a week, effective Sept. 18, said vp & gen. mgr. R. J. Leder.

## Programming

**CBS-NFL TV Contract (cont.):** CBS-TV will appeal the ruling by a federal court that the network's 2-year package contract with the National Football League is an anti-trust violation (Vol. 17:30 p3). If CBS loses the appeal, its loss may be NBC's gain, for the latter has begun conditional negotiations with 2 individual NFL clubs—the Baltimore Colts and the Pittsburgh Steelers—whose games NBC carried during the 1960-61 season. (The court ruling permits individual teams to make TV deals, but so far denies NFL the right to make a package deal in which TV income is split equally among all the league's teams.) NBC's proposed deal would feed the Baltimore & Pittsburgh games to the network, but would have blackouts in NFL cities except for the "away" games of the 2 teams in their home towns.

In an unsuccessful fight from behind its own legal goal line, NFL took the first steps toward appealing the verdict of Federal Judge Allan K. Grim. It filed 2 petitions for reversal which (1) asked for a modification of a 1953 decree to permit a single network to televise the non-home games of a single team, and (2) requested a go-ahead on the current CBS-NFL contract until Dec. 31 because the present ruling would cause "competitive disadvantages." Judge Grim denied both of them.

The long shadow of further govt. crackdowns on other TV contracts was also cast in Philadelphia. Asked in U.S. District Court if he thought other TV sports contracts (World Series, American Football League, pro basketball, etc.) were legal, U.S. atty. Samuel Gordon replied that there was "grave doubt" that they were. He added that "some" of these contracts were being probed by the Dept. of Justice. Gordon, who presented the U.S. case against the NFL contract, termed the league's appeal as an attempt "to snatch victory out of the jaws of defeat."

In N.Y. meanwhile, ABC-TV—which holds a contract with the new American Football League—was singularly unruffled. Although ABC declined (on advice of counsel) to make any official prediction about its pro football deal, an ABC source pointed out a legal factor that is strongly in ABC's favor. The AFL came into existence to challenge NFL's monopoly in pro football, and thus has a sort of friendly blessing from the Dept. of Justice which has been snapping at NFL's heels for several years. AFL, at the same time, is so new & untried that its sports contract with ABC will provide crucial revenues this year. Squelching the ABC-AFL contract, our ABC source said, would "put NFL right back as the only pro football major league—which is exactly what the govt. doesn't want." ABC admitted the possibility, however, that its AFL contract might be modified to conform to govt. rulings.

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**Producers Won't Crawl on Credits:** Branding a plan to separate the usual producer's TV screen credit from those of director & writer as "discriminatory & preposterous," the TV Producers Guild in Hollywood last week pledged a "fight to the very end." The separation of credit "implies a reduction of rank . . . degrades the producer . . . and threatens to disturb an historic relationship between the 3," charged TPG in a July 18 resolution demanding that producer credit directly precede writer & director credits. This indignation was officially expressed to the 3 networks, DGA, WGA, SAG, the Assn. of Motion Picture Producers and the Alliance of TV Film Producers. Should the resolution be violated, TPG has threatened to "convene a special meeting to consider appropriate action, however drastic."

**New GAC-TV Chief Eyes TV:** There'll be fewer 60-min. network shows during the 1962-63 season, in the opinion of one authority. And there'll be a revival of the 15-min. nighttime show as well as a sprinkling of 2-hour programs. The 7:30-8:30 p.m. period, now generally occupied on all 3 networks with comedies and/or action-adventure series, will be a "new area of program development, and not necessarily by film companies."

These predictions were voiced to us last week by Don W. Sharpe, newly-named senior exec. vp of General Artists Corp. and new pres. of GAC-TV. Asked whether GAC would follow the TV formulas of its bigger talent-agency rivals, Music Corp. of America or William Morris, Sharpe said: "We're going to combine some of the elements of both. Like MCA, we will become financially involved in production & development partnerships with independent TV producers. But unlike MCA we won't be in actual production of our own shows at our own studio. In that respect, we'll be more like William Morris which stays out of production and sticks to representation."

Sharpe wouldn't disclose the name of any production firm besides Desilu which GAC-TV will represent with network packages groomed for the 1962-63 season (Vol. 17:30 p9). "We won't try for the mid-season replacement market," said Sharpe. "We'd rather take our time and concentrate on the live & film market next year." He added that GAC-TV was not eyeing the syndication market "at this time."

Sharpe also said that he'd like to see "a greater variety" of shows on network TV, but that he operated on the premise that TV is an entertainment medium, not an art form. "The key reason TV is turned on in the average household," said Sharpe, "is that the guy in the house doesn't want to be reminded of how bad things are. He wants to romanticize. He wants to escape. He doesn't want to be hit over the head with what he can read in his newspaper."

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**Too Much Film, Says AFTRA:** Repeats of filmed shows, old feature movies, the lack of showcases for new young talent—all these have "radically" affected employment opportunities for members of AFTRA, the live-talent union's exec. secy., Donald F. Conaway, told delegates to the 24th annual AFTRA convention in Detroit last week. Conaway also pointed out that "this fall, average amount of film programming [on the 3 networks] will have risen to 85%." Despite the film trend, there's been a growth of AFTRA membership until it now numbers "about 16,000," Conaway said. What he described as "the biggest proportion" of AFTRA's members earn their living making taped or transcribed commercials for TV & radio. Other AFTRA convention news: Art Gilmore, Hollywood announcer who has been West Coast chapter pres. of AFTRA, was elected national pres., with Bernard Lenrow, N.Y. chapter pres., elected first vp. Announcer Ken Carpenter was given the George Heller Memorial Foundation award (gold-card life membership) for "outstanding service" to AFTRA.

"TV and the Teaching of English" (Appleton-Century-Crofts, 138 pp., $1) is by NYU associate prof. of English education Neil Postman and the Committee on the Study of TV of the National Council of Teachers of English. Part One of the book describes the nature, scope and impact of TV & programming. Part 2 "suggests to teachers specific methods, materials, and activities for teaching about TV" and reviewing & analyzing programs.

**Stations in Editorial Battle:** WTVJ (Ch. 4) and WCKT (Ch. 7), both Miami, have been putting on a war of words over the issue of city government. Last week WTVJ claimed a victory in its campaign for Miami City Manager Melvin A. Reese when that municipal official was reinstated. WCKT had opposed Reese with a public-affairs documentary entitled "Condemned" which had criticized the city's delay in slum clearance and had led to the tem- July 30, 12:30 p.m.) on the CBS-owned station.

**Another Station Becomes Press Critic:** KMOX-TV St. Louis is the newest station to set up a critique of the press ("newspapers & magazines in this area"). Said vp & gen. mgr. Gene Wilkey: "*KMOX-TV Views the Press* will examine just how well the press bears its responsibility, and each program will be an appraisal & analytical review of the printed page." The show premiered last weekend (Sun. July 30, 12:30 p.m.) on the CBS-owned station.

**Williamsburg Documentary:** WBNS-TV Columbus, O. featured the world premiere of "Music of Williamsburg" last week (July 27, 10:30 p.m.). The 30-min. film documentary, concerned with colonial Williamsburg and pre-Revolutionary America, is available free to TV stations from Hugh DeSamper, Colonial Williamsburg Press Bureau, Williamsburg, Va.

**Community-Service Show:** *Focal Point* is the name WJZ-TV has given to its "continuing conference on community progress," a series of 26 programs to run every other week for a year. The show is conducted in co-operation with the Greater Baltimore Committee and Johns Hopkins University. Mayor J. Harold Grady and Sen. Harrison Williams will participate in the kick-off Oct. 2.

**Public-Service Booklet:** WJXT Jacksonville, Fla. (Post-Newsweek station) has described its news, public-affairs, cultural and documentary programs in a 20-page booklet called *Awareness*. This 2nd annual report is an account of the 1,225 hours (equivalent to 68 broadcasting days) of public-service programming (local & CBS) carried in 1960.

**WDSU-TV Covers City Council:** The New Orleans station's cameras moved twice into the chambers of the City Council for live coverage of the deliberations of the city officials to find a replacement for Mayor deLesseps S. Morrison who had resigned to become Ambassador to the Organization of American States.

**WJXT Local Teenage Idea:** The Jacksonville station put on "A Chance to be Heard" last Thursday at 10:30 p.m. The show, part of WJXT's documentary *Project 4* series featured a local psychologist, Dr. Edward Flemming, leading a discussion among 6 teenagers. They discussed sex attitudes, school cheating, drinking, parental discipline.

**Flexible ETV at CBS:** Unlike NBC-TV's early-a.m. *Continental Classroom*, which is carried by stations on a strict live-network basis, CBS-TV's *The College of the Air* (produced in conjunction with Learning Resources Institute) will operate this fall on a flexible schedule. CBS will feed the 30-min. daily ETV show at 1-1:30 p.m. starting Sept. 25, but stations will be able to tape it, play it when they find a convenient regular slot, and even pick their own starting date with as much as a full month's leeway. As a result, CBS estimated last week, *The College of the Air* will be "on the air somewhere in the U.S. virtually throughout the daylight hours and into the evening." First course in the series will be "The New Biology," taught by Dr. Ray Koppelman of U. of Chicago.

## Film & Tape

Our Man in Havana Dept.: When Al Lanken, Southern regional sales rep for Official Films, boarded an Eastern Air Lines Electra in Miami July 24, he was headed—as far as he knew—for a sales call in New Orleans. Under his arm was the audition print of the Official Films-distributed reruns of *Peter Gunn*—an episode titled "The Long, Long Ride." What Lanken got, though, was the wrong, wrong ride, for presently his plane—hijacked by a Cuban gunman—had landed in Havana and, on the other side of the field, Soviet astronaut Yuri Gagarin was making a triumphant arrival. Lanken got back to Miami with the plane's other passengers after a couple of days of sitting around the Havana airport hotel and proceeded to New Orleans, still clutching his *Peter Gunn* print. (NBC News correspondent Herb Kaplow, in Cuba last week to cover Gagarin's visit, got an exclusive interview with Castro following the plane hijacking. Reported Kaplow: "Castro [at a reception for the Russian spaceman] said he did not know the man who hijacked the plane.")

Office of Civil & Defense Mobilization's *Retrospect* (13-episode, 15-min. documentary series based on famous newsreel footage and narrated by Douglas Edwards) has been requested by some 200 stations since its release 2 months ago. Prints are issued free, providing the interested station carries the complete series.

Canadian Bcstg. Corp.'s 12-station French-language TV network has bought 15 MGM pre-1948 feature films. Other MGM pre-1948 Canadian sales include: CKCO-TV Kitchener, Ont. (the complete feature library—over 700—plus MGM's complete short subject library), CFTO-TV Toronto (125 feature films and short subject library), and CFCY-TV Charlottetown, P. E. I. (48 features).

## HOLLYWOOD ROUNDUP

"Blacklist" Writ Refused: U. S. District Court Judge Edward A. Tamm in Washington has refused to order the motion-picture industry to lift its ban against employment of writers & actors suspected of being Communists. He turned down a plea for a temporary injunction by a dozen plaintiffs in a $7.7-million damage suit against alleged "blacklisting" by the industry (Vol. 17:12 p9). The writ had been sought as a preliminary move by the plaintiffs in their antitrust action. The validity of the ban will be tested later in actual trial of the suit.

Videotape Productions has joined with tape producers International Video Tape (Beverly Hills) and WFAA-TV Dallas to form the first video-tape recording "network." To cut costs of transporting production people to a client's home city, the network "affiliates" will make their facilities available to each other as needed.

Westrex's New California Address: 335 N. Maple Drive, Beverly Hills. After 25 years at 6601 Romaine St. in Hollywood, the Westrex Recording Division of Litton Systems has moved to a larger, 30,000-sq.-ft. building adjoining the hq of parent Litton Industries.

Screen Gems has completed a pilot for *The Seekers*, a Clarence Greene-Russell Rouse-produced adventure series dealing with research scientists. Casting is now under way and production is slated for fall.

## NEW YORK ROUNDUP

Filmaster, one of the few film companies with a first-run show in syndication, has signed 2 regional sponsors in multi-market deals for *Beachcomber*, a 30-min. action-adventure series now in production at Winter Park, Fla. The deals: American Stores (a supermarket chain) has bought the series for 4 large Eastern markets, including Philadelphia and Baltimore. Stretmann Biscuit has signed for 6 Southern cities, including Nashville and Birmingham. TV Stations Inc., the film-buying advisory organization owned by a large group of stock-holding stations, has been instrumental in launching *Beachcomber* by recommending it to TSI stations in exchange for some market exclusivities and production supervision.

CBS Films cartoon characters Mighty Mouse, Deputy Dawg, Muskie the Muskrat and Vincent Van Gopher have been chosen by the U.S. committee for UNICEF to promote its 1961 fund-raising campaign. A 15-min. recording explaining the drive will be distributed to radio stations next fall. The continued commercial appeal of Deputy Dawg was also noted by CBS Films. Recent orders for a 2nd run on the 26-episode, 30-min. series total 58, including sales to H. W. Lay Co. in 46 Southeastern markets, to MetroMedia's 5 stations, and to 7 other stations.

MGM Telestudios, formerly the NTA-owned tape-production concern, expects soon to make a bid for TV commercials now shot on location by film producers. The MGM subsidiary has acquired a location area at New Hope, Pa. and has equipped a small truck as a field unit containing an Ampex recorder, sound facilities and a single camera. The unit does not have the control-room facilities associated with multi-camera remote units, but MGM Telestudios claims it has the advantage of extreme mobility. A package rate of $4,900 has been established by MGM at New Hope, covering a 10-hour shooting day.

Video-Tape Standards Group: The American Standards Assn. has accepted a request by SMPTE for the establishment of an ASA committee on video-tape recording. To be known as the ASA Sectional Committee on Magnetic Visual-Aural Recording Systems, the committee will be composed of manufacturers, consumers & representatives of other groups. It will consider all proposed American standards for magnetic tape recording.

Add Syndication Sales: Ziv-UA's *King of Diamonds* has added 7 sponsors & 10 stations, reaching its season high of 171 markets. New stations signing for the series: KGO-TV San Francisco, WJAR-TV Providence, WMCT-TV Memphis, WINK-TV Ft. Myers, Fla., KHSL-TV Chico-Redding, Cal., KOLN-TV Lincoln, Neb., WEHT Evansville, Ind., WTVH Peoria, Ill. and WSFA-TV Montgomery, Ala.

Niles Broadens Name: Fred A Niles Productions Inc., Chicago & Hollywood film & "business theater" producer, has changed its name to Fred Niles Communications Centers. A company announcement said the new name reflects expansion & diversification of the firm's business since its start as a movie-maker.

Seven Arts scored its 100th station sale of the Vol. I Warner Bros. post-1950 features last week with the signing of WSAZ-TV Huntington, W. Va. Sales for 7 Arts' Vol. II package are now up to 34 markets, with WHP-TV Harrisburg, Pa. and WJAC-TV Johnstown, Pa. the latest buyers.

## Networks

**CTV Signs Pact for Microwave Service:** Canada's new private TV network (Vol. 17:17 p11) last week signed an $11-million, 7-year contract with Bell Telephone of Canada (an AT&T subsidiary) to furnish microwave facilities for its 3,900-mile, coast-to-coast operation. CTV Television Network Ltd. is slated to commence telecasting between Montreal & Toronto early in August and will expand into national service by June 1963.

When completed, the coast-to-coast network will bring CTV programming to 65% of Canada's TV viewers, according to CTV Pres. Spence Caldwell. The network's long leg from Toronto west to Vancouver is scheduled to be operative by the fall of 1962—a year earlier than anticipated. The final network link, from Montreal east to Halifax, will be completed by June of the following year.

CTV will use the $50-million microwave radio relay facilities completed in 1958 and operated by the 8 companies that comprise the Trans-Canada Telephone System.

### NETWORK SALES ACTIVITY

ABC-TV

**The Steve Allen Show,** Wed. 7:30-8:30 p.m., part. eff. Oct. 4.
*Sandura* (Hicks & Greist)

**Daytime programming,** Mon.-Fri. part. eff. Sept. 24 & 26.
*Chemstrand* (Doyle Dane Bernbach)
*Standard Brands* (J. Walter Thompson)

**Alcoa Presents,** Tue. 10-10:30 p.m., part. eff. Oct. 4.
*Alcoa* (Fuller & Smith & Ross)

**All Star Football,** Fri. Aug. 4, 10 p.m.-conclusion, partics.
*Alberto-Culver* (Compton)

**American Football Post Game Scoreboard,** Sun. & Thu., part. eff. Sept. 17.
*Bristol-Myers* (DCS&S)

CBS-TV

**Daytime programming,** Mon.-Fri., part. now & fall.
*P. Lorillard* (Grey)
*Noxzema* (SSC&B)

**Daytime programming,** Sat., part. eff. Oct.
*Luden's* (J. M. Mathes)

**The Garry Moore Show,** Tue. 10-11 p.m., co-sponsorship eff.
*Oldsmobile* (D. P. Brother)

NBC-TV

**Bullwinkle,** Sun. 7-7:30 p.m., part. eff. Nov.
*Idcal* (Grey)

**Laramie,** Tue. 7:30-8:30 p.m., part. eff. Oct.
*Luden's Inc.* (J. M. Mathes)

**World of Bob Hope,** Sun., Oct. 29, 7:30-8:30 p.m., full spon.
*Purex* (Edward H. Weiss)

**Hallmark Hall of Fame** (Macbeth), Fri. Oct. 20, 8:30-10:30 p.m., full sponsorship.
*Hallmark* (Foote, Cone & Belding)

**Sugar Bowl Game,** Mon., Jan. 1, participations.
*Brown & Williamson Tobacco* (Ted Bates)

**Daytime programming,** Mon.-Fri., part. eff. Aug. 28.
*H. J. Heinz* (Maxson)

**Pro championship game,** Sun., Dec. 31, participations.
*George Wiedemann Brewing* (DCS&S)
*Speedway Oil* (W. B. Doner)
*American Oil* (D'Arcy)

**Dinah Shore Show,** Fri. 9:30-10:30 p.m. (monthly), co-sponsorship eff. Oct. 6.
*Sperry and Hutchinson* (SSC&B)

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Reassurance at CBS-TV: A July 26 *Variety* story suggesting that CBS's William Paley might be selected for the Kennedy cabinet and that Frank Stanton would also move on to government, education, or public service, elicited the following terse memo "from Messrs. Paley and Stanton" to personnel at CBS: "In case you are bothered by today's *Variety* article on page 21, it's utter nonsense."

**Canadian Production Boom:** With an eye toward filling the coming live & film TV program demand from Canada's 2nd network (Vol. 17:17 p11), Canadian production sources are busily expanding. Added impetus (and production) is provided by (1) BBG's authorization to Canadian TV Network to provide at least 10 hours of programming weekly, and (2) a favor-Canada quota which requires that 55% of the network's programming be of Canadian production.

NBC Canada Ltd., a subsidiary of NBC Enterprises div., last week established a Toronto production unit with which it hopes to make a bid in the Canadian live-program field. Roger Muir and Robert (Nick) Nicholson have been named exec. producers of the unit's first group of live shows offered to both CBC and CTN: *It's a Hit* (musical), *Celebrity Crosswords* (panel show), *For the Love of Mike* (situation comedy), *I Predict* (interviews), *Family Classic Theatre* (drama), and *Big News* (news game).

On the film-TV side, Ottawa's Crawley Films Ltd. has received what amounts to a strong boost from BBG in setting up a Canadian TV-film industry. Crawley Films is no stranger to telefilm production, having been co-production partner(with, incidentally, NBC Films)in *R.C.M.P.*, an action-adventure series now in U.S. syndication. Crawley now has a co-production deal for a follow-up "Mountie" series with Mark VII Productions, Jack Webb's firm. Crawley's latest venture is the production of *The Wonderful Wizard of Oz*, a Videocraft International Inc. 5-min. animated series originally scheduled for production (mostly because of low costs) in Japan. The production contract came to Crawley, in part, because BBG agreed to give Videocraft Canadian-quota approval for another animated series, the Japanese-produced *Pinocchio*, if the *Oz* series were to be produced in Canada. A cast of Canadian actors has been assembled by Crawley for the *Oz* soundtracks and the firm is rounding up 35 Canadian animators.

The prospect of an upbeat in Canadian production is attracting production executives from the U.S. Ted Cott, who recently resigned as NTA bcstg. div. vp (Vol. 17:28 p4), has organized Oakland Co. to serve as an independent production source for CTN. Cott also intends to produce Canadian radio shows & records. CTN's original deal with Cott called for his services as a consultant. Also planning to invade Canadian production is Filmways, a N.Y. film commercial firm whose activities have recently been expanded to include program production & studio ownership.

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**CBS Revamps Daytime Schedule:** A daily public-affairs show aimed at women, 2 newscasts and the expansion of a juvenile-appeal morning show were highlights of a revamped daytime program structure announced last week by CBS-TV.

Starting Oct. 2, the 10-10:30 a.m. reruns of *I Love Lucy* will be dropped. In their place will go a new program series from CBS News, tentatively titled *Calendar*. Backbone of the series will be features & news, with guest authorities, and CBS correspondent Harry Reasoner as acting newscaster.

Two new daily 5-min. news programs—the first at 11:55 a.m. and the 2nd at 3:55 p.m.—will also start on Oct. 2, and will also be slanted to distaff viewers.

A 15-min expansion of *Captain Kangaroo*, currently scheduled Mon.-Fri. 8:15-9 a.m., was also announced by CBS. The change, however, means the loss of a newscast series, since *Captain Kangaroo's* new 8-8:15 a.m. segment absorbs the present *Richard C. Hottelet With the News.*

## Stations

TV Saturation Confirmed: Supporting industry estimates of the degree of saturation of U.S. homes by TV sets, the Census Bureau estimates that 86% of 53 million households had at least one set last year. Based on preliminary findings in the govt.'s 1960 census of housing, the figure is just a shade under the 87.1% saturation point reported for 1960 by NBC (TELEVISION FACTBOOK No. 32, p. 28). The Census Bureau tabulation shows that about 10% of the households had 2 or more TV sets last year, that 91% had at least one radio and 1/3 had 2 or more radios (excluding car sets). Other 1960 household-appliance census data: Washing machines were in 62% of households, electric dryers were in 10% of homes last year, home freezers were in one household in 6.

Fluorescent Tower Paint Lauded: Better visibility & durability can be obtained by painting TV & radio towers with Day-Glo orange fluorescent paint. So said ABC engineering vp Frank Marx, in terming a 2-year experiment on the WABC radio transmitter in Lodi, N.J. "an unqualified success." The top 100-ft. section of the tower, painted with Day-Glo, has shown no signs of wear, he said, while the rest of the tower (painted with standard paint) has faded and soon will need repainting. Marx said airplane pilots have praised the Day-Glo paint for outstanding visibility and ABC Radio is recommending it to its affiliates because of its maintenance cost advantages. Special FCC approval is required for the use of non-standard tower paint.

Collins Weighs Top Assistants: Word in Washington is that NAB Pres. Collins is strongly considering recommending to the Board the advancement of Govt. Relations vp Vincent Wasilewski to exec. vp. Also reportedly in the running for the job is station-relations mgr. William Carlisle. For vp & dir. of the proposed new Code Authority, with responsibilities for both TV & Radio Codes, Collins is understood to be considering Robert Swezey, ex-pres. of WDSU-TV New Orleans.

McLendon Buys Buffalo Radio: McLendon Corp. of Dallas has purchased WBNY Buffalo (250 watts, 1400 kc, unlimited) for $650,000 from Peter Straus and associates. The purchase is contingent on McLendon's sale of its present Buffalo area radio, WYSL (1 kw, 1080 kc, daytime only). Other McLendon radio stations are KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, WAKY Louisville, and KABL Oakland-San Francisco.

Mutual Now in 49 of Top 50: Radios KLIV San Jose and WRVM Rochester, N.Y. joined MBS July 23 and 31 to give that network outlets in 49 of the top 50 U.S. markets. In the week of July 17, Mutual added KHAK Cedar Rapids, WJRL Rockford, Ill. and WCMA Corinth, Miss. Mutual shifts Aug. 14 from WINF Manchester to WCCC Hartford.

Seeking Community Needs: KHOL-TV Kearney & KHPL-TV Hayes Center, Neb. have formed a permanent 8-member committee of leading citizens within their areas to meet periodically and advise station executives on the needs of their communities and how the stations may best serve them. On the committee are farming leaders, educators, scientists and clergymen.

Station Facility Changes: KOOL-TV (Ch. 10) Phoenix, Ariz. placed its new GE 35-kw transmitter with a 10-kw driver into operation July 21 • WITN (Ch. 7) Washington, N.C. has set a Sept. 1 target for move to new 1500-ft. tower • WPRO-TV (Ch. 12) Providence, R.I. has Oct. 1 target for move of transmitter to Rehoboth, Mass.

## Community Antenna TV

Another Court Attack on CATV: Already fighting a major battle against United Artists, the Clarksburg, W. Va. CATV system Fortnightly Corp. has been hit by another suit. WSTV Inc., operator of WBOY-TV Clarksburg & WSTV-TV Steubenville, has filed in the U.S. District Court in Fairmont, charging the system with illegal pickups of WSTV-TV Steubenville and with unfair competition to WBOY-TV. The new challenge came just after a San Francisco federal court had ruled that a Twin Falls, Ida. system violated no law in picking up signals of Salt Lake City stations (Vol. 17:27 p2).

Sammons Buys Oil City CATV: The price of a CATV system was reported last week, a rare occurence—$550,000 for the 4,200-subscriber Oil City, Pa. firm. Fortnightly Corp., headed by Nathan Levin sold it to National Trans-Video Corp., owned by multiple-system operator C. A. Sammons, Dallas. The system will be operated by Systems Management Co., a subsidiary of brokers Daniels & Associates which handled the transaction.

H&B Buys Colorado CATV System: H&B American Corp., which owns & operates numerous U.S. CATV systems via subsidiary Transcontinent Communications System, has purchased for an undisclosed sum Trinidad Community Television, Trinidad, Colo. The system began operation in May 1953, had 2,340 subscribers in March '61.

## Auxiliary Services

Vhf Translator Starts: K$\phi$3AC Palmer, Alaska began June 30 repeating KTVA Anchorage • W13AA Monticello, Ky. started July 10 with WBIR-TV Knoxville, Tenn. • K13AI Hulett, Wyo. began July 8 with KOTA-TV Rapid City, S.D. • K10AT & K13BC Circle, Mont. started May 22 with KUMV-TV Williston, N.D. & KXGN-TV Glendive, Mont. • K$\phi$7AZ Hoven, S.D. began July 25 with KDLO-TV Florence, S.D. • K13AB Kadoka, S.D. started July 15 with KPLO-TV Reliance, S.D. • K11AD Loma, Mont. began July 17 with KFBB-TV Great Falls, Mont. • K$\phi$3AB Delta Junction, Alaska started July 15 with KTVF Fairbanks • W$\phi$8AA Midland, Md. began July 20 with WMAL-TV Washington, picking it up via W80AB Frostburg, Md.

Argument Against Pay-TV Test: Connecticut Committee Against Pay TV and other movie exhibitors, in a brief supporting their appeal against FCC's decision allowing RKO General to test in Hartford, offered the following conclusions in a 47-page document filed with the D.C. Court of Appeals: (1) FCC doesn't have legal power to grant the test. (2) Even if FCC does have the power, it erred because RKO didn't fulfill the Commission's requirements for a test. (3) RKO offered "practically non-existent program" plans. (4) The test will not give "any useful & meaningful information." FCC & RKO have 30 days within which to file their briefs.

Green Light for Telemeter: In Little Rock, Ark., a 3-man board of the state's Public Service Commission rendered a unanimous decision in favor of Telemeter July 28, ordering Southwestern Bell Telephone Co. to file pay-TV tariff rates and to provide necessary services to Telemeter franchise-holder Midwest Video. The ruling ended several weeks of on-&-off debate as to whether pay-TV was "in the public interest." Chief opponent had been the Theater Owners of America's anti-pay-TV committee (Vol. 17:5 p3; 17:26 p9). In N.Y., Telemeter officials hailed the decision as "an important & basic victory for pay TV."

**Television Digest**

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WALTER H. ANNENBERG, *President*
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JAMES T. QUIRK, *Business Manager*
JAMES B. DELEHANTY, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
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DAVID KAUFMAN

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**Personals:** **Martin Brown** elected vp & treas., ABC, continuing as AB-PT treas. **Michael P. Boland** named vp for financial controls . . . **Peter M. Affe**, ex-daytime program operations mgr., NBC-TV, appointed station mgr., WNBC-TV N.Y. . . . **Daniel B. Burke** named gen. mgr. WTEN Albany, succeeding **Thomas S. Murphy**, who is also exec. vp, Capital Cities Bcstg. **Charles G. Pogan** appointed program dir., Capital Cities TV stations. **William J. Lewis** named sales dir.

**Harrison E. Mulford Jr.**, ex-NBC, named Eastern sales mgr., ABC-TV National Station Sales. **John A. McElfresh**, ex-CBS Spot Sales, appointed sales mgr., ABC-TV National Station Sales Chicago office . . . **May Dowell** promoted from mgr., CBS News special projects dept., to dir. of the dept. . . . **Keith T. McKenney**, ex-WJBK-TV Detroit, named managing dir., WSPD-TV Toledo, succeeding **Joe Evans**, recently appointed gen. mgr., Storer Programs Inc. **Floyd E. (Bud) Beaston** resigned as gen. sales mgr., WSPD-TV . . . **Howard Lloyd** will manage Storer Programs Inc. Western states div.

**Harold Cowgill's** return as an associate of Smith, Hennessey & McDonald, Washington law firm, formally announced (Vol. 17:20 p18) . . . **Arthur C. Nielsen**, founder & chmn., A. C. Nielsen Co., appointed Knight of the Order of Dannebrog by the King of Denmark for his contribution to strenghtening Scandinavian-American cultural relations . . . **Charles Fritz**, John Blair Co., named pres. of new Detroit chapter of Station Reps Assn.

**Edward F. Ryan**, ex-WHTN-TV Huntington-Charleston, WBZ-TV Boston and WHEN-TV Syracuse, joins WRC-TV in Washington (where another Edward F. Ryan is WTOP-TV news mgr.) as advertising & promotion mgr.

**David Klinger** promoted from business-affairs dir. to administration vp, CBS News. **Robert Lang**, CBS News vp, will concentrate on sales & sales administration of news & public affairs programs. **Ernest Leiser** named asst. gen. mgr. for TV, CBS News . . . **Gene Thompson** named ARB sales promotion mgr. He is succeeded as advertiser-service dept. account rep by **Robert D. Welsh.**

**Anthony Reda** named TV dir., U. of Detroit . . . **Dick Doan** appointed TV-radio editor, *N.Y. Herald Tribune*, succeeding **Hy Gardner**, who will devote all his time to his general news & commentary column. **Marie Torre** will continue her column . . . **Arthur Elliott**, ex-KXTV Sacramento, named program & operations dir., KOTV Tulsa . . . **Jack Ware** returns to KOOL-TV Phoenix as news dir., after 18 months, during which he operated his own ad agency . . . **Cliff Kirtland**, Transcontinent Television Corp., won the Storer Cup for low golf net score at RTES Fun Day July 25th at the Pelham Country Club. His score was 69 gross, 4 handicap, 65 net . . . **Sheldon Saltman**, ex-WBZ-TV Boston, appointed promotion mgr., WJW-TV Cleveland.

**Sam J. Slate**, vp-gen. mgr., WCBS Radio, named chmn., RTES legislative committee, succeeding **Joel F. Berson.**

**Manolo Reyes**, Latin news editor at WTVJ Miami, was cited by Miami Mayor Robert King High for "his work in promoting good will & understanding between the people of Miami & the growing Latin American colony." (The station broadcasts 2 Spanish-language newscasts daily.)

**Larry Walker**, exec. vp-gen. mgr., WSOC-TV Charlotte, N.C., appointed to the N.C. State Board of Education's Advisory Committee on Educational TV . . . **Herb Dudnich** and **Don Bustard**, reporter & soundman respectively, for WRCV-TV & WRCV Philadelphia, were injured last week while covering the community meeting that turned into a riot when Mayor Richardson Dilworth arrived to discuss his plan to charge $40 a year for overnight parking on the street.

**Frank Bourgholtzer**, who has served as an NBC Bureau chief in Paris, Bonn & Vienna, has been assigned to Moscow as the network's correspondent. He replaces **John Chancellor**, who has returned to N.Y. as Dave Garroway's replacement on *Today*.

**Bernard H. (Pop) Linden**, 67, engineer-in-charge of FCC's Los Angeles office, retires July 31 after 44 years of federal service which started with Commerce Dept.'s radio field office in San Francisco. **J. Lee Smith** will serve as acting chief.

***Obituary***

**John B. Kennedy**, 67, radio commentator, writer & editor, died in a Toronto hospital July 22 after an intestinal operation. He earned the title of the first TV personality when he served as master of ceremonies for RCA's first TV transmission in Camden, N.J. As managing editor of *Collier's*, his introduction to broadcasting came in the early 1930s, when he served as director of a radio program sponsored by the magazine. As announcer, newscaster & commentator, he served on the staffs of all 4 radio networks, and since his 1950 retirement he did four 5-minute commentaries weekly for MBS. He is survived by his wife & 2 daughters.

**James T. Brennan**, 46, FCC attorney in the general counsel's office, died of a heart attack July 25 while on vacation at Rehoboth Beach, Del. Last December, the Commission awarded him a commendation for his work, including activities as FCC counsel in several important TV hearings which explored charges of *ex parte* representations. His wife, son and daughter survive.

**Edwin J. Paxton Sr.**, 84, owner & publisher of the *Paducah Sun-Democrat*, died July 22 at Lourdes Hospital, Paducah, Ky. (The Sun-Democrat owns WPSD-TV Paducah and is part-owner of radio WFRX West Frankfort, Ill.) Paxton leaves his wife, 2 daughters and 3 sons.

**Bernard W. Cruger**, 59, mgr. of transmitters & technical maintenance, WRGB and radios WGY & WGFM Schenectady, died of a heart attack July 23. He had been with WGY for 34 years.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**6.2-MILLION SALES, SHORTAGE LIKELY—MANSFIELD:** Retail TV sales this year will total at least 6,220,000, "and we can expect either a rapid increase in production rate for the industry by midsummer, or a shortage of sets this fall." So said industry's "Mr. Statistics," EIA Marketing Data Policy Committee Chmn. Frank Mansfield in a report to EIA's Consumer Products Div., released last week (p. 1).

More emphasis is added to Mansfield's report—prepared June 16—by preliminary retail sales estimates for full month of June. They show retail TV sales about 32% ahead of June 1961, and at an annual rate (seasonally adjusted) of more than 8 million sets. Mansfield pointed out that April-May sales were at a 7.1-million-set-a-year pace. As of June 1, inventories at all levels totaled about 1.7 million, down from all-time high of 2.8 million late in 1956.

Industry's tight inventory control has resulted in cutting stocks down to about 2.8-month supply at all levels—in sharp contrast to previous occasions when the figure went as high as 5½ or 6 months' supply. During first 5 months of this year, Mansfield notes, retail sales have totaled 2.15 million, while production totaled 2.18 million (or an average of 435,000 sets a month). He estimates that during the last 7 months of year, 4.07 million sets will be sold to public, requiring 7-month production of 4.44 million (680,000 sets a month). Inventories, which stood at 1,705,000 on June 1, will have to be built up to 2,075,000 at year's end to support the anticipated level of sales—in short, an inventory increment of 370,000.

With TV sales now mainly a more-or-less-predictable replacement & 2nd-set market, Mansfield anticipates that retail sales will level off in the 6.2-6.4 million area annually from now through 1970.

Much of Mansfield's report was devoted to explanation of EIA's decision to discontinue collection of TV-radio-phono retail sales statistics after the July tabulation (Vol. 17:22 p16). He cited principally the inequities in budgeting the high cost of retail sampling among EIA members (some of whom had no use for them) as well as rising costs of sampling the increasingly complex retail trade. He pointed out that there is "considerable interest" in his Committee's proposal that manufacturers who still need retail sales figures join together to gather it through a market research organization, either directly or through EIA.

EIA began compiling retail sales figures in 1951, when inventories were fluctuating wildly. Mansfield credits this statistical service with having helped to develop the "astute & mature industry" which now exists, in which inventory excesses have almost disappeared. Nevertheless, he adds:

"It is perhaps a bit ironic that the program was started by EIA at a time when the industry was worried about the large size of its total inventory, and that we are making a change in techniques when inventories are probably much too low to support the inevitable demand for sets that will accrue as we depart from a demand that was primarily for initial installation and move into a market which, in the future, will be primarily activated by demand for replacement sets and those needed for multiple set ownership."

**DISPUTE RAGES OVER 'COMPACT' COLOR TUBE:** Motorola taunted RCA last week by displaying to newsmen a working model of its developmental 23-in. rectangular color tube with 90-degree deflection angle—5 inches shorter than RCA's 21-in. round 70-degree tube (Vol. 17:27). "We would like to force the industry to move a little faster," Motorola consumer-products exec. vp Edward R. Taylor told us. "With a tube like this, the industry could sell 300,000-600,000 color sets a year at present prices."

Retorted RCA group exec. vp W. Walter Watts in a later interview: "Anybody can make a few samples of anything. We do not know how to make a rectangular tube that will perform as well and cost as little as the round tube." It would take years of development, millions in tooling, to make such a tube in production, he added—and it would result in more expensive color sets.

Tube-industry people took skeptical stand, not yet having seen Motorola's tube—but they tended to side with RCA, lacking anything to convince them otherwise. Here are both sides of last week's story:

Motorola showed the tube to newsmen, large dealers and some competitors (including RCA) in N.Y. It was mounted in a Drexel cabinet no bigger than a 23-in. b&w set. Both color & b&w pictures were demonstrated. Showing was followed up with full-page ads in Wall Street Journal and other papers proclaiming: "Motorola Announces a New & Significant Advance in Color TV."

Tube was developed in 44-day period between May 16 & June 29 by Motorola engineers working with Chicago tube maker National Video. It uses shadow-mask principle employed in RCA tube. "A decided improvement, but not the breakthrough," was the way Taylor frankly charaterized it. "We showed it can be done," he said. "We've put nearly $100,000 into it. It's up to the tube industry to take it from here."

"We're sure somebody's going to make this tube," said Taylor. He added that Motorola believes bulkiness of present sets is prime obstacle to color-TV sales—and his company has been the sole big-volume hold-out against the color-TV bandwagon. Taylor claims industry color sales totaled less than 125,000 last year.

Why did Motorola choose to demonstrate & publicize a color tube at this time? Replied Taylor: "We've been after RCA for several years to come up with a thinner tube. At first we got some encouragement, but now we're told it will be 2 years before they have a 90-degree tube and another year before there's a rectangular version. Everyone's looking to RCA to do it, but RCA apparently wants to work off the tooling investment in its 21-inch tube. The rest of the industry is asleep. We're not new in color work. One out of 3 Motorola employes is an engineer, and we are now making more money on color-set production than anybody in the business—because of royalties from 14 basic patents we own."

The tube could be in production within a year, Taylor said. "Of course, if somebody comes out with something better in the meantime—like a 110-degree tube, for example—we'll go for it." In the meantime, no color from Motorola.

Color set using 23-in. wide-deflection tube can be produced for about same price as current 21-in. sets, Motorola engineers said. The set shown used standard 23-in. b&w tube bulb, doctored up, and with wider neck affixed, but they said slightly different bulb would have to be engineered for production color use, and another 1½ inches could be taken from length. However, explained chief color-TV engineer Karl Horn: "This tube can be produced by any tube manufacturer now making 23-in. black-&-white tubes. It would keep investment costs at a minimum. It's based on tube makers' present equipment & know-how."

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RCA's reaction was immediate. "We have experimented with a number of different color tubes, including 23-in. rectangular tubes," said Watts, "but the color tube currently in use is the only one that meets our rigid standards." If samples of Motorola's tube are made available, he continued, "we shall be happy to evaluate its ability to meet our high specifications."

We asked Watts to elaborate. "In the first place, we learned long ago that you can't make a color tube out of black-&-white glass. Special glass is required for color tubes, because the voltages used would otherwise cause glass browning, and 'poison' the phosphors & cathode. Regular black-&-white glass can't meet the precision requirements for the close tolerances required in color. As to a 90-degree tube, the increase in deflection angle requires more power and greatly increases the difficulty of laying the color dots on the screen and controlling the electron beam."

What effect would a "compact" color tube have on sales? "We've been through all the arguments, and have concluded that the success of color depends on a combination of 2 things—a good picture, and good programming & lots of it."

Price of "compact" color set, if it could be made in production now, would be considerably higher than present sets, said Watts. He said Corning had given RCA a price of $19 for rectangular 90-degree color bulbs in production quantities, as opposed to $15 for present round bulbs. In addition, component costs would go up because of higher voltages required.

"Even if all the problems were licked, I don't think anybody could get into production before 1963. "You wouldn't be able to get the tube mold before the middle of next year," he said. "We're willing to look at the tube, if they'll give us a sample to evaluate in our own labs, but we were told we'd have to look at it at their plant," he added. "If they really want the tube industry to make it, why don't they include us?"

Is RCA's indignation a cover-up for a top-secret plan to change tube sizes & shape later? Replied Watts: "As of this moment, I know of no method to make a tube which would give a picture as good as the one we have. I'm not naive enough to think we'll never change, but I now can foresee nothing to change the type or shape of the color tube. There's nothing in sight to even make it possible to name a speculative date."

Will Motorola's compact-tube campaign affect sales of current-style color-TV sets? "Not one iota," snapped Watts.

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We went to 3 other tube-industry officials for their views. Harold Cole, sales vp of National Video, which worked with Motorola on the compact tube, conceded that special glass & special tube molds would be required if tube went into production. "It would take many hundreds of thousands of dollars & many months, but we proved it can be done. We once thought it was impossible to make a rectangular black-&-white tube, but we've learned that things we think are improbable today are practical tomorrow." He estimated it would cost about $500,000 more to fully develop the tube. This, he said, would have to be backed by set makers.

Two other tube-industry figures thought Cole was a little optimistic. Said one: "From the glass standpoint alone, there's millions of dollars to be spent & years of work to be undertaken in a venture like this."

Said a very large tube maker (not RCA): "We haven't seen their tube yet, but a lot of people have thought about the general concept of a rectangular color bulb. Recognizing that using a 90-degree rectangular bulb multiplies the problems involved, I don't think a lot of people are going to jump into this. Could it be done/ Of course it could. But my guess is that if you put a real task force on this problem, you'd still be several years from the solution."

The compact color set will be shown to tube & set makers during next few weeks. Style-conscious Motorola insists the lack of an available "modern-shaped" picture tube is its only reason for abstaining from color now, and its developmental set is a challenge. It hopes somebody will accept the challenge. Preferably somebody whose initials are R.C.A.

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 21 (29th week of 1961):

| | July 17-21 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 111,100 | 86,259 | 69,944 | 3,076,318 | 3,133,488 |
| Total radio | 305,206 | 215,396 | 241,005 | 8,232,494 | 9,140,538 |
| auto radio | 78,949 | 67,641 | 93,638 | 2,606,494 | 3,561,206 |

**Color Sales Rising:** *Wall Street Journal* took a look at color TV last week and found that set sales this year are ahead of last year, but that even if 1961 sales reach 225,000 sets, this will be only 4% of anticipated industry-total TV-unit sales of 6 million sets.

Motorola's estimate that the industry sold less than 125,000 color sets last year (see p. 16) isn't included in the story, which repeats the generally accepted figure of 150,000 sets as last year's sales total. The roundup comes up with these sales increase percentages: RCA color sales, up 20-25% from first-half 1960, with a company executive predicting that industry sales for the full year will be more than 50% greater than last year. Admiral, first-half sales up 45%. Magnavox expects its 1961 color sales to triple the number sold in 1960.

Is color TV a profitable manufacturing business? RCA and several others say it is. The *Journal* also carries some dissents: From a GE executive: "We'll lose a few bucks on color, but it's a necessary evil needed to round out the product line. You've got to protect your dealers, because if you don't have color sets, they'll go over to someone who has." From Olympic Sales Corp. Pres. Morton M. Schwartz: "Color is a break-even thing, and it will stay that way until there is a technological breakthrough enabling us to sell a color set for about $100 more than a black-&-white set."

**547,320 Color TVs in 50 Markets:** So adds up July 10 *Television Age* after a joint survey with an unnamed ad agency. The top 10 color-set markets: N.Y. (92,000 sets). Philadelphia (48,000). Chicago (42,200). Los Angeles (35,000). San Francisco (28,500). Cincinnati (27,000). Detroit (19,000). Milwaukee (14,500). Atlanta (13,200). Cleveland (12,000). Among the runners-up: Boston, 12th with 10,600. St. Louis, 15th with 9,200. Washington, 19th with 7,500. Miami, 25th with 5,300.

**Hodges Calls for Color-TV Push:** One way to get the national economy moving forward again, the Commerce Secy. suggested last week, is to promote new & upcoming products. Among them: Color TV, electronic ovens, electronic refrigerators, home TV tape recorders. He said that more intensive promotion of such products & developments would create more employment among suppliers, manufacturers, retailers and other industrial & service groups.

**Suggests New Market for Sets:** English farmer Charles Pidgeon has found a way to get more out of his cows, reports AP. He mesmerizes 'em with TV. Pidgeon installed TVs in his barn, was gratified to find his appreciative cows each giving out with 2 additional gallons of milk daily. His explanation for the outpouring: "Cows like to watch & hear things. There's nothing like a contented cow for getting those extra pints."

**TAYLOR SEES 6.25-MILLION YEAR:** Motorola consumer-products exec. vp Edward R. Taylor anticipates a good year for the consumer-electronics industry in general and Motorola in particular. For the TV industry, he sees sales of 6.25 million "if retail movement continues its present pattern." For Motorola, he sees profits about equal to last year's $26.2 million ($3.74 per share), despite a disappointing first half (see financial table).

Taylor, who is also chairman of EIA's Consumer Products Div., told us that sales in all consumer-electronics categories are holding up well, pointing to TV's better than 30% increase in June over a year ago (see p. 16). Other comments by Taylor, who was in N.Y. for the showing of Motorola's developmental rectangular color tube (see p. 16):

**What's selling:** If today's interest in low-priced merchandise is strong, it's also "step-uppable." A customer looking at a $229 console can often be sold a $329 set.

**Stereo phonos:** "We're most encouraged by dealer reaction to our stereo line at the Music Show. The phono business is going to be good this fall, provided we have a good healthy economy. We're budgeted for the biggest stereo volume ever. We're still very strong for reverb, and think it's a great thing."

**Warranties:** "Let the other guys fight it out. We're going to stick to our present policy."

**That $99.95 TV set:** Taylor conceded he was "concerned," but he pointed out that there was very little mark-up in the Japanese set designed to be promoted at that figure. "However, when it comes to selling $129 Japanese TVs against $169 American portables, we won't have any trouble."

**Transistorized TV:** Sales of Motorola's 19-in. battery-powered Astranaut are "slow, but we'll sell out." The Astranaut, said Taylor, "was a victim of its time—a luxury item introduced at a time when the public wasn't buying luxuries." However," he added, "we learned a lot about transistors in our experience with the Astranaut, and we think they'll have definite applications in TV, since they can reduce size, increase reliability, cut down power drain & heat."

Taylor said he's going to Europe in September on a "product search—to see what's going on there." Principal targets will be Scandinavia & Italy.

**Note:** Motorola Pres. Robert W. Galvin, in a letter to stockholders accompanying the firm's financial report last week, predicted that 2nd-half earnings would exceed those of last year. He said that "each of the company's principal divisions operated at a profit during the first half, and each showed an improving profit trend as the half ended."

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**"TV Tune-Up Week":** Nationwide preventive maintenance campaign on behalf of independent TV-radio service dealers will be sponsored by GE Electronic Components Div. with the theme, "World Series Week is TV Tune-Up Week." The Sept. 30-Oct. 6 promotion will feature TV commercials in the nation's top 70 markets by sportscaster Mel Allen, who will educate consumers on what to look for in a test pattern. The commercials will refer viewers to 2-page ads in regional issues of *TV Guide*, which will list local service dealers. Viewers will be urged to get their sets in top operating shape to avoid breakdowns during the World Series.

**IHFM Moves:** Institute of High-Fidelity Manufacturers moves its offices Aug. 1 to 516 Fifth Ave., N.Y. 36.

**Mergers & Acquisitions:** ITT plans to acquire American Cable & Radio via an exchange of stock, if the latter's shareholders approve. ITT now owns 56.55% of American Cable's outstanding common. It now proposes to acquire the remaining outstanding shares by offering $4 of ITT convertible preferred stock and 1/7 of a capital share for each share of American Cable • Lab for Electronics and Rome-based International Commercial Co. have organized a jointly-owned Italian production & sales company, Compania Generale Authomazione. Lab for Electronics will have a 70% interest in the new concern, which will have its hq in a 10,000-sq.-ft. plant in Rome • Astrex, electronics distributor in N.Y., has purchased for $750,000 cash & 15,000 shares of Astrex common 2 Milwaukee firms & their affiliates: U-Test-M Mfg., maker of self-service test equipment for TV-radio tubes, and Midland Distributing, distributor of TV-radio tubes • Telex, St. Paul electronics concern, has acquired for undisclosed stock Inteledata Corp., Detroit maker of printers for computer applications • Beckman Instruments plans to acquire via a stock exchange Offner Electronics, Schiller Park, Ill. manufacturer of electronic & medical instruments. Offner will be operated as a Beckman division • American Electronics has sold its Ground Support Division to Astro-Science Corp. The cash purchase price is expected to range between $1.1 & $1.3 million.

**Components Output Steady:** Total first-quarter shipments of electronic components were relatively unchanged from 1960's 4th quarter, and down less than 1% from first-quarter 1960, the Commerce Dept.'s Business & Defense Services Administration reported last week. The following changes, among specific categories, were reported for this year's first quarter from the preceding period: Capacitor shipments, up 9%; resistors, up 6%; receiving tubes, up 4%; quartz crystals, up 3%; transformers, down 8%; relays, down 5%; power & special-purpose tubes, down 2%. While unit shipments of semiconductors increased 15% to nearly 113 million, price reductions held the dollar-volume increase to only $2 million (for a total of $146 million). Tables of first-quarter component shipments by category are available from Electronics Div., BDSA, U.S. Commerce Dept., Washington 25, D.C.

**EMI/US Buys General Communications:** EMI/US Ltd., the American arm of British EMI Ltd., has purchased the assets of General Communications Inc., Ft. Atkinson, Wis. manufacturer of broadcast & industrial electronics equipment. GC's products, to be integrated into the EMI/US communication-equipment line, include transistorized TV switching equipment, solid-state video & pulse distribution equipment, special effects generators, monitor systems, picture monitors, studio consoles, solid-state power supplies and automation systems. GC Pres. E. D. Peterson has been retained by EMI/US under a long-term management contract. EMI/US has changed the name of its Broadcast Div. to General Communications Division. Other divisions are Magnetic Tape, Electron Tube & Consumer Products.

**Visual Intercom by Motorola:** "Visicom" system, a self-contained desk-top audio-video intercom, was demonstrated by Motorola last week at a N.Y. news conference. Using 8-in. picture tubes, the system was demonstrated as a "product of the future," but exec. vp Edward R. Taylor said the units could be produced for about $500 a pair. Each Visicom unit contains a TV camera & receiver so that each sends & receives a picture. A switch permits the user to see either what the remote unit is receiving or to see himself in his own receiver.

**N.Y. FM STEREO IN SEPT:** A new FM station operated by a large TV-radio-appliance chain hopes to provide the N.Y. metropolitan area's first FM stereocasts when it goes on the air in September.

The unique 20-kw WTFM, owned by Friendly Frost Inc., will combine a 24-hour music broadcast operation with a hi-fi sound salon in a modern glass-walled building in Fresh Meadows, N.Y., according to Friendly Frost Chmn. Gerald O. Kaye, onetime president of WNTA-TV & WNTA, Newark-N.Y. The sound salon "will combine custom cabinetry & quality components from leading manufacturers" under the "Volare" trade name, said Kaye. Although at least 7 N.Y. metropolitan area stations are planning to stereocast (Vol. 17:27 p18), WTFM hopes to be first on the air with stereo programming.

No new stations were reported programming in stereo last week, and FCC issued no new type-acceptances for stereo-broadcast equipment. Therefore, at week's end, there were still only 6 stations broadcasting in stereo during regular program hours (for list, see Vol. 17:30 p19).

Stations now planning to begin stereocasting in August include KPEN San Francisco, WRCB Boston, WOOD-FM Grand Rapids, WUPY-FM, Lynn, Mass.

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**Fortune Smiles on Grundig:** "Perhaps the most fantastic Cinderella story in postwar Germany is Max Grundig's rise to his current eminence as one of Europe's biggest radio manufacturers," profiled August *Fortune*, adding: "In the 1930s, Grundig ran a small radio sales & repair shop. During the war he managed a small plant that made radio parts for the army. Then, in 1945, he started his own operation in a Nurnberg suburb. At the time, the occupation authorities prohibited the manufacture of radio sets, but Grundig evaded this ruling by selling assemble-it-yourself radio kits as toys. At first, his customers had to rely on the black market for the tubes to make them work. By 1952, the millionth Grundig radio was turned out. In 1953 he started producing TV sets, and soon after, portable tape recorders. (He also pioneered in German production of short-wave receivers.) Today, at 53, he has 10 major production plants, 10 additional sub-assembly operations, and his own retail outlets in every major German city. Last year his total sales amounted to $238 million . . . [He is] the owner of the country's largest one-man operation."

**Raytheon Takes Over CBS Tube Plant:** The CBS Electronics Div., which last month announced its retirement from receiving-tube production (Vol. 17:23 p18), is selling the "specialized machinery" at its North Windham, Me. plant to Raytheon. The latter also will lease the building and expects to employ about 100 workers in the production of tube mounts. The mounts will be types formerly produced by CBS.

**New Zenith Record:** "Second-quarter 1961 unit sales of TV-radio & phonographs exceed even record-breaking 1959 & 1960 second-quarter sales—and Zenith distributors report greatest acceptance & orders from dealers in history for June, July & August." So said 2-page Zenith trade ads last week.

**Magnavox Introduces Electronic Organ:** An all-transistor model was announced last week by Pres. Frank Friemann. He said that advance orders indicated that Magnavox would sell 5,000 organs, or all it can build, by year's end.

**Trade Personals:** George A. Bradford, GE consultant on advertising & sales promotion (N.Y.), **Aug. 1 heads up new** division-wide marketing operation for GE's Radio & TV Div., supervising advertising, distribution planning, export sales project, industrial design and press relations. He's former ad mgr. of GE's Tube Dept. and Radio & TV Dept., and more recently was a vp of Compton Advertising.

**Leonard Ashbach**, chairman & president of Wilcox-Gay Corp. (parent of Majestic International), elected president, chief executive officer & treasurer of Davega Stores Corp., due to be merged with Wilcox-Gay (Vol. 17:28 p17). Wilcox-Gay gen. counsel **Arthur Homans** becomes Davega secy. **Joseph & Melvin Axler** have resigned as Davega pres. & exec. vp-chmn. . . . **W. M. Meyer** named gen. mgr., John M. Otter Co., N.Y. Philco distributor, succeeded as gen. sales mgr. by **Arthur Ollstein**, ex-Columbia Phonograph Distributors.

**Lowell R. Day** named to new post of exec. vp, Packard Bell. He'll continue as treas. . . . **Hanno Koegel**, ex-Bogen-Presto, appointed mgr., sound products engineering, General Dynamics/Electronics Commercial Products Div. . . . **Dave Gerstein** elected to new post of govt. & industrial relations vp, Olympic.

**Norman Skier**, ex-merchandising mgr., DuMont Div. of DuMont Emerson, named to new post of ad & merchandising mgr., Fedders Corp. . . . **Irving Mills** elected a vp, Cenco Instruments.

**Maj. Gen. John A. Barclay** (U.S. Army ret.), appointed vp, Lionel Corp . . . **John A. Mayberry**, ex-CBS Electronics, named central-zone mgr., Raytheon's Distributor-Products Div. . . . **Jack R. Fitzwater** named to new post of traffic mgr., Eitel-McCullough.

**Maxwell B. Bassett** appointed vp for systems management, General Precision Inc. . . . **John W. Johnson** appointed PR & advertising dir., Ling-Temco-Vought . . . **William D. Hogan**, ex-Raytheon, named to new post of engineering-services mgr., Sylvania Semiconductor Div.

**Andrew J. Chitica** named financial analysis mgr., General Dynamics/Electronics . . . **Rollin M. Russell** named pres., Acoustica Associates, replacing **Robert L. Rod**, who continues as chmn. . . . **Donald J. Arvas** named Northwest regional mgr. of Antennavision's CATV equipment-manufacturing div. Ameco, headquartering in Spokane.

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**Bent Glass Manufacturers Listed:** The name of Eagle Convex Glass Specialty Co., Clarksburg, W. Va., a producer of bent tempered glass for TV, was omitted from the list of bent TV glass manufacturers in our June 26 issue (Vol. 17:26 p16). Other makers of tempered TV glass: Marsco, Chicago; Permaglass, Woodville, O.; Hordis Bros., Philadelphia; Hamilton Glass Co., Chicago; Chicago Dial Co.; Dearborn Glass Co., Chicago; Virginia Glass Products Corp., Martinsville, Va.

**Wescon Telecasts in 4 Cities:** Taped telecasts from the Aug. 22-25 Western Electronic Show & Convention will be sponsored by International Resistance Co. in 4 major markets. Featuring on-the-spot coverage of activities at San Francisco's Cow Palace, the 15-minute engineering shows will be presented on KTVU San Francisco (11 p.m. Aug. 22, 23, 24), KTLA Los Angeles (11 p.m. Aug. 23 & 24, 10:30 p.m. Aug. 25), WPIX N.Y. (11:15 p.m. Aug. 23, 24, 25), WRCV-TV Philadelphia (6:10 p.m. Aug. 23, 24, 25).

**Hazeltine Relocates Washington Office:** The Little Neck, N.Y. electronics manufacturer has moved its D.C. office to larger quarters at 1625 Eye St., NW.

**Picture & Receiving Tube Sales:** May factory sales of TV picture tubes increased modestly in both unit & dollar volume from a year earlier, but receiving tube unit & dollar sales were down slightly from May 1960. May picture-tube tales totaled 673,315 units valued at $13,238,774—compared with 667,080 units at $12,745,714 in May 1960. For year to date, unit & dollar volume continued ahead of the pace set in 1960's first 5 months. May receiving-tube sales totaled 29,823,000 units—down from 30,612,000 in May 1960. The dollar volume also dropped, to $25,308,000 from $25,904,000. For 1961's first 5 months, receiving-tube unit & dollar sales ran behind 1960's Jan.-May volume. Here are EIA's tabulations:

| | Picture Tubes | | Receiving Tubes | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 707,833 | $14,430,602 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| March | 936,098 | 18,725,011 | 36,635,000 | 30,719,000 |
| April | 722,110 | 14,293,375 | 28,687,000 | 24,392,000 |
| May | 673,315 | 13,238,774 | 29,823,000 | 25,308,000 |
| Jan.-May 1961 | 3,768,345 | $75,083,743 | 147,291,000 | $124,511,000 |
| Jan.-May 1960 | 3,697,969 | 73,093,786 | 160,508,000 | 137,352,000 |

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**May Factory Sales of Transistors:** 15,128,181 units valued at $25,113,042. Hewing to the established sales pattern, the May volume was sharply ahead of May 1960's 9,046,237 units at $24,714,580. The unit sales also were slightly ahead of April 1961's 15,072,064, but dollar volume was appreciably behind the preceding month's $27,388,278, reflecting the price constrictions in the semiconductor industry. Here are EIA's tabulations:

| | 1961 | | 1960 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| March | 15,129,273 | 29,815,291 | 12,021,506 | 28,700,129 |
| April | 15,072,064 | 27,388,278 | 9,891,236 | 23,198,576 |
| May | 15,128,181 | 25,113,042 | 9,046,237 | 24,714,580 |
| TOTAL | 70,783,877 | $130,971,403 | 50,093,271 | $125,591,228 |

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**Union Seeks Say in Plant Moves:** United Automobile Workers has asked Ford Motor Co. for a say in any decisions to open new plants and close old ones. UAW official Ken Bannon told the auto maker that his union "does not believe the company should have the right to make a unilateral decision on the transfer of operations, location of new plants, or any other move that destroys the worker's investment in the company." He suggested that if the company & union fail to agree on a proposed move, a "responsible member of the community, or a panel from the community, should become party to the discussions" and make recommendations.

**NLRB Okays TV:** It's all right for an employer to give away a TV set as a "door prize" in a union-representation election to encourage workers to vote, the National Labor Relations Board has ruled. It reversed trial examiner Arther Reyman on the TV-raffle issue, but upheld other findings by him that an Austin, Tex. firm had threatened employes with reprisals if they joined the carpenters' union. The NLRB ruling said there was no proof that the management's "door prize" induced the employes to vote one way or another.

**8 Firms Sign Negro Job Pledge:** The presidents of 8 defense contractors, employing a total of 760,000 workers, recently signed White House agreements to ensure equal job opportunities for Negroes. Among the 8 companies: GE, RCA, Western Electric. The long-range agreements, or "plans for progress," were negotiated by President Kennedy's Committee on Equal Employment Opportunities, chaired by Vice President Johnson.

## Finance

**MUNTZ TV'S ROAD BACK:** Prospects & profits have perked up considerably at Muntz TV since that dark March 2, 1954 when the company filed a petition for reorganization under Chapter X of the Bankruptcy Act. Still making steady progress on the comeback trail, Muntz is now offering an exchange of common stock to holders of its non-interest-bearing promissory notes (Vol. 17:29 p19).

How Muntz TV survived the knockout blow and then came off the floor to get back into the TV fight is chronicled in a prospectus issued in connection with the stock offer.

When Muntz went under, it received a strong downward push from "the fixed overhead of 77 [company-owned] retail locations." The new Muntz has abandoned direct selling in favor of 3 independent channels of distribution: a limited number of volume, exclusive-franchise dealers; an unlimited number of smaller dealers operating on a non-exclusive basis; private label.

Muntz believes that this 3-channel distribution "offers a measure of protection against localized economic disturbances." Ultimately it expects each channel to account for one-third of total sales.

For the 1960 fiscal year ended last August 31, the prospectus pointed out, "exclusive volume dealers as a group purchased 53% of total dollar sales; appliance dealers purchased 35%; private-label sales amounted to 12% of total." In that fiscal year, more than 1,500 individual accounts purchased Muntz TV's output—"without any one account representing 15% or more of yearly sales."

The new Muntz has also dropped the production of air conditioners. It limits itself to the manufacture of TVs "to sell in the lowest price field." Currently the company makes 17- & 19-in. portables which "accounted for 18% of net unit sales in the last fiscal year." It also produces 21-, 23- and 24-in. table & console TVs. Combination TVs—21- & 23-in. models with stereo, radio and record players—represent 25% of over-all business. Muntz TV sales "for 1960 are estimated to have been less than 2% of the total industry sales for the year."

Muntz has not produced color TVs since 1956 and, the prospectus emphasized, "has no present plans" to re-enter the field. The company "will not consider resumption of such production until such time as it can purchase component parts at lower prices than are presently available and a technological breakthrough occurs which will permit Muntz TV to sell popular priced color TV sets in volume at a profit."

Muntz commenced production operations July 17 in a new 75,000-sq.-ft. plant in Wheeling, Ill. (Vol. 17:28 p17). The new hq combines all production, merchandising and shipping under one roof. Muntz has a 15-year lease at an annual rental of $63,500, plus annual real estate taxes of $12,000. The plant's maximum production capacity is 18,000 sets monthly—nearly double the output capacity of the former plant at Evanston.

In its 1960 fiscal year, Muntz earned $860,451 on $9,840,116 sales—compared with $420,894 on $6,728,906 sales the preceding fiscal year. In the 8 months to April 30, 1961, earnings totaled $462,750 on $6,443,000 sales, vs. $735,666 on $7,419,016 in the comparable 1960 period.

Muntz TV's current assets, as of April 30 this year, totaled $2,218,955 vs. current liabilities of $375,253. Included among the assets was $276,456 cash. Production equipment was valued at $313,844 before a $245,520 allowance for depreciation. Tools & dies were listed at $14,775.

**Officers-&-Directors** stock transactions as reported to SEC for June:

Allied Artists. Roger W. Hurlock bought 900, held 24,000. W. Ray Johnston sold 300, held 1. Albert Zugsmith sold 23,700, held 139,700.

Ampex. Charles P. Ginsburg bought 1,125, held 1,890. John M. Leslie Jr. bought 1,500, held 1,635. Thomas L. Taggart sold 2,970, held 1,500. Erwin Tomash sold 1,050, held 11,500.

Amphenol-Borg. Henry Feldman acquired 40,504 in merger, held 40,504. Richard M. Purinton bought 100, held 200.

Arvin Industries. Fred E. Daniel sold 300, held 5,905.

Audio Devices. C. J. LeBell sold 1,000, held 66,814. Joseph K. McCammon sold 100, held 10,071.

Avco. James R. Kerr exercised option to buy 3,333, held 12,567.

Belock Instrument. Donald C. Walton sold 800 and 700 more for wife, held 15,071 personally, 1,043 for wife.

Capital Cities Bcstg. Lowell J. Thomas sold 1,000 in private transaction, held 113,567 personally, 4,267 for wife.

Cinerama. Sam Boverman exercised option to buy 2,000, held 4,000. Morris Sobecter exercised option to buy 500, held 1,000.

Columbia Pictures. Abraham Montague sold 200, held 3,766 personally, 97,159 in Fico Corp.

Consolidated Electronics Industries. Don T. McKone bought 400, held 2,275.

Corning Glass. William C. Decker sold 600, held 17,537.

Crowell-Collier. Joseph Schwarz sold 9,400 in joint venture, held 15,958 in joint venture, none personally.

Daystrom. John W. McLaren bought 100, held 100.

Desilu Productions. Edwin E. Holly sold 300, held 2.000.

Electronic Specialty. Clyde F. Mooney sold 396 and 10 more as trustee, held 10,770 personally, 210 as trustee.

Electronics Corp. Harlow F. Avery sold 4,800, held 80,200.

General Dynamics. Robert P. Meiklejohn sold 1,000, held 1,000. Clifton M. Miller sold 9,000, held 5,000.

GE. Oscar L. Dunn exercised options to buy 1,963 from September 1959 through June 1960, bought 1 more, held 3,636 personally, 371 in trust. Lyman R. Fink sold 400, held 526. H. W. Gouldthorpe exercised option to buy 133, held 1,996. James F. Young received 242 in incentive compensation from April 1960 through April 1961, sold 1,200, held 1,236.

General Precision Equipment. E. A. Link sold 6,300, held 26,026.

Globe-Union. W. M. Wanvig exercised option to buy 100, held 3,000.

Hazeltine. Henry Reeve sold 3,100, held 17,300.

Indiana General. Paul R. Doelz exercised rights to buy 5,680, held 19,126 personally, 458 for wife, 12,320 in trusts.

IBM. Charles V. Boulton exercised option to buy 299, held 1,043. Herbert T. Hansford bought 378, held 2,576. Dean R. McKay bought 1,021, held 1,205. H. Wisner Miller Jr. exercised option to buy 100 in December 1960, sold 174 in July 1959 and 50 more in June 1960, held 584. Thomas J. Watson Jr. sold 2,000, held 31,610 personally, 39,256 in trusts. Bernard F. Wiegard exercised option to buy 329, held 1,664. Albert L. Williams exercised option to buy 834, held 6,574.

ITT. Harold S. Geneen received 619 as bonus award, held 2,855.

Lear. Roy J. Benecchi sold 2,000, held 2,405.

Ling-Temco. Lee D. Webster bought 1,000, held 2,000.

Litton Industries. Roy L. Ash sold 500, held 104,269 personally, 785 as custodian, 14,178 in partnership. William L. Reynolds bought 2.000 privately, held 2,000. Henry Salvatori sold 1,700, held 77,095. Charles B. Thornton sold 1,000 and transferred 2,700 more from community property interest, held 264,206 personally, 31,191 in partnership.

Loew's Theatres. Lewis Gruber bought 400, held 1,000.

Loral Electronics. Bernard R. Garrett exercised option to buy 1,968, held 2,043. Edward R. Garrett exercised option to buy 7,875, held 42,525. William Lorenz exchanged 25,000 for shares of open-end investment company, held 300,050.

Magnavox. Jack S. Beldon sold 100, held 100.

P. R. Mallory. P. R. Mallory (amended report) bought 1,000 in December 1959, sold 1,500 from trust in October-November 1959, held 80,636 personally, 16,464 in trust.

MGM. Howard Strickling exercised option to buy 600, held 1,425.

Minneapolis Honeywell. Richard F. Brown sold 200, held 52,273 personally, 600 in trust.

Motorola. Allen H. Center bought 100, held 300.

Muntz TV. Wallace A. Keil bought 4,000, held 6,500.

National Telefilm Associates. Oliver A. Unger received 1,092 as dividend from National Theatres & TV in October 1960, sold 1,000 in April 1961, held 92.

National Theatres & TV. Leonard Davis bought 4,000 through holding company, held 9,000 in holding company, none personally. Samuel Firks sold 2,000 in October 1960 and 9,000 more in April-May 1961, held 39,164. Eugene V. Klein bought 6,400, held 50,223.

Philco. Robert F. Herr sold 500, held 22,953. David B. Smith sold 300, held 2,352.

RCA. Martin F. Bennett sold 175, held 1,267. David Sarnoff sold 2,500, held 23,102.

Reeves Bcstg. & Development. George L. Buist sold 600, held 14,524.

Servomechanisms. J. J. Dempsey exercised option to buy 400, held 800.

Siegler. Morris Sobin exercised option to buy 3,214, held 6,010.

TelePrompTer. Fred Barton sold 900, held 39,743. Irving B. Kahn sold 5,457, held 57,798. Edward C. Reveaux exercised option to buy 250, held 250.

TV Industries. Martin J. Robinson bought 450, held 450.

Textron Electronics. Robert G. Tabors bought 300, held 600.

Thompson Ramo Wooldridge. Irwin A. Binder bought 660, held 2,700. Frederick C. Crawford sold 4,100, held 32,074. Harold L. George sold 1,600, held 21,535. Dean E. Wooldridge sold 300, held 42,563. J. D. Wright sold 300, held 9,200 personally, 4,600 in trusts.

Tung-Sol. Donald A. Harper bought 100, held 4,883 personally. 637 in trust. Paul J. Hemschoot bought 100, held 316. Milton R. Schulte bought 100, held 3,586.

20th Century-Fox. Francis T. Kelly sold 300, held 150. C. Elwood McCartney sold 200, held 450.

Westinghouse. M. K. Evans exercised option to buy 500, held 922. Charles H. Weaver sold 2,500, held 550.

Zenith. Francis W. Crotty exercised option to buy 420, held 870 personally, 270 for wife as trustee. Clifford J. Hunt exercised option to buy 600, held 1,200. Clarence E. Isgrig exercised option to buy 400, held 800. Eugene M. Kinney sold 200, held 2,191. Hugh Robertson exercised option to buy 1,500, held 9,583.

Reports & Comments Available: Westinghouse, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Jerrold Electronics, review, Suplee, Yeatman, Mosley Co., 1500 Walnut St., Philadelphia 2 • Pittsburgh Plate Glass, comments, Hemphill, Noyes & Co., 15 Broad St., N.Y. 5 • Scully Recording Instruments, offering circular, Moran & Co., 10 Commerce Court, Newark 2 • Litton Industries, profile in July 15 *Forbes* • Avnet Electronics, review, Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. 4 • Ampex, analysis, Dean Witter & Co., 45 Montgomery St., San Francisco 6 • Crowell-Collier, comments, L. F. Rothschild & Co., 120 Broadway, N.Y. 5 • Clairtone Sound, comments, Stearns & Co., 80 Pine St., N.Y. 5 • Science Capital, prospectus, Blair & Co., 20 Broad St., N.Y. 5. • Texas Instruments, Transitron Electronic, Sprague Electric, discussions, Laidlaw & Co., 25 Broad St., N.Y. 4 • Lab for Electronics, report, Boenning & Co., 1529 Walnut St., Philadelphia 2 • Gilbert Data Systems, prospectus, Schriver & Co., 37 Wall St., N.Y. 5 • Servonic Instruments, prospectus, C. E. Unterberg, Towbin Co., 61 Broadway, N.Y. 6 • General Precision Equipment, review, Blair & Co., 20 Broad St., N.Y. 5 • International Cablevision, prospectus, James Anthony & Co., 37 Wall St., N.Y.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Burroughs | Q | $0.25 | Oct. 20 | Sep. 29 |
| Canadian GE | Q | 2.00 | Oct. 2 | Sep. 15 |
| Electronic Investment | — | .02 | Aug. 30 | Aug. 1 |
| P. R. Mallory | Q | .35 | Sep. 11 | Aug. 10 |
| Siegler | Q | .10 | Sep. 1 | Aug. 15 |
| Stanley Warner | Q | .30 | Aug. 25 | Aug. 10 |
| Stewart-Warner | Q | .35 | Sep. 9 | Aug. 18 |
| Tung-Sol Electric | Q | .17½ | Sep. 2 | Aug. 11 |
| Westinghouse | Q | .30 | Sep. 1 | Aug. 7 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday July 27, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 18½ | 18½ | 20⅛ |
| Adler Elec. | 15¾ | 17¼ | 19⅛ |
| Aerovox | 12 | 11½ | 12⅞ |
| Allied Radio | 29¼ | 29¼ | 31½ |
| Astron Corp. | 2 | 1⅞ | 2⅜ |
| Babcock | 26 | 26½ | 28⅞ |
| Baird Atomic | 19¼ | 19 | 21 |
| Cannon Elec. | 24 | 26½ | 29⅞ |
| Capehart | 8⅜ | 9 | 10 |
| C-E-I-R | 53 | 48 | 54½ |
| Chicago Aer. | 24½ | 24½ | 27¼ |
| Control Data | 89 | 92 | 98 |
| Cook Elec. | 9⅝ | 10¼ | 11⅛ |
| Craig | 13½ | 13½ | 14⅞ |
| Crosby Tel. | 6 | 5½ | 6⅜ |
| Dictaphone | 33¾ | 36 | 38¼ |
| Digitronics | 24 | 25 | 28¼ |
| Eitel-McC. | 15½ | 15½ | 16¾ |
| Elco Corp. | 12 | 11 | 11⅝ |
| Electro Instr. | 17½ | 18½ | 21 |
| Elec. Voice | 10¼ | 9¾ | 11 |
| Elec. Assoc. | 31 | 29½ | 32 |
| Elec. Cap. Corp. | 34½ | 36¼ | 38¾ |
| Erie Resistor | 13½ | 13⅛ | 14⅛ |
| Executone | 17 | 17½ | 19⅜ |
| Farrington | 13½ | 15 | 16¼ |
| Foto Video | 6¼ | 6¼ | 7⅜ |
| Four Star | 18½ | 18½ | 20⅜ |
| Gen. Devices | 10 | 11 | 12¼ |
| G-L Elec. | 8½ | 8¾ | 10 |
| Goodwill Sta. | — | 10½ | 12⅛ |
| Granco | 3 | 2¾ | 3-5/16 |
| Gross Tel. | 21½ | 23 | 25⅛ |
| Hallicrafters | 21 | 21 | 22¾ |
| Hathaway | 21¼ | 22¾ | 24⅞ |
| High Voltage | 150 | 157 | 172 |
| Infrared | 16½ | 17½ | 19⅜ |
| Interstate Eng. | 16½ | 18¾ | 20⅜ |
| Ionics | 24 | 29 | 32 |
| Itek | 42 | 42 | 48⅛ |
| Jerrold | 8⅛ | 9 | 9⅞ |
| Lab for Elec. | 43½ | 47 | 50⅜ |
| Leeds & North. | 34 | 33½ | 36⅛ |
| Lel Inc. | 7¾ | 8 | 8⅞ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 3¾ | 3¾ | 4¼ |
| Magnetics Inc. | 9 | 10 | 11¼ |
| Maxson | 20¾ | 20¼ | 22 |
| Meredith Pub. | 34 | 38 | 42 |
| MetroMedia | 17⅞ | 17¾ | 19⅛ |
| Microdot | 25 | 27¾ | 30⅛ |
| Milgo Elec. | 18½ | 19½ | 22 |
| Narda Micro | 6¾ | 6¾ | 7⅞ |
| Newark Elec. | 13⅝ | 12¾ | 14 |
| Nuclear Chi. | 38½ | 38 | 41⅜ |
| Official Films | 3½ | 3⅜ | 3-13/16 |
| Pacific Aut. | 5⅜ | 5⅛ | 5¾ |
| Pacific Merc. | 6¾ | 6½ | 7¼ |
| Philips Lamp | 134¼ | 133 | 138 |
| Pyramid | 3¾ | 1¾ | 2⅜ |
| Radiation | 20½ | 22 | 23⅞ |
| Rek-O-Kut | 2 | 1¾ | 2⅜ |
| Research Inc. | 4½ | 4¾ | 5½ |
| H. W. Sams | 44 | 44 | 47½ |
| Sanders Assoc. | 51 | 56½ | 61 |
| Silicon | 12 | 12¼ | 13⅝ |
| H. Smith | 10 | 10¼ | 11⅞ |
| Soroban | 63 | 62 | 66¾ |
| Soundscriber | 11 | 9¾ | 11 |
| Speer Carbon | 31 | 31½ | 33¾ |
| Sprague | 75½ | 82½ | 86¼ |
| Sterling | 3⅜ | 2⅞ | 3-9/16 |
| Systron-Don. | 38 | 40¾ | 43¾ |
| Taft Bcstg. | 19 | 18½ | 19⅞ |
| Taylor Instr. | — | 48½ | 52½ |
| Technology | 5¾ | 6¼ | 7¼ |
| Tele-Bcstrs. | 1⅝ | 1½ | 2⅛ |
| Telechrome | 9¼ | 9 | 10¼ |
| Telecomp. | 6⅜ | 6⅝ | 7¼ |
| Time Inc. | 85 | 82 | 86¼ |
| Tracerlab | 9¾ | 10¼ | 11¼ |
| United Art. | 6¾ | 6⅝ | 7½ |
| Universal | ½ | ½ | 15/16 |
| Vitro | 23¾ | 26¼ | 28¼ |
| Vocaline | 2 | 2 | 2½ |
| Wells-Gardner | 31 | 30 | 32½ |
| Wilcox Elec. | 9½ | 9⅝ | 10½ |
| Wometco | 24 | 23¾ | 25⅞ |

**SEC Cites Telescript:** Anti-fraud provisions of the Securities Act were violated by Telescript-CSP Inc., N.Y., SEC has charged in an order temporarily suspending a Regulation A registration exemption for a public stock offering of 60,000 common shares at $5 per share. The maker of Telescript prompting equipment & TV staging apparatus was accused by SEC of issuing a "false & misleading" offering circular in connection with an SEC filing last December. Among other things, SEC said, Telescript: (1) Failed to disclose that Federman, Stonehill & Co. held a 50% stock interest in the company and a controlling interest in Mangrow Industrial Corp., which was reported by Telescript to hold 70,000 of 140,000 Telescript shares then outstanding. (2) Neglected to mention a "material transaction" in which voting rights of Mangrow shareholders had been changed.

**SEC Charges Fraud:** Northeast Telecommunications Inc., N.Y., organized in 1958 to develop such electronic products as 2-way mobile radio units, has been accused by SEC of violating anti-fraud provisions of the Securities Act. Issuing an order temporarily suspending Northeast's registration exemption for a 1958 offering of 300,000 common shares at $1 per share, SEC said the company's offering circular was "false & misleading." Alleged misrepresentations included claims regarding the "business experience" of Northeast Pres. Richmond Lisle-Cannon, principal promoter of the stock sale.

**WABC-TV N.Y. Profits Soar:** A net profit increase of 22% for the first 6 months of 1961 over last year's comparable period was reported last week by WABC-TV N.Y., marking the most profitable half-year in the station's 13-year history. In addition, the station reported a second quarter sales increase of 14% over 1960's figures for the same period. WABC-TV vp & gen. mgr. Joseph Stamler predicted that the ABC-TV flagship's 1961 third-quarter would easily surpass in station sales & net profit the comparable period of 1960.

**Adler Electronics** "scored a major break-through" in sales & earnings in the fiscal year ended June 30, Pres. Benjamin Adler reported. Sales in the year rose to about $8.5 million from $3.6 million in the preceding fiscal year. Net earnings topped $200,000 (more than 30¢ per share) vs. $17,000 (before a $39,000 tax credit) in the year ended June 30, 1960. Adler said big factors in the company's record returns were Signal Corps & Air Force contracts.

**Faradyne Filings Challenged:** SEC has started stop-order proceedings against Faradyne Electronics Inc., questioning "accuracy & adequacy" of stock & debenture registration statements by the Belleville, N.J. electronic-component manufacturer (Vol. 17:7 p22). SEC said a 1959 Faradyne stock prospectus was "false & misleading," that a statement explaining its debenture proposals this year failed to disclose pertinent information.

**Siegler Profits Decline:** Despite a sales rise to about $94 million from $84 million a year earlier, Siegler Corp. (Olympic Radio & TV) earnings declined 10-15% in the 1961 fiscal year ended June 30. Earnings totaled $3.2 million in fiscal 1960. Pres. John G. Brooks said that per-share earnings were within 10% of $1.20 on 2,220,000 shares outstanding—compared with $1.71 on 1,871,696 shares the preceding fiscal year.

**Unlisted Trading Sought:** The Detroit stock exchange has asked SEC to approve unlisted trading in Ampex & Raytheon common stocks.

**Churchill Stereo Corp.,** Brooklyn assembler of TV-radio-stereo-hi-fi units in console furniture which is sold at 6 N.Y.-area retail stores, plans to go into brand-name business. The company, organized in June, filed an SEC registration statement (File 2-18514) covering a public stock offering to finance development & promotion of a Churchill stereo & hi-fi cabinet line. Lieberbaum & Co. heads the underwriters for the issue of 105,000 common stock shares with attached 5-year warrants to be offered in units at $3.60 per unit (one share & one warrant). Outstanding now are 140,000 common shares with a book value of 86¢ per share. Pres. Jack Dubler & secy.-treas. Bernard Dubler hold 62,500 each.

**Additional Japanese Stock Offerings?** Sony Corp.'s recent success on the U.S. stock market (Vol. 17:27 p21) "is expected to be the curtain raiser for similar offerings of 15 other Japanese stocks later this year," reported July 26 *Financial World.* The publication added: "All 16 issues originally had been scheduled to bow in on the American market a few months ago. But objections raised by U.S. securities dealers in hearings before the SEC forced postponement of all but the Sony offering." Electronics representatives among the 15: Hitachi, Mitsubishi, Nippon Electric, Toshiba.

**Revenuers Push Against "Push":** Closer attention is being given to "push money" by Internal Revenue men, reported July 19 *Wall St. Journal,* adding: "This is money given a retail salesman by a wholesaler to push a specific brand. The practice recently has become more widespread in the appliance field, to mention one. Such payments are usually made without a store's knowledge, and so little if any push money, or spiff, is ever reported for tax. Revenuers say they learn about such under-the-counter compensation from informers, some of them competing firms."

**Federal Pacific Electric Has Loss Year:** Although the company will report a $3 million net loss for its 1961 fiscal year ended June 30, Pres. Thomas M. Cole forecast profits for the succeeding year on record sales "in the area of $115 million." He said that the Cornell-Dubilier Electronics Division did not return a profit, but is "making progress" and should be profitable in the current year. He said C-D is "going after more military R&D business and help pay the freight in areas which interest us."

**Roanwell Plans Issue:** Public sale of 150,000 common stock shares through Paine, Webber, Jackson & Curtis is proposed in an SEC registration statement (File 2-18482) by Roanwell Corp., N.Y. maker of microphone & headset components. The company would offer 50,000 shares, and Pres. Richard W. Howell & vp Donald W. Powers 50,000 each, at an unspecified price, to raise money for new equipment and possible acquisition of other firms.

**Varitron Corp.,** organized in June in Brooklyn by Vacudyne Associates Inc. to make TV & hi-fi accessories and import Japanese radios, plans a public offering of 100,000 common stock shares at $2 per share. An SEC registration statement (File 2-18556) listed Kenneth Kass as underwriter.

**Amphenol-Borg** is setting aside 111,959 shares of common stock for use in its restricted option plan for officers & key executives, according to an SEC registration statement (File 2-18487).

**Acro Electronic Products Co.,** Philadelphia manufacturer of hi-fi amplifiers, plans a public offering of 100,000 Class A common stock shares at $4 per share through Roth & Co., according to an SEC registration (File 2-18508).

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Amphenol-Borg Electronics | 1961—6 mo. to Jun. 30[5] | $ 34,641,054 | —— | $ 463,470 | $0.33 | 1,388,081 |
| | 1960—6 mo. to Jun. 30[5] | 35,226,005 | —— | 1,532,948 | 1.10 | 1,390,728 |
| | 1961—qtr. to Jun. 30[5] | 19,413,496 | —— | 404,200 | .29 | 1,388,081 |
| | 1960—qtr. to Jun. 30[5] | 17,650,119 | —— | 734,815 | .53 | 1,390,728 |
| Arvin Industries | 1961—6 mo. to Jun. 30 | 29,934,949 | $ 717,148 | 378,840 | .33 | 1,137,607 |
| | 1960—6 mo. to Jun. 30 | 32,476,234 | 1,224,652 | 593,333 | .52 | 1,132,534 |
| | 1961—qtr. to Jun. 30 | 16,954,891 | 883,049 | 458,473 | .40 | 1,137,607 |
| | 1960—qtr. to Jun. 30 | 15,181,445 | 98,836 | 47,441 | .04 | 1,132,534 |
| Daystrom | 1961—qtr. to Jun. 30 | 21,845,000 | 336,000 | 186,000 | .15 | 1,255,697 |
| | 1960—qtr. to Jun. 30 | 22,457,000 | 717,528 | 344,528 | .27 | 915,813 |
| Dynamics Corp. of America | 1961—6 mo. to Jun. 30 | 22,226,614 | 1,593,945 | 881,840 | .23[1] | 2,787,027 |
| | 1960—6 mo. to Jun. 30 | 20,675,146 | 1,536,409 | 870,926 | .22[1] | 2,756,683 |
| Electronic Associates | 1961—6 mo. to Jun. 30 | 8,631,000 | —— | 404,000 | .48 | 759,675 |
| | 1960—6 mo. to Jun. 30 | 6,485,000 | —— | 435,000 | .52 | 722,665 |
| Gabriel | 1961—6 mo. to Jun. 30 | 15,459,250 | 591,461 | 345,142 | .50[1] | 678,238 |
| | 1960—6 mo. to Jun. 30 | 16,889,831 | (264,168) | (126,801)[9] | —— | 675,838 |
| | 1961—qtr. to Jun. 30 | 8,736,013 | 374,859 | 204,189 | .30[1] | 678,238 |
| | 1960—qtr. to Jun. 30 | 9,225,277 | (336,531) | (161,535)[10] | —— | 675,838 |
| GT&E | 1961—6 mo. to Jun. 30 | $584,640,000 | —— | 32,538,000 | .46[1] | 70,581,000[2] |
| | 1960—6 mo. to Jun. 30 | 581,310,000 | —— | 35,180,000 | .51[1] | 67,962,000[2] |
| | 1961—qtr. to Jun. 30 | 296,968,000 | —— | 17,057,000 | .24[1] | 70,504,000[2] |
| | 1960—qtr. to Jun. 30 | 290,078,000 | —— | 17,449,000 | .25[1] | 69,241,000[2] |
| Giannini Controls (Conrac Inc.) | 1961—6 mo. to Jun. 30 | 10,491,382 | —— | 426,909 | .80 | 532,024 |
| | 1960—6 mo. to Jun. 30 | 7,547,287 | —— | 269,519 | .67 | 383,321 |
| Globe-Union | 1961—6 mo. to Jun. 30 | 26,390,545 | 1,865,695 | 871,695 | 1.02 | 853,775 |
| | 1960—6 mo. to Jun. 30 | 28,041,516 | 1,770,525 | 836,525 | .99 | 842,729 |
| Goodwill Stations | 1961—6 mo. to Jun. 30 | 2,331,870 | —— | 154,562 | .24 | 631,903 |
| | 1960—6 mo. to Jun. 30 | 2,062,958 | —— | 166,023 | .26 | 632,143 |
| Hoffman Electronics | 1961—6 mo. to Jun. 30 | 31,336,996 | 722,657 | 349,657 | .22 | 1,534,088 |
| | 1960—6 mo. to Jun. 30 | 23,935,550 | 253,054 | 123,054 | .08 | 1,524,221 |
| | 1961—qtr. to Jun. 30 | 15,238,681 | 188,989 | 92,989 | .06 | 1,534,088 |
| | 1960—qtr. to Jun. 30 | 13,719,653 | 248,524 | 120,524 | .08 | 1,524,221 |
| Motorola Story on p. 19. | 1961—6 mo. to Jun. 30 | 128,722,224 | 6,426,661 | 3,062,529 | .76 | 4,028,652 |
| | 1960—6 mo. to Jun. 30 | 145,725,874 | 13,552,962 | 6,506,218 | 1.61[11] | 4,030,262[11] |
| | 1961—qtr. to Jun. 30 | 68,963,624 | 4,880,740 | 2,259,552 | .56 | 4,028,652 |
| | 1960—qtr. to Jun. 30 | 74,647,880 | 7,174,495 | 3,469,743 | .86[11] | 4,030,262[11] |
| NAFI Corp. | 1961—6 mo. to Jun. 30 | 37,916,833 | 3,135,057 | 1,635,057 | 1.34 | 1,215,755 |
| | 1960—6 mo. to Jun. 30 | 27,809,122 | 2,893,747 | 1,572,747 | 1.28 | 1,229,155 |
| Sangamo Electric | 1961—6 mo. to Jun. 30 | 24,636,000 | 1,544,000 | 811,000 | .50 | 1,634,123 |
| | 1960—6 mo. to Jun. 30 | 25,616,000 | 1,422,000 | 759,000 | .47 | 1,620,930 |
| Screen Gems | 1961—9 mo. to Apr. 1[3] | 40,510,183 | —— | 1,817,752 | .72 | 2,538,400 |
| | 1960—9 mo. to Apr. 1[3] | —— | —— | 861,000 | .34 | 2,538,400 |
| Standard Kollsman Industries | 1961—6 mo. to Jun. 30 | 51,745,707 | 3,317,371 | 1,615,967 | .77 | 2,086,891 |
| | 1960—6 mo. to Jun. 30 | 45,329,044 | 2,887,064 | 1,377,714 | .66[4] | 2,006,213 |
| | 1961—qtr. to Jun. 30 | 27,074,984 | 1,740,798 | 845,818 | .40 | 2,086,891 |
| | 1960—qtr. to Jun. 30 | 23,457,224 | 1,759,939 | 805,589 | .39[4] | 2,006,213 |
| Stewart-Warner | 1961—6 mo. to Jun. 30 | 54,141,851 | 6,340,732 | 3,032,732 | .91 | 3,322,733 |
| | 1960—6 mo. to Jun. 30 | 57,749,015 | 7,256,149 | 3,461,149 | 1.05 | 3,296,016 |
| | 1961—qtr. to Jun. 30 | 27,796,755 | 3,521,310 | 1,686,310 | .51 | 3,322,733 |
| | 1960—qtr. to Jun. 30 | 27,423,884 | 3,189,130 | 1,521,130 | .46 | 3,296,016 |
| Technicolor | 1961—26 wks. to Jul. 1 | —— | —— | 1,405,000[6] | .54[3] | 2,598,218 |
| | 1960—28 wks. to Jul. 9 | —— | —— | 288,000 | .14 | 2,036,235 |
| Thompson Ramo Wooldridge | 1961—6 mo. to Jun. 30 | 200,879,678 | 7,170,237 | 2,071,337[6] | .60[1] | 3,292,168 |
| | 1960—6 mo. to Jun. 30 | 219,145,159 | 10,423,961 | 5,033,861 | 1.55[1] | 3,145,687 |
| | 1961—qtr. to Jun. 30 | 104,143,974 | 4,161,300 | 581,300[6] | .15[1] | 3,186,457 |
| | 1960—qtr. to Jun. 30 | 107,509,667 | 5,438,282 | 2,671,582 | .82[1] | 3,145,687 |
| Trav-Ler Radio | 1961—year to Apr. 30 | 19,928,831 | 437,078 | 211,078 | .23 | 911,182 |
| | 1960—year to Apr. 30 | 21,447,472 | 1,417,227 | 706,227 | .78[7] | 905,836[7] |
| Tung-Sol Electric | 1961—26 wks. to Jul. 1 | 31,395,690 | 1,247,457 | 641,457 | .58[1] | 925,858 |
| | 1960—26 wks. to Jul. 1 | 35,559,800 | 2,005,057 | 962,057 | .92[1] | 924,521 |

Notes: [1]After preferred dividends. [2]Average. [3]From report to American Stock Exchange. [4]Adjusted to reflect Dec.-1960 3% stock dividend. [5]Includes non-recurring dividend of $517,000 (20¢ a share) from English affiliate, Technicolor Ltd. [6]After giving effect to $1.5-million inventory adjustment. [7]Adjusted to reflect Nov.-1960 5% stock dividend. [9]Includes FXR Inc., acquired May 1961. [9]After $137,367 tax credit. [10]After $174,996 tax credit. [11]Adjusted for July-1960 2-for-1 split.

WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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**TOP FOREIGN ELECTRONICS** firms in Fortune's 1960 compilation: 14 companies which posted an aggregate $2.9-billion profit on record $62.7-billion sales (p. 22).

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### *Other Departments*

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**UPSHOT OF NORTHWESTERN'S SYMPOSIUM:** After listening to 2 days of discussion of TV, censorship, freedom of speech, program balance, etc., by 21 learned men from industry, government and the academic world—at Northwestern U.'s "National Symposium on Freedom & Responsibility in Broadcasting"—we came away with these impressions:

1. The law is sufficiently uncertain to permit FCC plenty of latitude in interpreting "the public interest" in programming.

2. A majority of the FCC is likely to continue, with some success for a few years at least, to try to "raise" programming standards.

3. Public, Congressional and judicial climate at this time is such that FCC will not be blocked in its efforts in the near future.

4. When & if FCC "goes too far," it will be stopped.

FCC Chmn. Minow epitomized the one position: Programming is not as good as it ought to be. We intend to do something about it—and the law directs & permits us to do it.

The opposite was expressed by attorney W. Theodore Pierson: Whether programming is good or

not, whether the law seems to give FCC power to do something about it or not—the law ultimately will strike down Commission programming actions as "censorship" and, besides, any such FCC activity is repugnant to our way of life.

We sensed that there is a growing middle ground, best expressed by NAB Pres. Collins and backed by NAB Chmn. McCollough. It's this: We abandon the charge that anything FCC does is censorship. The law may or may not hold that FCC has power over programming. Much more important—Commission must learn the facts of broadcasting life, base its every action on full knowledge of how industry works. Don't throw out the baby with the bath water.

It was apparent, as it always has been throughout FCC's history, that Congress deliberately gave the Commission wide discretion in handling the delicate medium of expression so that it could swing with the major moves of the public-opinion pendulum. Pendulum began its reverse swing last year under Chmn. Ford, after 8 years of McConnaughey-Doerfer leadership. It has been given sharp acceleration by Chmn. Minow. It will be several years before Congress & courts tell us whether it is swinging too far or too fast.

Meanwhile, broadcasters being practical businessmen (no John Peter Zengers in sight, though some may emerge), the industry will generally ease along with current tide. Pierson delivered a brilliant & exceptionally sardonic attack on Minow, but it's questionable whether he or others will find clients sufficiently zealous to test the Commission to the ultimate.

Symposium was an excellent idea. Participants all said so. In fact, McCollough said that NAB would like to sponsor comparable discussions through TIO. Some observers suggested future participation by articulate Congressional leaders such as Sen. Pastore (D-R.I.). Northwestern plans to publish entire proceedings. Westinghouse Bcstg. Co.'s Donald McGannon, who attended sessions, promptly offered to share costs. ABC's Leonard Goldenson & Oliver Treyz, who video-taped and closed-circuited the entire proceedings, received kudos for their contribution—and "The Untouchables" was the most-mentioned program in discussions.

Most attention was directed to papers by Minow, Collins, Pierson and Harvard U. Professor Louis Jaffe—that tortured academician whose mind is preoccupied with the imperfections of men & law. Their addresses are excerpted on p. 5.

**FCC BILL CLEARED BY HOUSE:** Legislation revamping FCC's procedures was nearly wrapped up in Congress last week for President Kennedy's enacting signature, but it took some tugging & hauling by House supporters to keep package from falling apart on floor.

Reorganization bill was approved 198-150 by House in unexpectedly tight rollcall vote. It followed flurry of hot debate in which Commerce Chmn. Harris (D-Ark.) had to beat down arguments by Republicans & Southern Democrats that his measure (HR-7856) was little more than a disguised version of the President's rejected FCC reform plan. He helped to save the bill by accepting modifying amendments which brought it into line with revised FCC-drafted bill (S-2034) by Sen. Pastore (D-R.I.), which already had been passed by Senate (Vol. 17:31 p2).

Harris bill itself then was shelved by House after its language had been substituted for that in Pastore bill which was sent back to Senate for almost-certain concurrence—possibly this week. Quick signing by President is sure.

Two-hour debate on House bill was permitted by Rules Committee, which cleared Harris measure to floor Aug. 2 after holding it up for week. It was called up next day—and Harris needed much of allotted time to defend it against attack which was led by Rep. Rogers (D-Tex.) of his own Committee & joined by Minority Leader Halleck (R-Ind.)

"I rise in opposition to this bill & vigorously oppose it," said Rogers at outset of debate, in which he charged that provisions to streamline FCC work rules gave White House too much control over Commission. It would give Commission power to disregard right of litigants in cases, said Halleck. "I think that what we have here is a watered-down version of [President's FCC] Reorganization Plan No. 2, and I am not going to vote for it," said Rep. Gross (R-Ia.).

Harris then put through amendments which provided that "3 or more employes" must constitute staff boards to which FCC delegates cases, that employes must be specially qualified to handle cases, and that Commission itself must pass on applications for review of rulings by staff boards which in turn have reviewed examiner's decisions. Latter safeguarding amendment was proposed by Rep. Younger (R- Cal.).

Note: Debate also elicited opinion by Harris that Commission already had full authority to put Chmn. Minow's license-fee plans (Vol. 17:27 p1) in effect without extra implementation by Congress. Rep. Jonas (R-N.C.) said he hoped FCC would get going on plan so that Congress no longer would be forced to "the necessity of using taxes to support this Commission."

**UNSOLD TIME CREATES NETWORK HEADACHES:** Each of the 3 networks still has a sizable number of unsold prime-time program availabilities on its hands—although the start of the fall 1961-62 season is only 2 months away. The problem can't be avoided simply by yanking slow-moving shows and substituting others.

Virtually all unsold time involves "committed" shows, i.e. programs which networks can't junk at this late date because of any one, or a combination, of the following: (1) The show is largely sold to other sponsors on a participating basis, and cancellation would spell endless contract re-negotiation. (2) The unsold properties are prestige- or image-building shows which networks need for program balance and because of pressures from FCC, govt., and TV critics of all types. (3) There are still a few sponsors, such as Beech-Nut, which have yet to commit fall TV budgets, and there's always a chance for a last-minute sale. (4) The show's producer holds an iron-clad contract with the network.

General pattern of unsold programs looks like this: Public-affairs programs are selling better this year than last, particularly at NBC, but it's still hard to find buyers and all 3 networks have some unsold informational shows or specials on the shelf. Action-adventure film shows with strong-rating track records are no problem, but there are available participations or sponsorship segments in nearly all of the untested 60-min. film shows and in those with so-so rating histories. The biggest entertainment specials are largely committed, but there's buyer hesitancy about those with extra-large price tags or with stars whose names are not a guarantee of automatic rating success (see p. 12).

Price-cutting is the common network answer to the over-all sales problem. Advertisers who have held back on fall buys, or who may be able to scrape up extra TV budgets, are the targets of network salesmen who are shooting with some real bargains. Generally, a minute participation in a nighttime 60-min. film show costs (time & talent) about $30-35,000. Unsold minute slots can be had at all 3 networks, with some haggling, in the area of $20-25,000. Some unsold public-affairs shows are being offered at break-even prices.

The price slash sometimes goes pretty deep. ABC-TV last week refused to confirm or deny a report, current in N.Y. agency circles, that a major advertiser had picked up a series of unsold minute availabilities in 60-min. film shows for an average price of $9,500 each (less, actually, than the cost of just the time). CBS declined comment on a report that another sponsor had bought a weekly minute in a nighttime show for a flat $500,000 for the season (or about $14,250 for each participation). NBC was said to be trying to hold the price line on its "Saturday Night Movies," but was under heavy pressure to make some cuts. And so it went.

**HOLLYWOOD REPORTS TV VIOLENCE FADING:** Network minimizing of violence on next season's shows has resulted, to a large extent, in more adult & provocative themes. Our check of network censors in Hollywood who have had chance to preview some of fall product disclosed that they are satisfied that production companies are co-operating in the campaign to keep violence to a minimum.

"Writers have gotten into stories of emotional & mental violence, rather than physical," we were told by Dorothy Brown, dir. of continuity acceptance, Western division, ABC-TV. "They'll be provocative, with strong dramatic values. Whether the public will be satisfied is in the laps of the gods. Some of these stories are presenting greater problems than an old-fashioned fist fight." Examples? "There is the problem of a man & wife and the other woman; or a boy trying to adjust to his father's concept of what he should grow up to be. These involve human relations, family turmoil. Some might label 'The New Breed,' which is about the Metropolitan Squad of the Los Angeles police dept., a cops-&-robbers show. It's not. It's about policemen who figure out why people do things. If a 'New Breed' story also has a chase or a fight, will people see this new added dimension or just call it violence?" Miss Brown mused.

Robert Wood, mgr., broadcast standards for NBC-TV in Hollywood, also told us that producers were veering away from physical violence. Instead "producers are searching—& finding—intriguing ways involving an emotional rather than a physical approach to a dramatic situation. It makes for much better drama," Wood said.

The network is adhering to its policy of no violence without motivation, added Wood, and has not

encountered problems in next season's shows as yet. In answer to those who accuse TV of being responsible for juvenile delinquency & crime he said: "TV didn't do any plays about planes being hijacked. The most recent hijackers read about the first such incident in the newspapers. Why don't they say—with the same logic—that the newspapers are inciting people to steal planes?"

• • • •

At CBS-TV, William Tankersley, dir. of program practices, Hollywood, told us there is great awareness of problem of excessive violence among producers supplying the network programs. Early time-slotted shows such as "Frontier Circus" (7:30 p.m. Thu.) are always a problem, but that series has litle violence, he remarked. As for the problem of violence generally, he said, "Enough people are concerned so that the message has soaked in. Our work is being done for us."

**FCC OPPOSES SPECTRUM COMMISSION:** In testy testimony resisting Congressional moves to set up a super-agency to tell FCC how to handle commercial-vs.-military allocation problems, Chmn. Minow tossed some not-so-veiled barbs at White House, Pentagon and OCDM in Senate hearing last week.

New govt. commission isn't needed to explore spectrum field, Minow told Commerce Communications Subcommittee, objecting to plan (S. J. Res. 32) by Sen. Hartke (D-Ind.) to establish 5-member supervisory body (Vol. 17:4 p10). FCC already has "plenary power" & "fully adequate mechanism" to take care of its end of business—non-govt. allocations—he said in statement representing views of full Commission. It's doing its appointed job now and has been for 25 years, Minow assured the Subcommittee at session otherwise devoted to satellite communication developments (see p. 11). There's no question that "study of over-all allocations policies is needed," Minow said. But he argued that at best "only the rudiments of the complex problems" could be touched in 6-month inquiry proposed by Hartke resolution.

What's needed is "equally adequate counterpart" to FCC on military side of spectrum, Minow went on, reflecting Commission's frustration at the long—& always fruitless—efforts to wangle additional space from such scattered White House authorities as Defense Dept. & OCDM (Vol. 17:18 p4). Then FCC & single authority for govt. use of the spectrum could get together (with "distinguished & experienced outside advisors") and work something out, Minow said. He pointed out that military & other govt. users now have priority grip on half of the spectrum.

• • • •

But Commission can't even start any such joint study of "over-all allocation problems" because it doesn't "feel qualified to evaluate whether or not there exists on the govt. side an adequate mechanism for formulation & implementation of policy," Minow complained. He added, icily: "It would, we think, be inappropriate for this agency to sit in judgment on its counterparts in the Executive Branch. Such judgment can only be made by the Executive itself or by appropriate Congressional committees such as yourself."

Minow got few counter-arguments from Subcommittee headed by Sen. Pastore (D-R.I.). Sen. Hartke himself made no speech for his resolution establishing special spectrum body (full name: Commission on the Organization of the Federal Communications Commission & Telecommunications Management) made up of 2 Presidential appointees and one each from Senate, House and FCC. He didn't pursue subject beyond asking questions to clarify Commission's position in opposition. In House, Commerce Committee Chmn. Harris (D-Ark.) has introduced similar study proposal (Vol. 17:2 p3), but his measure hasn't reached hearing stage.

**INDUSTRY PONDERS FCC ALLOCATIONS MOVES:** Seldom were documents more avidly scanned than when FCC released texts of final orders and proposed rule-making in its major allocations action (Vol. 17:31 p2). (Though Commission issued a limited number of copies, full text will be available this week at nominal cost in Federal Register.)

Reactions are what you'd expect: Vigorous opposition by vhf operators who'd be deintermixed, cheers by uhfs to be deintermixed, martialing of forces by vhfs whose contours would be sliced by short-spaced drop-ins, huzzahs by avid seekers for vhf drop-ins. With the slim 4-3 vote for deintermixture, there's certainly some chance for reversal in that area. Unanimous vote for vhf drop-ins indicates virtually no chance of change there.

Appeals to Senate Commerce Committee aren't likely to get far—because FCC's action is much as that which Committee has been urging for years.

## Programming

***More about***

**NORTHWESTERN SEMINAR:** Herewith are key excerpts from presentation at Northwestern U.'s Conference on "Freedom & Responsibility in Broadcasting" (p. 1):

FCC Chmn. Minow ended his address with this stinger: "To those few broadcasters & their professional associates who would evade the nation's needs crying 'Censorship—oh, where will it end?' I ask: 'Responsibility—when will it begin?'"

Minow's speech, which ran 21 single-spaced pages, was based heavily on court decisions which he said amply supported FCC authority to weigh licenses in terms of programming. He released at the same time a 76-page legal analysis of the subject by his legal asst. Joel Rosenbloom. The latter had written it in 1957, but it had been shelved. Last week, Rosenbloom updated it. The memo is an exhaustive analysis of legislative, judicial and administrative history. Standing alone, it's an impressive document. But opposing attorneys assert that such scripture has been & can be similarly quoted by them.

Minow's position was probably best summarized by this court ruling, in the old Dr. Brinkley "goat gland" case—which Minow quoted:

"There has been no attempt on the part of the Commission to subject any part of appellant's broadcasting matter to scrutiny prior to its release. In consideration of the question whether the public interest, convenience or necessity will be served by a renewal of appellant's license, the Commission has merely exercised its undoubted right to take note of appellant's past conduct, which is not censorship."

After citing many similar decisions, Minow quoted former Attorney General Rogers: "No action by the Commission has ever been held by the courts to constitute censorship or to violate Constitutional protections of freedom of speech or of the press."

### Critics Ignore Court Findings

"Well then," Minow asked, "how do the critics answer all this? Simple. They ignore it. They argue each time as if the slate were completely clean. Don't study the law books . . . Their argument to the Commission—the very agency charged by law with the protection of the public interest—is often the same as their answer to their critics: 'If you don't like it, turn your set off.'"

Their arguments, Minow said, "should be addressed to Congress . . . They were," he added, "and Congress rejected them . . . Nonetheless," he said, "I would like to meet [their] argument head on. It seems to me that just because it is difficult to delineate the exact limits of a law does not mean that the law should not be enforced at all. I wonder what would have been the history of the Sherman Act and similar 'broad' statutes if that standard had been applied to them. If the Commission ever oversteps its permissible province in the area of programming, the doors of the courtroom are open. Any arbitrary action will meet rejection by the judiciary."

Minow summarized what the FCC had been doing recently in the area of programming and said that the Commission would keep doing it. He asserted that "I am sure we will have the support of almost all the broadcasters. Gov. Leroy Collins honorably exemplifies the best in broadcasting. Most broadcasters take pride in their service. Proud people resent those whose only interest in broadcasting is the dollar & cents sign—those fast-buck operators—many of them new to the industry and lacking in a traditional dedication to serving the public interest. Thus, the Commission, in discharging its responsibilities, is serving not only the public but the responsible broadcaster also."

Speaking of censorship, Minow said there's a lot of it—but not from the FCC . . . "Rating censorship," he said, results from "the almost desperate compulsion of some of our licensees to work & to plan & to live by the numbers—always striving to reach the largest possible audience, in order to attract & hold the mass advertising dollars." And "dollar censorship" occurs, he said, when the broadcaster "simply abdicates his own judgment and turns programming decisions over to an advertiser or his agency."

Gov. LeRoy Collins, NAB pres., reiterated his basic beliefs, many times expressed:

"Some assert that the FCC has no proper or lawful concern with programming. I shall be quite candid and say I disagree with this position.

"The FCC may not substitute its tastes & judgment of programming for that of a licensee. But, at the same time, we should not expect the FCC to close its eyes to abuses in programming reflecting a gross lack of qualifications to enjoy the license privileges.

### Licensee Must Show Good Faith

"Furthermore, the FCC should be expected to hold every licensee accountable for good faith efforts to serve the public interest in accordance with the representations which he made in his application for original or renewal license. This has long been the NAB position . . . This is a position which our legal staff continues to find completely sound, based upon statutory requirements and judicial interpretations. I believe that the majority of broadcasters concur in this view, and I stand with them.

"A recent decision of the FCC denying a new license application for FM service in Elizabeth, N.J., has been assailed by some trade-press editorialists as constituting censorship. I cannot accept this view. The applicant in his filing simply duplicated a form used for Alameda, Cal., and for Berwyn, Ill. The Commission found that he made no effort whatever to determine the needs to be served in Elizabeth, nor were his program proposals designed to serve those needs."

Collins made explicit point of the fact that Minow had President Kennedy's backing. "In urging broadcasters to improve their product," Collins said, "Chmn. Minow is not speaking just for himself or just for the Commission he heads. He is speaking for the President of the United States. He is speaking for the people as he interprets their best interests & needs under law."

Like Minow, Collins again attacked ratings: "Creativity is now being curtailed by slavish addiction in some quarters to audience measurements or ratings of questionable validity and administered outside any qualitiative control of broadcasters." He noted that NAB plans a research & training center "in association with one of our leading universities, where we can explore the myriad of problems broadcasters encounter from day to day and find intelligent, dependable answers." He also alluded to plans for the unified TV-Radio Code Authority and stated, "These are . . . steps to advance freedom through responsibility."

One point on which Collins disagrees flatly with Minow: number of radio stations. Collins repeated his view that authorization of stations should cease, that programming would then improve.

"I could not be in more disagreement with Chmn.

Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air & additional competition. If he will check, I believe he will find that where there is a reasonable number of radio licenses in a market, the services generally are very superior. The reason is that good operators can earn enough with a reasonable amount of advertising at reasonable rates to allow for reasonable public service."

Collins has eased up from his views about FCC's proposed program form, which he had previously regarded as no excessive imposition on stations. "I have made it clear," he said, "that I can find no legal objection to the FCC requesting information from licensees regarding programming. But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters—especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms."

To give FCC a better understanding of radio's problems, including those of the programming form, Collins called for a mid-September FCC industry meeting "to exchange freely & frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere."

### Government as Opinion Maker

Louis Jaffe, Harvard U. prof.: Jaffe seemed substantially torn between what FCC should & could do. He settled finally on govt. exposure rather than threat of license loss. "In areas of opinion," he said, "and it is with such an area that we are concerned, it is precisely flat, legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even trench on the Constitution. But I can see no reason why govt. should not enter the arena of opinion making; should not hold up for public scrutiny ideas, performances, associations, which it regards as dangerous, unsound, or deleterious. This is part of the very process of free discussion. The public may be without the resources to give content, depth, reality, to its consideration. To enable the non-official forces of the community to do the community's business is a healthy exercise of governmental power.

"Accordingly, I envisage govt. as a Grand Court of Inquiry. It can assemble, digest and bring into focus the totality of opinion concerning the role & performance of TV. I applaud the proposed moves of the FCC to increase the scope & precision of licensee reporting and to compel the licensee to make studies relevant to the discharge of its responsibility. I approve, too, the proposal to subject renewal applications to occasional public hearings—or informal investigations—in which the licensee will be called upon to defend its programs, to account for spates of lust & violence, to explain persistent refusal to carry meritorious chain programs . . . to justify niggardly budgets. The chain, too, must report, since their programming is the key to licensed programming."

W. Theodore Pierson, Washington TV-radio lawyer, delivered a 24-page attack on FCC Chmn. Minow. His paper was in form of a response to Cincinnati law school Dean Roscoe Barrow, who had urged: "(1) Greater self-regulation by industry, (2) closer FCC scrutiny of the performance of stations, (3) FCC regulation of networks, (4) advisory committees and independent analysis centers.

Pierson likened Barrow's and Minow's approach to that of "Marxist-Leninist ideology." Referring to Minow's NAB speech, Pierson said the FCC Chairman showed:

"1. That the broadcaster owes to the public the type of programming that he, Minow, specifies.

"2. That he intends in his official capacity to see that the broadcaster pays the debts he, Minow, stated.

"3. And that he intends to accomplish this through the licensing power of the Commission . . .

"Now it seems to me that considering these vigorous words, the Chairman simply said to the broadcaster, 'Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our Commission to broadcast anything.' This, in my opinion, is a prior restraint upon broadcast communications; it is censorship and it violates the First Amendment . . .

"Whether each of us would like the Minow format better than what we now have is a matter of personal taste for each individual. I personally would like it better than present fare. But what price do I pay for receiving the Minow format for the period that he holds sway?

"It seems to me that the price is my concession that the Chairman and his fellow members at any time have the right and the power to set and enforce the format and structure of TV program schedules—what they do to please me today can be undone tomorrow. They can prohibit violence today and editorials tomorrow—as they have prohibited editorials in the past.

"More bluntly, the price I pay is acceptance of a high degree of centralized governmental control of TV fare. Still more bluntly, it is censorship . . .

"Would it not be better to prohibit radio & TV absolutely than to embrace it at the cost of liberty? If not, should we not be more honest with ourselves and cast off the facade of freedom and accept the governmental control of communications that has been so effectively and efficiently used by the ideology we despise but the power and success of which we cannot gainsay?

### Pierson Poses a Puzzle

"I wish to be very precise about the area in which I believe Chmn. Minow's proposed course of conduct offends against liberty of speech & press, because, in many other areas, I not only agree . . . but have nothing but admiration for his intelligent and vigorous approach . . .

"It is contended that the Commission in its program investigation and review does not censor because it only examines and weighs 'over-all programming.' This is one of those phrases, the utterance of which seems to invoke some mystical power that changes restraint to liberty. An official accused of censoring needs only to utter these words and the evil spirit of censorship is supposedly exorcised. An otherwise impure act by this incantation becomes pure and holy.

"But mysticism to one side, how in logic can one consider total programming without considering its parts? This is an esoteric rite that I have always wanted to witness but never have been so privileged. Mr. Minow's talk before the NAB was no revelation of a secret . . . I cannot understand why it is censorship to require a station to broadcast a single educational program, for example, but it is not censorship to require several."

Pierson conceded some sort of authority to the FCC when, apparently referring to the Elizabeth, N.J. Suburban case (see p. 17), he said:

"I have no quarrel with the Commission refusing a license where the licensee does not demonstrate that he will make reasonable efforts to inform himself on the needs and tastes of his public, in order that his judgment is an informed one." And in another place: "This has nothing to do with whether his programs were good or bad or what programs he proposes for the future; the only question is whether he intentionally deceived the Commission."

**CITY-VS.-COUNTRY TASTES COMPARED:** Big-city viewers have a stronger taste for TV drama specials and shows like *U.S. Steel Hour* than do viewers in towns of less than 30,000 population. A similar pattern applies to private-eye fare & suspense shows. Comedies & quiz shows, on the other hand, attract a larger percentage of viewers in smaller communities than they do in the big metropolitan centers. Westerns, variety and adventure shows pull their best in medium-size towns.

These are highlights of the following special audience analysis prepared for us by A. C. Nielsen Co. The figures also highlight a fact basically realized by most TV admen and program planners but sometimes forgotten in the study of overnight ratings (such as Trendex & Arbitron, which reflect big-city tastes) or even in national average-audience levels (which reflect a hypothetical "typical U.S." viewer): There can be a big difference in how popular a show is in N.Y. and how it does in Sheboygan.

THE PERFORMANCE OF
EVENING PROGRAM TYPES BY COUNTY SIZE
(October 1960)

| Program type | Nielsen Average Audience Percentage | | | | |
|---|---|---|---|---|---|
| | Total | U.S. County Classification | | | |
| | U.S. | A | B | C | D |
| Drama | 15.3 | 15.5 | 15.6 | 15.9 | 13.3 |
| Suspense | 17.4 | 17.3 | 17.8 | 16.4 | 14.4 |
| Situation comedy | 18.3 | 17.3 | 18.6 | 19.4 | 19.0 |
| Western | 21.0 | 20.0 | 21.8 | 22.7 | 20.3 |
| Adventure | 14.1 | 13.4 | 14.6 | 14.6 | 14.4 |
| Variety | 19.1 | 18.8 | 19.3 | 20.0 | 18.4 |
| Game, quiz | 18.6 | 17.3 | 18.3 | 20.7 | 19.8 |

U.S. census county classifications: "A" group, over 500,000 urban population and counties forming part of such major metropolitan areas. "B," at least 100,000 and a central city of less than 500,000. "C," at least 30,000 to 100,000. "D," under 30,000. The "Total U.S." column reects average-audience levels by basic program types in the U.S.

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**Program Exchange Has 12 Stations:** TV Affiliates Corp., the new offshoot of Trans-Lux designed to interchange locally-produced informational & public affairs shows between stations (Vol. 17:24 p8), has signed 12 stations so far, including 6 on the West Coast. So reported TAC dir. & Trans-Lux vp Robert Weisberg last week, adding that TAC expects to have a backlog of 100 programs by January 1962, of which 80% will be half-hours. "You'd be surprised at how varied station programming can be," Weisberg told us. "We've been offered programs dealing with the Strategic Air Command, psychological testing of chimpanzees, the Chinese New Year celebration in San Francisco, medical documentaries, and even an original local dramatic show." A comment from Harold P. See, gen. mgr. of KRON-TV, was typical: "We've long thought the individual TV station was an important source of national as well as regional public-service program material."

TAC's station list so far includes WFLA-TV Tampa, KCPX-TV Salt Lake City, KTTV Los Angeles, KRON-TV San Francisco, KOGO-TV San Diego, KOIN-TV Portland, Ore., KOMO-TV Seattle, KCRA-TV Sacramento, WFIL-TV Philadelphia, WLYH-TV Lebanon, Pa., KPRC-TV Houston, and WLAC-TV Nashville.

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**Science Reporting Conference:** National Science Foundation has given U. of Texas $12,990 for a 3-day conference on "Mass Communications and Understanding of Science," to be held late in the fall. A total of 35 TV, radio and newspaper people from the Southwest will meet with scientists "to lay the basis for more consistent & accurate reporting of science." Nominations for participation may be addressed to Director, School of Journalism, U. of Texas, Austin 12.

**CBS's Fall Football Plans:** There will be pro football on CBS-TV this season after all. At presstime, the network announced what amounted to an end run around the legal line defense set up by a federal court, which had ruled the 2-year CBS contract with the National Football League an antitrust violation (Vol. 17:30 p3 *et seq.*). Highlights of the new CBS sports deal:

1. CBS will have "approximately 90" pro football games featuring the following clubs: N.Y. Giants, Detroit Lions, San Francisco Forty-Niners, L.A. Rams, Philadelphia Eagles, Dallas Cowboys, Chicago Bears, St. Louis Cardinals, and the Green Bay Packers.

2. The above lineup is about two-thirds of the total NFL 14-team membership.

3. All the deals are individual contracts, and are not handled (as was the original deal) through the NFL.

4. CBS hinted at more to come: "Games of other teams may be added when the final schedule is completed."

5. The clients signed for national sponsorship of the original NFL series—Ford Motor Co. and Philip Morris—will sponsor the new package. CBS will also retain the original regional sponsors as well.

6. NFL may still seek a reversal of the recent court ruling which invalidated the original CBS-NFL deal.

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**BBC's Musical Hoax:** The British network's performance of an *avant-garde* musical work by Polish composer Piotr Zak was reported by *The New York Times* last week to be a prank—and Mr. Zak to be non-existent. The composition, which was broadcast in June on a series for music and intellectual discussions, was entitled "Mobile for Tape & Percussion"—but the "music" was produced by two studio employes who, with official approval, had "dragged together all the instruments we could find and went around the studio banging them." Wrote one critic: "It was certainly difficult to grasp more than the music's broad outlines, partly because of the high proportion of unpitched sounds and partly because of their extreme diversity." Said another: "Wholly unrewarding . . . A succession of whistles, rattles and punctured sighs proclaimed, all too shamelessly, their non-musical origins." Said BBC: "It was an experiment . . . It was a serious hoax to set people thinking . . . That fake music can be indistinguishable from the genuine is a reflection on certain trends in present-day composition. We are sorry if we have embarrassed certain music critics."

**Labor on the Air:** The extent of TV-radio public-service programming in behalf of organized labor is demonstrated in a recent *Machinist* of the International Assn. of Machinists. In the "first complete guide ever compiled" in the labor-broadcast field, the IAM weekly fills a 4-page special section with schedules of AFL-CIO-produced shows carried by 880 stations in 688 cities & towns in 49 states. And all but one of the programs—the AFL-CIO-sponsored *Edward P. Morgan & the News* on ABC radio—are sustaining. The *Machinist* estimates that labor's air time adds up to more than 300 hours weekly. TV shows include *Briefing Session*, carried by 92 stations, and *Americans at Work*, used by 173. Regular radio shows include *Washington Reports to the People*, currently broadcast by 415 stations, and *Labor News Conference*, featured weekly by 62 MBS stations.

**Repeat for Cuban Show:** A special report ("The Plight of Pepito") on Cuban exiles in the U.S. by WTVJ Miami will be carried by WTTG Washington as part of its *A Look at America* series in the fall.

## The FCC

**AXE AIMED AT KINGSTREE:** In a blistering 89-page obscenity-case indictment of WDKD Kingstree, S.C. (Vol. 17:23 p5 *et seq.*), FCC's Broadcast Bureau has recommended that renewal of the license of the radio station—only one in the community—be denied.

Chief count in the indictment was that for 8 years WDKD disc jockey Charlie Walker regularly broadcast "coarse, vulgar and indecent" programs. The Broadcast Bureau also noted that with "virtual unanimity" witnesses at Kingstree renewal hearings called the Walker shows "uncouth, suggestive, indecent, sexy, filthy, smutty, or a combination thereof."

But WDKD owner E. B. Robinson Jr. came under heavy fire, too. The Broadcast Bureau concluded that he: (1) "Made written misrepresentations of fact to the Commission." (2) "Made numerous oral misrepresentations at the hearing." (3) "Made many misrepresentations to the Commission in his renewal application." (4) "Failed to exercise adequate supervision & control over programming." (5) "Does not possess the requisite qualifications to be a licensee."

Accompanied by a 12-page appendix of excerpts from tapes of the Walker broadcasts, which often took up 25% of WDKD schedules, the findings were submitted by Broadcast Bureau chief Kenneth A. Cox and signed by hearing div. chief Robert J. Rawson and attorneys P. W. Valicenti & Donald L. Rushford.

### Commission's Jurisdiction Disputed

There was no immediate reaction by WDKD to the damning report, but the station was expected to defend itself in a formal reply. "I have a horrible confession to make," Robinson's Washington counsel Lenore G. Ehrig told us Aug. 4, the day after a copy of the bulky document findings was delivered to her. "I haven't read it. I'm going to take it home with me over the weekend, take off my shoes, and settle down to studying it." Mrs. Ehrig added, however, that she was sure an answer would be filed.

In the station's own 162-page "Proposed Findings of Fact & Conclusions," submitted to the Commission along with the Broadcast Bureau's recommendations, Mrs. Ehrig's firm of Daly & Ehrig argued that FCC has no legal grounds for rejecting WDKD's renewal on any "obscenity" evidence gathered at the on-the-spot hearings. Obscenity on the air is a criminal offense under the U.S. Code, and the Commission as an administrative agency doesn't have enforcement jurisdiction, the station said. Moreover, it argued, the Communications Act & the First Amendment to the Constitution forbid censorship of free speech. WDKD also said "contemporary community standards" of decency—not any preconceived judgments of what constitutes indecency —must be weighed.

The Broadcast Bureau's indictment referred the Commission to the appendix for any needed details of Walker's patter, but summarized a few of his unprintable remarks about his personal anatomical features & sexual proclivities.

"Not only is the Charlie Walker programming passively inconsistent with the public interest but is manifestly detrimental to it. In addition to its inherently offensive nature to listeners, particularly children, the programs constituted a threat to the maintenance of acceptable programming standards by neighboring radio stations."

And as for owner Robinson's protestations that he was unaware of what was going over WDKD's air, the FCC team said scornfully:

"It is far beyond the realm of reasonable belief that Robinson in some manner was mysteriously sheltered from acquiring knowledge of a fact so well known in the community & among radio broadcasters. In this regard, he revealed an astonishingly calloused penchant to ignore facts & the truth . . .

"Robinson attempted to picture himself as an unwilling & unwitting victim of Walker's misconduct when in fact he was a knowing party & financial beneficiary of such misconduct."

The Broadcast Bureau also figuratively held its nose over WDKD programming during periods when Walker wasn't at the mike. It noted that the station's other "entertainment programs" were intermixed—as was Walker's show—with "a staggering number of commercials." Also noted: (1) "Complete absence of local discussion programs." (2) "Minimal agricultural programs." (3) "Dearth of local talk programs."

The findings did acknowledge a point in WDKD's favor, however. Despite the un-churchlike Walker: "Robinson has a policy that religious programming is 'first' in his operation of station WDKD and it is only in this area that he has made any effort to meet his objective regarding the needs of the community." Even so: "Some . . . programs such as *Hymn Time* are so saturated with commercials that little time is available for program material."

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FCC Stresses "Community Needs" Again: FCC last week held up the sale of radio KMAK Fresno from McMahan Bcstg. Co. to Radio One Inc., refusing to accept the purchaser's statement that there is "no requirement whatever that affirmative, narrative statements be drawn & submitted . . . showing what steps have been taken and who has been communicated with in planning the programming data." Radio One had made the statement following objections to the proposed sale filed by radio KYNO Fresno. The Commission said that Radio One proposed programs "substantially similar" to those of its KLIV San Jose & KXOA Sacramento and then noted: (1) FCC had turned down the FM application of Suburban Bcstrs. for Elizabeth, N.J. for failure to seek out community needs (Vol. 17:27 p1). (2) Last year's policy statement propounded the "seek out" requirement in definite terms (Vol. 16:31 p1). The Commission also said there are charges that Radio One had "falsely advertised surveys" and made misreprentations to the Commission. The parties were given 30 days to respond.

KRLA Renewal Opposed: Replying to a 77-page pleading by radio KRLA Pasadena against a proposed limited license renewal of one year (Vol. 17:18 p6), FCC's Broadcast Bureau has retorted in a 4-page answer that the station doesn't even deserve the short term. Managerial shortcomings, "frantic & undignified promotional activities" and log alterations were cited against the station in the initial decision by hearing examiners James D. Cunningham & Herbert Sharfman, who recommended one-year discipline. In its exceptions, asking for a 3-year renewal, KRLA wound up by saying it "acquiesced" to the short term. But hearing div. chief Robert J. Rawson said FCC shouldn't make a grant at all.

CPs Granted: Ch. 70 translator, Champaign-Urbana, to MetroMedia to repeat its WTVP (Ch. 17) Decatur . . . Ch. 18, San Bernardino, Cal., to Norman H. Rogers.

**New 'Public Notice' Rules:** FCC is explicit about what must be published & broadcast by stations filing various applications (Vol. 17:31 p6). For example, renewal applicants must state:

"The application of this station for a renewal of its license to operate this station in the public interest was filed with the [FCC] on [date]. Members of the public who desire to bring to the Commission's attention facts concerning the operation of the station should write to the [FCC] before [date]. Letters should set forth in detail the specific facts which the writer wishes the Commission to consider in passing on this application." Applicants whose renewals have been set for hearing must list the issues in the hearing, preceded by:

"The application of this station for the renewal of its license to operate this station in the public interest was filed with the [FCC] on [date]. After considering this application, the Commission has determined that it is necessary to hold a hearing to decide the following questions." After list of issues, the following must be stated:

"The hearing will be held [place, time, date]. Members of the public who desire to give evidence or testimony concerning the foregoing issues should write to the [FCC] before [date]. Letters should set forth in detail the specific facts of the evidence or testimony which the writer wishes to give. If the Commission's staff believes that the evidence or testimony is legally competent, material, and relevant to the issues, it will contact person in question."

The Commission also acknowledged broadcasters' complaints that the original proposal showed little confidence in the broadcast medium itself. It said that if the station involved is the only one in its community, announcement over its facilities will suffice—no newspaper publication needed. The Commission's theory is that virtually everyone in such a city will hear the announcement sooner or later.

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**Boston Ch. 5 Bout:** The infighting for Boston Ch. 5 in FCC's re-opened WHDH-TV "influence" case (Vol. 17:22 p12) has started with WHDH-TV and contestant Massachusetts Bay Telecasters aiming one-two punches at rival Greater Boston TV to knock it out of the free-for-all. The *Herald-Traveler* station, which entered the bout with FCC demerits against it, told the Commission that Greater Boston should be disqualified because major stockholder Richard Maguire had sold his interest. This changed Greater Boston's corporate structure, WHDH-TV said. Massachusetts Bay, also given demerits in the case, followed up by suggesting that Greater Boston be taken out of the running because Maguire now has a federal job in Washington. Massachusetts Bay made haste to assure the Commission that it wasn't accusing Maguire of any crime. But it reasoned that Maguire's past connections with Greater Boston—and the possibility that he would "reacquire proprietary interest" in the company—might put him into a conflict-of-interest position. And this could run afoul of President Kennedy's code of conduct for govt. employes (see p. 12), Massachusetts Bay said. FCC referees waited for expected counter-punches from Greater Boston's side of the ring.

**FAA Rules Clarified:** Non-broadcast common-carrier applicants for radio authorizations involving construction or alterations of antennas come under FAA's new tall-tower rules (Vol. 17:30 p3), FCC pointed out in a July 27 notice. Effective on & after July 15, such applications to FCC should be accompanied by information as to whether notices have been filed with FAA, the Commission said.

**No Need for Plugola Rules, Industry Says:** Unanimous opposition to FCC's proposed anti-plugola rules was expressed by the industry in comments filed against the Commission's proposed new rules last week. Such rules simply aren't necessary, the parties told FCC, happily quoting former Attorney General Rogers' Dec. 30, 1959 report to President Eisenhower. The report said that abuses could be controlled by a regulation requiring "the periodic filing of reports by each station."

FCC's proposal would require stations to make an on-air announcement every time the station promoted goods or services in which licensee principals had an interest.

Last week, all the networks & many licensees told the Commission that the proposal was "vague," "burdensome," "unnecessary," *etc.* Most said that an annual report on such promotions should be adequate.

Virtually all those filing comments associated themselves with comments filed by NAB. That organization, in addition to plumping for the "reporting system," said that if FCC insists on on-air announcements, it should limit them drastically. It appended a list of examples of what it believes should & should not be announced.

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**FCC Questions "Trafficking":** Too much wheeling & dealing on the part of both seller & buyer of radio WMIN St. Paul was charged by FCC as it set the transaction for hearing. Assignor is Franklin Bcstg. Co., assignee Tedesco Inc. The principals, the Commission said, "have acquired & disposed of interests in numerous broadcast licenses & permits, and hearing issues are to determine whether a grant would be consistent with the Commission's policy against 'trafficking' in broadcast licenses & CPs." Comrs. Hyde, Craven & Cross dissented. The Commission also designated for hearing the sale of 5 FM CPs by Plains Bcstg. Co. to United Communications Inc. FCC wants to know whether the grants were obtained in good faith, since no construction was started, and whether trafficking is involved. The CPs: KRKY Denver, WFFM Cincinnati, KFMV Minneapolis, KFMC Portland, Ore., KPRN Seattle. Comrs. Lee & Cross dissented.

**Mrs. Johnson's "Concentration":** FCC has set for hearing the application of KWTX-TV Waco for a power-height increase and site change, on the ground that coverage might overlap too much with KTBC-TV Austin. Claudia T. (Ladybird) Johnson, wife of the Vice President, is 61% stockholder of KTBC-TV licensee LBJ Co. which owns 29% of KWTX-TV. The Commission said it wants to determine whether the grant would produce "undue concentration of control." Dissenting Comrs. Hyde, Ford & Craven voted to grant the application.

**Fla. Grant Recommended:** Under terms of an initial decision by FCC hearing examiner Asher H. Ende, the Dade County Board of Public Instruction is the winner by default of the Fort Lauderdale Ch. 17 grant. "For failure to prosecute," he recommended dismissal of the Ch. 17 renewal application of WITV (Gerico Investment Co.), which went off the air in May 1958.

**Kentucky ETV Request:** Large-scale uhf ETV reservations are sought by the Commonwealth of Kentucky in a petition filed with the FCC: Ashland, Ch. 59; Bowling Green, Ch. 17; Hazard, Ch. 19; Madisonville, Ch. 26; Morehead, Ch. 24; Murray, Ch. 33; Pikeville, Ch. 14; Somerset, Ch. 29; Cincinnati, Ch. 54 (in addition to present Ch. 48). The FCC recently reserved Ch. 46 in Lexington and added Ch. 40 for commercial use.

**FCC Sees Sec. 315 Show:** All FCC members except Comr. Cross, who was unable to attend, turned out for a special showing in the New Senate Office Bldg. of a kine demonstrating what TV stations & viewers put up with under equal-time requirements of the Communications Act. "I am hopeful that something will be done with Sec. 315," said pres. & gen. mgr. Hugh B. Terry of KLZ-TV Denver at the conclusion of the luncheon presentation, which was arranged by Sen. Allott (R-Colo.).

It featured a nearly-incoherent half-hour speech by independent candidate William R. Casey, who ran for the Senate last year against Allott & Colorado's Democratic Lt. Gov. Robert Knous. Qualifying at the last campaign minute as a petition candidate, Casey demanded & got free equal time on KLZ-TV, which had presented Allott & Knous in debate. Terry said that Casey's performance, in which a miniature Statue of Liberty was used as a prop, aroused a storm of protests by viewers who didn't understand that the appearance was mandatory under the law. "This is an excellent example of how poorly the thing [Sec. 315] works," commented Comr. Ford. "But what is your solution for it?"

Terry said equal-time requirements should be lifted for candidates for federal offices, at least—something that Allott has advocated. Allott himself had been called home for a family funeral, but 2 Senate Commerce Committee members—Communications Subcommittee Chmn. Pastore (D-R.I.) & Sen. Schoeppel (R-Kan.)—attended the luncheon. They left without commenting on the outlook for Sec. 315 changes, however.

Other guests included NAB Pres. LeRoy Collins & govt. affairs vp Vincent T. Wasilewski. Note: Candidate Casey polled 3,000 of 700,000 votes cast in the election.

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**FCC Seeks Speed with Computers:** FCC has asked 14 computer makers to submit bids by Sept. 29 on a data-processing system, described in 440 pages of specifications, designed to cut paperwork, save manpower, slice application backlogs. A team of 12 has been working full time on the problem for a year under expert John Hand. FCC exec. officer Robert Cox has over-all supervision. Cox said the project has support of Congress and the Budget Bureau. Hand said the installation would be "fairly large" and that rental cost of comparable systems runs some $20-$25,000 monthly. The system would do such chores as: compute radiation patterns; predict contours; make channel studies; supply station-ownership data; keep track of license expirations, renewals & modifications; compute common-carrier depreciation rates. Curtis Plummer, chief of the Safety & Special Radio Services Bureau—which handles hundreds of thousands of applications yearly—said that system will not be used to pick frequencies for applicants even though it could be programmed to do so. "Frequency selection is still the job of the applicant," he said. It's expected that FCC will try to condense its application forms and include more "yes-no" questions. Cox said it's possible that the system could be shared with other govt. agencies. The Commission hopes to convert to it by July 1963.

**WROC-TV Transfer Okayed:** The $6.5-million sale of WROC-TV (Ch. 5) Rochester from Transcontinent TV Corp. to Ch. 10 share-timers WVET-TV & WHEC-TV has been approved by FCC (Vol. 17:5 p14). WVET-TV will give its share of Ch. 10 to WHEC-TV, go full-time on Ch. 5—subject to acccpting a modification of license to Ch. 8. When FCC added Ch. 9 to Syracuse (Vol. 17:31 p2), it ordered Ch. 5 & 8 swapped between Rochester & Syracuse.

**Dropout Deals Discouraged:** FCC has finalized its proposal to further Sec. 307(b) of the Communications Act which says that "the Commission shall make such distribution of licenses . . . among the several States & communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same." It amended Sec. 1.316 of its rules "to provide that whenever the only application for a broadcast facility in a community is sought to be withdrawn via agreement between competing applicants and the withdrawal would unduly impede the distribution of radio service," new applications will be accepted for the facility. The Commission explained: "For those who now file applications with the expectation that they will be able to bring about the withdrawal of competing applicants for other communities through a merger, or those who file an application in the expectation that they can extract a merger with a more favorable competing application as the price for the withdrawal of their application will be confronted with the fact that no such agreement can be entered into without the possibility of other parties coming in and succeeding to the application sought to be withdrawn." Comr. Lee dissented.

**Combination STL Proposed:** FCC plans to eliminate separate classes of AM, FM and TV (aural) studio-transmitter-links, has issued proposed rule-making to combine them in a single class termed "Aural Broadcast STL Stations." The Commission stated: "Many licensees operate their FM & TV stations, and sometimes the AM station, at a common transmitter site and their AM, FM and TV studios at a common location, with the result that 3 separate radio circuits deliver program material from a common studio location to a common transmitter location. This is not only wasteful of spectrum but also adds to the installation & operating costs of the licensee. Improvements in multiplexing techniques appear to make it possible to transmit more than one aural program over a single radio circuit . . ."

**Moline Vote Correction:** The FCC vote instructing its staff to prepare a final decision giving Ch. 8 Moline to Moline TV Corp. (Vol 17:31 p5) was: Hyde, Lee and Bartley for Moline TV Corp., Cross for Community Telecasting, Minow & Craven not participating, Ford absent. FCC sources were unaware of Ford's absence when they supplied us with the text of the official Commission minute of the vote, which was released after Rep. Michel (R-Ill.) mistakenly accused Minow of voting for Moline TV Corp. The minute reads: "Item 2. Staff instructed to prepare an appropriate document looking toward a grant of the application of Moline TV Corp. (Comrs. Minow, chmn., and Craven not participating. Comr. Cross voting to affirm the examiner's initial decision)." Meanwhile apparent losers Community Telecasting Corp., Midland Bcstg. Co. and Illiway TV Inc. got together in a joint filing demanding that FCC reconsider. Among other things, they cited the Commission's Suburban decision that applicants must seek out community programming needs.

**Detroit Uhf Shift:** Ch. 20 has been substituted for WJMY's Ch. 62 in Detroit (Allen Park) in a final FCC action which substituted Ch. 66 for Ch. 20 in Ann Arbor, Ch. 62 for Ch. 34 in Port Huron. WJMY was granted a change to the lower channel.

**Buffalo & Paterson Sales Approved:** FCC has authorized the transfer of WKBW-TV & WKBW Buffalo for $14 million, and radio WPAT Paterson for $5,350,000, to Capital Cities Bcstg. Corp. (Vol. 17:21 p16, 17:22 p5). Comrs. Minow & Bartley dissented.

## Congress

**PASTORE PLANS PROBE:** Chmn. Pastore (D-R.I.) of the Senate Commerce Communications Subcommittee is getting ready for a series of wide-open hearings for FCC & "all interested parties" on broadcasting issues ranging from violence on TV to rating services.

Pastore disclosed his intentions to conduct the hearings "in the near future" as he prepared release this week of FCC's answers to a series of questions on network policies & programming which were propounded in an "open letter" to Chmn. Minow in the April 8-14 *TV Guide*. Pastore sent the *TV Guide* questionnaire to the Commission April 12, asking for comment. It was supplied Aug. 1 in a 14-page FCC letter signed by Minow to Pastore. Minow had earlier replied more briefly in an article which appeared in the magazine.

In its letter, FCC called again for legislation permitting the Commission to regulate networks, but said it was unable to submit "our final report & recommendations with regard to all the matters under inquiry" until the Commission's network study is completed.

### Emphasises Problem of Crime-Violence Shows

On the subject of TV violence, the Commission noted in its "progress report" that violence is being studied by the Senate Judiciary Juvenile Delinquency Subcommittee (Vol. 17:31 p8). "We are following those hearings with care & have collaborated with the Committee in this area," Minow said. He went on:

"In view of the provisions of Sec. 326 of the Communications Act, it is uncertain, on the present state of the record, how the Commission can effectively deal with this problem. It is one thing to assert generally that excessive crime & violence in TV programs is undesirable & perhaps socially damaging. It is quite a different thing for the Commission to attempt to establish processes for making the nice literary distinctions which apparently would be necessary to regulate crime & violence in TV programming.

"It is difficult to see how this matter can be dealt with except on a program-by-program basis. In order to determine which programs involve 'excessive' or 'unnecessary' depiction of crime & violence, it would be necessary to examine the detailed subject matter of each program and to make the appropriate literary judgments. For the Commission to do so would certainly involve grave questions of censorship . . ."

FCC had this to say on other *TV Guide* subjects:

**On stations' program responsibilities**—"The present statutory pattern which places the entire responsibility for broadcast matter on individual station licensees has been so affected by the realities of network broadcasting that it no longer is adequate . . ."

**On network program ownership**—FCC is exploring the "extent to which network proprietary & financial interests in independently-produced programs may be necessary or desirable." It's also exploring "the extent, if any, to which the networks use the leverage of their control of the time & facilities of the licensees as a means of acquiring such interest."

**On informational programming**—"The Commission will attempt to see to it that its licensees perform their functions as broadcasters in the public interest."

**On rating services**—"We plan further to explore these matters in detail with representatives of the national advertisers & the networks."

***More about***

**SPACE PLANS THREATENED:** Already clouded by Congressional criticism, President Kennedy's plans for private ownership & operation of satellite communications under FCC controls (Vol. 17:31 p3) ran into growing opposition on Capitol Hill last week.

And even while FCC's new *ad hoc* committee of 10 communications companies was meeting Aug. 3 in its first preliminary satellite-planning session, the biggest participant—AT&T—came under Justice Dept. suspicion on a monopoly issue which could disqualify it as a member of the private combine. With Comr. Craven presiding, the special committee (plus Justice Dept. representatives) met briefly and adjourned after setting up a subcommittee on Agenda which will start this week to work out a schedule.

On the House floor, Rep. Roosevelt (D-Cal.)—usually counted on by the administration to be in the forefront of the New Frontier—made a lengthy speech which challenged the whole concept of commercial operations in space. "Utterly inexcusable," he said, denouncing FCC's proposals in the White House directive. "Giant firms" would dominate the satellite system under the plan, he said.

Similar policy clashes were heard at space hearings by the Senate's Commerce & Small Business Committees. They promised to spread into full-dress Congressional debate on whether the govt. or private companies should take charge of communications in space.

### FCC Restates Space Plans

FCC Chmn. Minow, space expert Comr. Craven and other Commission members trooped up to Capitol Hill again to repeat earlier House Commerce Committee testimony on FCC's space intentions. They told the Senate Commerce Communications Subcommittee that careful safeguards against monopoly had been placed around the plan.

But Subcommittee Chmn. Pastore (D-R.I.) & Sen. Yarborough (D-Tex.) were skeptical. Pastore wanted to know how much the private companies should pay the govt. for its tremendous satellite research investments. "Who has the biggest stake—the taxpayers who developed this thing, or the stockholders of the companies licensed to use it?" Yarborough asked. Minow said FCC would look to Congress for help in answering such questions.

The next day, at a Senate Small Business Committee sesion, Asst. Attorney Gen. Lee Loevinger, prodded by Subcommittee members, said his Antitrust Div. is considering action to force AT&T to divest itself of its overseas communications. Such divestiture would make AT&T ineligible to help organize the space combine.

Loevinger stressed that there had been no Justice Dept. decision to institute proceedings against AT&T. But he also made it clear that in his opinion AT&T was much more monopolistic than was Western Union (another participant in FCC's *ad hoc* committee) in 1943, when WU was ordered to get rid of its overseas operations.

Small Business Committee members led by Sen. Long (D-La.) also listened closely to other witnesses who voiced doubts or reservations about any privately-run space system. One of them—U. of Ill. communications research prof. Dallas W. Smythe—said the U.S. would be making a regrettable mistake to promote such an operation.

"The amount of time wasted by private corporations fighting amongst themselves for their spheres of influence in the process of creating the consortium is enormous," Smythe said. "If we value the image which the world holds of us, the last thing we should do would be to place a commercial trademark on these satellites & this service."

**"Watchdog" Installment Is Issued:** Vol. III of a monumental record of nearly everything said by the candidates in last year's Presidential election campaign—on the air or off it—has been published by the Senate's equal-time "watchdog" unit. The limited edition of the new book, quickly snapped up by members of the Senate & House and other politicians, includes verbatim transcripts of all TV & radio appearances by John F. Kennedy & Richard M. Nixon. The 4th & final volume of the series—a collection of network newscasts during the campaign—will be published later this year by the Commerce Freedom of Communications Subcommittee. The professed purpose of the political scholarship by Chmn. Yarborough (D-Tex.) & the "watchdog" staff is to give Congress background references on pending legislation—S-204 by Chmn. Magnuson (D-Wash.) of the full Senate Commerce Committee—to regularize the 1960 suspension of the Communications Act's equal-time requirements for Presidential tickets. No hearings on the bill have been scheduled, and little has been heard publicly from the Yarborough Subcommittee since it conducted a March hearing on how the Sec. 315 suspension worked last year (Vol. 17:14 p4).

**JFK's Code Modified:** Protests by Rep. Moss (D-Cal.) have led to an amendment of the code of conduct distributed by the White House to FCC and other federal depts. & agencies (Vol. 17:31 p7). Objecting as chmn. of the House Subcommittee on Govt. Information, Moss had complained that one section of the ethics rules could be invoked by agency officials to conceal legitimate information from the public. President Kennedy's press secy. Pierre Salinger promptly announced that a new clause had been added making it clear that the order shouldn't be "construed as directing any employe of the federal govt. to withhold unclassified information from the press or public." The corrective clause said the challenged section was "intended solely to limit prior distribution of confidential information [such as market tips] to an individual or group of individuals where the possession of such information would give the individual or individuals advantages not accorded to other citizens."

**Full FCC Funds Voted:** Following debate which started July 29 & ran through July 31, the Senate approved a $9-billion appropriations bill (HR-7445) for 23 federal agencies, including provisions for FCC's full $12.5-million fiscal 1962 budget (Vol. 17:31 p7). The Senate acted by voice vote after beating down numerous economy amendments, none of which was aimed at the Commission. The bill was sent into Senate-House conference to work out differences in House-voted appropriations, which had cut $125,000 from the FCC budget.

**Add TV-Crime Bills:** Criminal law forbidding obscenity on the air would be broadened to include "undue emphasis on crime, violence and brutality" under a proposal (HR-8435) by Rep. Kearns (R-Pa.). He said enforcement of such a new TV-radio provision of the U.S. Code, carrying 2-year prison terms and/or $10,000 fines for offending broadcasters, could be left to the Justice Dept. The Kearns bill is similar to one introduced by Rep. McDowell (D-Del.).

**Carroll Bill Pushed:** A Senate bill (S-1734) upgrading the status of agency hearing examiners (Vol. 17:18 p7) has been given another—if indecisive go-round of hearings by the Judiciary Administrative Practice & Procedure Subcommittee. Co-sponsored by Chmn. Carroll (D-Colo.) and Sens. Hart (D-Mich.) & Long (D-Mo.), the measure was subjected to analysis by spokesmen for such agencies as SEC & NRLB, but Subcommittee took no action on it.

## Advertising

***More about***

**THOSE UNSOLD NIGHTTIME SLOTS:** Many of the nighttime programs or availabilities listed below can be had for a good deal less than the rate-card prices hung on them back in January & February, when the blueprinting for the 1961-62 network schedule began (see p. 3). Estimates of the list-price value of these unsold slots run as high as $30 million, and they are bound to have an effect (except possibly in the public-affairs area) on program planning for the 1962-63 season. Here's a closer look at what's still in fall network inventory as of presstime:

ABC-TV Availabilities

Sundays—Several minute availabilities open in *Maverick, Bus Stop* and *Adventures in Paradise.*

Mondays—*Ben Casey* (10-11 p.m.) moving slowly in sales; a "lot" of participation availabilities open.

Tuesdays—A few participations unsold in *Bugs Bunny* and *New Breed.*

Wednesdays—*Steve Allen Show,* sold so far in 30-min., alternate-week segments, has some unsold time being offered as minute availabilities.

Thursdays—One of ABC's best-sold nights, but still some time open in *Ozzie & Harriet.*

Fridays—ABC's 2 new shows in early evening still have availabilities. *Straightaway* has a 30-min. co-sponsorship open; *Hathaways* has several minutes unsold.

Saturdays—*Roaring 20s,* which has had only a modest rating success, is about 50% unsold. Reputedly, this is one of the shows on which ABC is willing to discuss trimmed-back prices.

Specials—Of the network's planned 44 specials for the fall season, 42 are sold including 26 sponsored by Bell & Howell. Remaining 2, plus pair of drama specials largely of a public-affairs nature, are up for grabs. One of these is a 90-min. biography of Eva Peron.

CBS-TV Availabilities

Sundays—No problem; a complete sell-out.

Mondays—Alternate-week sponsorship of *Pete & Gladys* (8-8:30 p.m.) is open. Until late last week, CBS had openings in *I've Got a Secret* but finally managed to list the show as sold out with the aid of some last-minute participation sales.

Tuesdays—Alternate-week sponsorship of *Ichabod* (9-9:30 p.m.) is open.

Wednesdays—*Checkmate* (new time period of 8:30-9:30 p.m.) has sponsors for 3 of its 4 alternate-week half-hour positions. Still has one more 30-min. slice to go.

Thursdays—CBS's worst night from a sales standpoint. *Frontier Circus* and *The Investigators,* a pair of new 60-min. film shows with no track record, are 65% and 75% unsold, respectively, with no takers at the moment. There are no fall sales at all for the prestige-laden *CBS Reports* series.

Fridays—Alternate-week sponsorship of *Twilight Zone* (10-10:30 p.m.) is open.

Saturdays—Another well-sold night, including an SRO for sponsors of the 60-min. *Gunsmoke.*

Specials—A reduced number of specials for the season is easing the usual sales problem in this area, although CBS admitted there are "always a few unsold until the last minute." One of the unsold specials, a 120-min. adaptation of "The Power & the Glory" starring Laurence Olivier, carries a $650,000 price tag, plus time. It's scheduled for Nov. 26.

NBC-TV Availabilities

**Sundays**—No sales problems; a sell-out.

**Mondays**—General Mills has bought half of *National Velvet* (8-9 p.m.) but there are several participation availabilities in the alternate week. *Thriller* (10-11 p.m.) now has 9 participating sponsors but has some open minutes.

**Tuesdays**—There are some availabilities in each of the 3 hour-long film shows scheduled—*Laramie, Dick Powell* and *Cain's Hundred.*

**Wednesdays**—Another sold-out night, including the new *Bob Newhart Show* and *David Brinkley's Journal.*

**Thursdays**—There are several minute availabilities in *Outlaws* (7:30-8:30 p.m.).

**Fridays**—A half-sponsorship position in *International Show Time* (7:30-8:30 p.m.) has been sold to 7-Up but there are several minute availabilities in the balance of the taped-in-Europe show.

**Saturdays**—A problem night for NBC's sales dept. There are minute availabilities in *Wells Fargo* (7:30-8:30 p.m.), a half-sponsorship of *Tall Man* (8:30-9 p.m.) and several minutes in *Saturday Night Movies* unsold.

**Specials**—Of some 40 public-affairs specials scheduled for fall, about half are sold and the rest are on the block (in contrast to the sales success with the regularly scheduled Brinkley and Frank McGee shows). Entertainment specials have been moving, but several are still unsold.

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**How to Cut Costs of TV Commercials:** Hooper White, Leo Burnett's mgr. of N.Y. production, advanced these tips to the 4th annual *Advertising Age* Summer Workshop on Creativity in Advertising: (1) Hire good writers with good ideas, since good ideas are always a bargain; (2) select the best-selling production method for the product (animation avoids residuals!); (3) produce, if possible, more than one commercial at a time, thus lowering per-unit production costs; (4) use "lifts" from longer versions, where feasible, for shorter versions; (5) avoid unneeded expenses in lengths, frequencies, and production values such as backgrounds. Added White: Simplicity is harder to create than complexity; and an agency's most difficult job is selling to a client an unproduced idea, complete with predictable production costs.

**FTC Nominee Confirmed:** By routine vote Aug. 2, the Senate confirmed President Kennedy's nomination of Everette MacIntyre as an FTC member. The confirmation came a day after MacIntyre had been cleared for the job by the Commerce Committee (Vol. 17:31 p10).

**Drug Ads Challenged:** Congress should crack down on drug advertising which fails to make "truthful disclosure" of adverse side effects of prescription medicines, FTC Chmn. Paul Rand Dixon told the House Commerce Health & Safety Subcommittee. He said many drug-firm ads—particularly those carried in medical journals—have "tended to emphasize only the favorable aspects of some potent new drugs." Some of the drugs, he testified, "possess grave potentialities for harm & perhaps irreparable injury to health."

**Cold "Cure" Defended:** Richardson-Merrell Inc. has denied FTC charges that it falsely advertised that its Vicks Double-Buffered Cold Tablets will cure or shorten the duration of a common cold (Vol. 17:22 p9). In a formal answer to FTC's complaint, the company said its claims for the remedy "are substantiated by medical opinion, medical literature and medical studies."

**4 Image-Improving Drives:** Four separate campaigns were launched last week with the same goal—to improve the public image of the advertising-TV worlds:

1. The ANA-4A Committee for Improvement of Advertising Content, formed by the 2 organizations last fall (Vol. 16:41 p2) to advise national & regional advertisers on objectionable advertising, will now extend its services to the local level. The Committee made its offer to the Assn. of Better Business Bureaus, AFA and the Ad Assn. of the West because they are "chiefly instrumental in setting up local improvement programs." Ads criticized "on grounds of taste or opinion, not factual validity of claims," will be considered by the Committee when requested.

2. CBS Radio has invited the 100 leading ad agencies to submit a 60-sec. recorded or taped statement about the economic-social contribution of advertising to society. "The importance of creating a better public image of the ad profession is self-evident," said CBS Radio vp Fred Ruegg in a letter to agencies. To date, 28 agencies have agreed to make contributions, each statement to be broadcast 12 times on each of the 7 CBS o&o radio stations.

3. A "station-image audit" service has been started by the N.Y. communications-research firm of Henderson & McNelis. Based on extensive local telephone surveys & taped depth interviews, the reports are designed to aid subscribing stations in selling, programming & promotion.

4. The recently-formed TvB of Canada (Vol. 17:29 p6), in conjunction with the opening of its Toronto office last week, reported on its objectives to the Canadian Assn. of Broadcasters' Sales Advisory Committee. "We must all work toward creating a large pool of usable material to promote TV," said dir. William R. Seth.

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**Admen Dubious About Program "Improvement":** A survey of 437 agency-advertiser executives revealed 52% of the admen doubtful that sponsors would take action to improve the much-criticized "wasteland" of TV programming. Other highlights of the survey, conducted by the Greenwich, Conn. marketing research firm of Nowland & Co.: (1) 75% agreed with FCC Chmn. Newton Minow's "wasteland" speech at the NAB convention. (2) 80% agreed that TV should improve programming. (3) Only 34% said that the impetus was likely to come from those with perhaps the biggest vested interest in TV—the sponsors. Probing 419 admen in another disputed TV area—the 40-sec. station break—Nowland & Co. found: (1) 78% opposed, 12% in favor and 10% undecided; (2) 82% of agency men opposed, compared with 75% of the corporate advertising executives; (3) 48% of those opposed said there were already too many TV commercials, 19% said there would be an audience-loss in the longer-break period, 18% said commercial messages would be diluted; (4) of those in favor, 45% said there would be more room for spot commercials, 18% said there would be a cost reduction, 16% said the longer break would have no significant effect.

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**Ad People:** **William P. Gordon** appointed vp, Dancer-Fitzgerald-Sample . . . **William R. Wyatt**, A. C. Nielsen vp, elected pres., Best. Advertising Club of Chicago . . . **John W. Hergeden** elected a vp, Geyer, Morey, Madden & Ballard . . . **Paul Slater** and **Samuel M. Sutter** named Compton vps . . . **Thomas A. Casey** named vp-mktg. dir., Needham, Louis & Brorby . . . **Duane C. Bogie, John E. O'Toole, John B. Rand** and **Donald B. Williams** appointed Foote, Cone & Belding vps.

## Networks

**Net TV Biggest Gainer in May:** Network TV ad volumme was 20% higher in May compared with the same month in 1960, despite the fact that over-all ad activity was off 2%, reports *Printers' Ink*. Confirming the downward trend evident since the start of this year, national ad volume for the January-May period was off 1%, "the first time since December 1958 that cumulative change in the general index has shown a loss," said *PI*. Only network TV (up 14%) and women's magazines (up 3%) showed gains for the 5-month period. Declines in other media, as measured by the media planning div. of McCann-Erickson: magazines 3%, newspapers 6%, network radio 5%.

Here is *PI*'s index for May as prepared by McCann-Erickson's media-planning division:

| MEDIUM | INDEX May 1961 | INDEX May 1960 | % Change from 1 month ago | % Change from 1 year ago | % Cumulative Change |
|---|---|---|---|---|---|
| GENERAL INDEX | 236 | 241 | + 3 | — 2 | — 1 |
| TOTAL MAGAZINES | 182 | 194 | + 3 | — 6 | — 3 |
| Weekly | 208 | 224 | + 5 | — 7 | — 4 |
| Women's | 138 | 141 | + 1 | — 2 | + 3 |
| General Monthly | 213 | 232 | + 2 | — 8 | — 1 |
| Farm | 85 | 89 | —12 | — 4 | —18 |
| NEWSPAPERS | 200 | 227 | + 2 | —12 | — 6 |
| NETWORK TELEVISION | 532 | 442 | + 4 | +20 | +14 |
| NETWORK RADIO | 25 | 23 | + 9 | + 9 | — 5 |
| BUSINESS PAPERS | 241 | 257 | + 3 | — 6 | — 7 |
| OUTDOOR | 126 | 163 | + 1 | —23 | —14 |

All indexes have been seasonably adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49, except for the TV base, which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through May 1961.

## NETWORK SALES ACTIVITY

### ABC-TV

Bell & Howell (M-E Productions) full sponsorship eff. Sept. 19.
*Bell & Howell Closeup*, Tue. 10-11 p.m.

Brown & Williamson (Ted Bates) part. eff. Oct. 7.
*Make that Spare*, Sat. 10:50-11 p.m.

Charles Antell (Geyer, Morey, Madden & Ballard) part. eff. Aug. 15.
*Daytime programming*, Mon.-Fri.

General Mills (Knox Reeves) part. eff. Sept. 10.
*American Football Post Game Scoreboard*, Sun., following AFL games.

### CBS-TV

Bristol-Myers (Young & Rubicam) part. eff. Aug.
*Rawhide*, Fri. 7:30-8:30 p.m.

Hertz System (Norman, Craig & Kummel) part. eff. Sept.
*I've Got a Secret*, Mon. 10:30-11 p.m.

Mutual of Omaha (Bozell & Jacobs) part eff. Aug.
*Father Knows Best*, Wed. 9-9:30 p.m.

### NBC-TV

Helene Curtis (Edward Weiss) part. eff. Oct. 7 & 9 and Dec.12 respectively.
*Saturday Night at the Movies*, Sat. 9-11 p.m.; *87th Precinct*, Mon. 9-10 p.m.; *The Dick Powell Show*, Tue. 9-10 p.m.

Andrew Jergens (Cunningham & Walsh) part. eff. Sept. 22.
*Daytime programming*, Mon.-Fri.

Procter & Gamble (Benton & Bowles) part. eff. Aug.
*Michael Shayne*, Fri. 10-11 p.m.; *Laramie*, Tues. 7:30-8:30 p.m.

Chunky Chocolate (J. Walter Thompson) part. eff. Oct. 7.
*Daytime programming*, Sat.

## Film & Tape

**U.S. Syndicators in Mexico:** In a series of tied finishes which would bring a gleam to the eye of any horse player, 8 U.S. syndicators are splitting the top 4 positions in the Mexican TV-film market. NBC International, which had only a 3.9% share of all U.S. programming on Mexican TV last November, has jumped its share to 14.7% and is tying with Screen Gems for first place. Each has 9 half-hour export series on the 3 TV channels in Mexico. Ziv and ITC are tied for 2nd position, each having six 30-min. shows and a 9.8% market share. In 3rd position are TV Interamericana & William Morris, each with three 30-min. shows and a 4.9% share. MCA & Magnum, each with one 30-min. show worth a 1.8% share, are tied for 4th position. All U.S. shows in Mexico, however, represent only 14% of the total program transmission time on all 3 channels; 58% is live shows and 28% is feature films.

American telefilm shows, however, will continue to face in Mexico a problem current in a number of Latin-American markets: A growing "Yanqui, no" attitude on the part of program officials & TV-film unions determined to foster locally-produced shows at the expense, if necessary, of U.S. export product. Telesistema Mexicano's Emilio Azcarraga Jr. has announced a "broad program revision policy" which is aimed at "diversified" Mexican TV programming. One result of this: There'll be more film programming from European & Japanese sources on Mexican channels in the near future, challenging U.S. syndicators as the primary source of imported TV shows in Mexico. Working in favor of U.S. TV (but not necessarily in favor of U.S. film distributors) are plans in Mexico for an inter-American TV system along the lines of Eurovision. Proposals for the system are expected to be made at the September convention of inter-American TV officials in Bogota, Colombia.

**Beefcake for TV:** What TV needs, producer Joseph E. ("Hercules Unchained") Levine and Filmways Chmn. Martin Ransohoff decided recently, is a good dash of masculine "beefcake." Accordingly, they have teamed to produce a pair of muscle-flexing 72-min. pilot films in Europe which they'll offer for 1962-63. The first will be based on the "Hercules" movies which have already run up a $25-million box-office gross. The second will be a co-production with Rory Calhoun's Calvic Corp. called *Capri*.

Production budgets on the 2 films will run around $750,000 each, Levine said last week—a whopping figure by TV-pilot standards. But both will also be released outside the U.S. as feature movies, cutting the pilot cost to about $200,000. If the pilots are sold to networks (which, presumably, would use them as the basis of 90-min. specials to launch each series), the shows within the series will be 60-min., carrying "normal" (about $100,000) budgets. Both series will be in color, with American stars, writers and production teams. *Capri* will be an action-adventure property with locations in Southern Europe. *Hercules* will, of course, be a costumed adventure series but, according to Levine, "the dialog will be strictly contemporary."

BBC-TV's tape-kine series *An Age of Kings* goes into print October 1, when Pyramid Books releases a paperback edition containing the series' 15 Shakespearean adaptations. Arrangements for the paperback's publication were made by the U.S. syndication distributor, Peter M. Robeck & Co.

## HOLLYWOOD ROUNDUP

**Fate of TV's Most Expensive Pilot:** It's a rarity when an unsold pilot film gets a 2-hour, prime-time network exposure, but there's little that's usual in the circumstances behind the pilot produced by Desilu Productions under the title of *C.I.C.* (Counter-Intelligence Corps). ABC-TV will air the show Sept. 23 & 30 under the title of "The Assassination Plot at Teheran" (it's about a rumored Nazi plot to assassinate the big 3—Roosevelt, Churchill and Stalin).

The network and McCann-Erickson had each put up $250,000 for the show, with Desilu to pay any costs over that. The total tab eventually mounted to more than $700,000. No sponsor was found and, after option dates passed, all rights reverted to Desilu. ABC-TV's only financial out is that 2-part airing, which was part of its original deal. Desilu owns most of the property, with a small piece belonging to producer Joseph Shaftel's Berkshire Productions.

Desilu Pres. Desi Arnaz and ex-McCann-Erickson TV vp Terry Cline had planned *C.I.C.* as an international *The Untouchables*, the plot being built around a C.I.C. agent & his aides. But a Desilu spokesman told us the company is now contemplating releasing TV's most expensive pilot abroad as a movie.

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**MGM-TV** has started work on the first 2 of 6 new TV series in association with Project III Enterprises, an independent production company headed by Blake Edwards, Freddie Fields and David Begelman. The shows: *All That Jazz* (60-min. situation comedy) and *The House of 7* (60-min. adventure drama to be produced in association with Phil Silvers' Tranan Productions).

**Film Share:** 81.8% of all nighttime network shows this fall will be on film, tallies *Sponsor*. That leaves 14.4% for all-live or taped and 3.8% for live & film. ABC-TV leads the networks with 91% of its prime-time shows on film as against 77% apiece for the other 2 networks. CBS-TV leads its 2 competitors in the all-live or taped category with 21%.

**Format Films** has increased its staff to 152 employes —from the 15 it had when founded in October 1960. It's producing 26 half-hour segments of *The Alvin Show*, to be seen on CBS-TV next season . . . **UPA Pictures** hiked its employe roster from 40 to 250 in the past year.

**Screen Gems** has dropped its syndicated *Manhunt* series, starring Victor Jory. It's preparing a new series, *Ship's Doctor*, to star Jory.

**Warner Bros.** sent a *Hawaiian Eye* troupe to Honolulu last week for series footage.

**Four Star Television** has signed Van Heflin to star in "Ricochet," an episode in *The Dick Powell Show*.

**People: Howard Ross** placed in charge of program development for **Peer Oppenheimer's** O&O Productions, producer of the *Here's Hollywood* series. . . **Marion Hargrove**, producer of 20th Century-Fox TV's *Follow the Sun*, has been moved to the studio's movie operation as a writer . . . **Arthur Freed** elected first vp of Academy of Motion Picture Arts & Sciences . . . **Shelley Hull**, ex-Roncom producer, named program supervisor for *Steve Allen Show*.

## NEW YORK ROUNDUP

**ABC Films'** bullish 2nd-quarter report showed a healthy over-all sales increase over the January-June period last year. The only network syndication offshoot not suffering severe personnel-production cutbacks, ABC Films boosted domestic syndicated sales substantially, with "a major portion of the plus figure" coming from 4 off-network series (*The Life & Legend of Wyatt Earp, One Step Beyond, Casper the Friendly Ghost & Company*, and the one-time NBC-TV show *Consult Dr. Brothers*). Overseas grosses for the first 6 months were up, and included the sale of 2 network shows for the coming season (*Expedition* and *Straightaway*). The only sluggish sales area was Canada, where sales for the 2nd quarter were down 11%.

**Screen Gems** reviewed its world-wide operations at last week's full-scale international sales convention in N.Y. —believed to be the first such held by a TV-film distributor. Attending were Steve Krantz (Canada), Joe Joel (Australia), Harold Winston (Mexico), George Blaug (European sales supervisor), Al Zecha (Far East), Helios Alvarez (Brazil), Bruce Ledger (Canadian business mgr.). Domestic sales executives attended an August 1-4 meeting in Shawnee, Pa. on "The Future of Syndication Programming."

**Viewers Like TV's Movies:** Pulse Inc. provided an unexpected bonus of sales ammunition to TV distributors of feature-movie packages last week. A Pulse survey in N.Y. showed: (1) Nearly 20% of respondents said they were viewing more features on TV this year than last because "better" movies were scheduled. (2) About 50% of the viewers said they were "just as happy" to watch one-time theatrical movies as they were to see made-for-TV film programs. (3) 34% said they preferred watching features to watching TV's own shows. (4) Only 1% said they watched fewer movies because of excessive commercial interruptions.

**Marilyn Monroe**, who has never made a TV appearance (apart from old feature movies & newsreels), has at last been signed by NBC-TV for her video debut. But she'll be heard—not seen live. She'll narrate a film of her USO tour of UN military installations during the Korean War as part of the *DuPont Show of the Week* scheduled for Oct. 29. Titled "USO—Wherever They Go!", the program will also review USO activities in entertaining troops during World War II and profile the organization's current services in Alaska, Labrador, Europe, Japan and other U.S. military bases. Jesse Zousmer and John Aaron, who used to do *Person-to-Person*, will be co-producers.

**Add syndication sales: Screen Gems**, via a 6-station regional deal signed last week with Genessee Brewing Co., has upped the market total for *Shannon* to 87 . . . **Ziv-UA** scored its 100th station sale for *Ripcord* . . . **ITC** sold *Whiplash* to WNBC-TV N.Y., raising the market total to 62 . . . **Screen Gems** has sold its post-1948 Columbia package of 260 features to WLWA Atlanta and WGAN-TV Portland, upping the market total to 36.

**GAC-TV's** first production package offered for the 1961-1962 season will be the "Miss Teenage America" pageant to be held in Dallas, Texas, Oct. 19. The pageant will end a 3-month search for America's "ideal teenager."

# Television Digest

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JAMES T. QUIRK, Business Manager
JAMES B. DELEHANTY, Asst. Business Mgr.
MERRILL PANITT, *Editorial Director*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
Hollywood 5-5210
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**Personals:** George Harper, ex-Cal. National Productions, named vp-gen. mgr., NBC-Canada . . . Robert E. Bailey, ex-Storer Television Sales, appointed national sales mgr., WSPD-TV Toledo . . . Arthur R. O'Neil promoted to gen. mgr. of WSBT-TV & WSBT South Bend, succeeding Neal B. Welch, who retires Aug. 19 . . . Dave Gerber, ex-Famous Artists, appointed vp, GAC-TV.

Peter A. Whipple, ex-WTTG Washington, appointed business mgr., Metropolitan's WNEW-TV N.Y., succeeding George Bill, named asst. treas., MetroMedia, parent company of Metropolitan.

Keith Miller named gen. sales mgr., KTNT-TV Tacoma-Seattle. Herchel Cary appointed national sales mgr. . . . Richard Holloway, ex-WFMY-TV Greensboro, N.C., gen. sales mgr., named regional sales mgr., WLOS-TV Asheville, succeeding Tom Burkhart, appointed asst. national sales mgr., WTVJ Miami.

Leonard C. Feldman, ex-NBC, named research dir., N.Y. office of Harrington, Righter & Parsons . . . John J. Dunn, CBC representative at the UN, appointed CBC dir. for the Ottawa area, succeeding Peter A. Meggs, who will study for the Anglican priesthood . . . Edward H. Benedict, Triangle Publications TV-radio div. national sales dir., elected chmn., RTES admissions committee.

Henry Schachte resigns as exec. vp, Lever Brothers, to become mktg. officer of London-based Unilever Ltd. Harold H. Webber, ex-Cowles Magazines, *Broadcasting* and Foote, Cone & Belding, will replace Schachte at Lever, with the new title of consumer relations vp . . . Allen L. Gunderson named chief engineer, KTTV Los Angeles . . . Don Estey named exec. asst. to Don Sharpe, GAC-TV senior exec. vp . . . Erwin H. Ephron, press relations dir., A. C. Nielsen, appointed chmn. of RTES Timebuying & Selling Seminars for the coming season . . . John J. Madigan resigns as *Chicago American* city editor to join WBBM-TV there as news commentator & analyst.

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**Hitchcock:** *Stories for Late at Night* is a collection of short stories, 2 novelettes and a novel, written by Roald Dahl, Evelyn Waugh, Ruth Chatterton and others, and edited by macabre murder specialist Alfred Hitchcock. (Publication Aug. 17, Random House, 469 pp., $5.95.)

**NBC Doesn't Advocate Sex:** There's no connection between the recent resignation of NBC programming vp David Levy and recent testimony in Sen. Dodd's (D-Conn.) Judiciary Subcommittee hearing that NBC favored the addition of sex & violence to film shows made by outside producers (Vol. 17:24 p2 *et seq.*). So said NBC officially last week in the wake of reports that the network had ousted its program chief (to be replaced by Y&R vp Mort Werner) as a scapegoat. "Neither Mr. Levy nor anyone else at NBC has ever advocated sex & violence in this sense," said the network, indicating that it wanted "to make it perfectly clear that the change in Mr. Levy's assignment was in no way related to such testimony."

**Le Grand Tour, TV Style:** Lufthansa and Cartan Travel Bureau have announced a deluxe "seminar-tour" of foreign TV & film high spots. In the itinerary: (1) Hamburg's Norddeutscher Rundfunk, a major TV producer, the studio facilities of Real Films, Bavarian Film Kunst, Bavaria Television, and Riva Film Studios. (2) Rome's Cine-Citta and Dino de Laurentis film studio, plus the Vatican broadcasting station. (3) Britain's BBC and A.B.C. Ltd. TV studios, and the J. Arthur Rank studios. (4) French TV, film and radio studios in Paris. Members of the tour (Oct. 20-Nov. 5) will also face a round of cocktail parties in their honor. The tab ($859.30 to $1,163.50) includes meals, hotels, sightseeing and seminar excursions.

**TV's Effect on Boxing Technique:** Archie Moore, shareholder in the world light-heavyweight championship, told the AP last week that TV had caused him to change his boxing style. Said he: "I used to be a beautiful boxer, with a stand-up style, but along came that commercial monster, television, and forced me to change. TV wants action fighters, not classical boxers, who aren't appreciated. So I changed my style to a compensative type, you might say. I try to hit on all fronts, with a little of this, and a little of that. It's a hard style to master."

**Conference Dates Set:** The 7th annual NAB-sponsored conference of presidents of state broadcasters assns. will be held next Feb. 28 & March 1 in the Shoreham Hotel, Washington. Announcing arrangements for the sessions, NAB's industry affairs vp Howard H. Bell said: "With last year's meeting averaging slightly better than 90% of possible attendance, we feel that a goal of 100% attendance at the 1962 conference will be reached."

**Kudos for Granik:** Veteran TV-radio producer Theodore Granik "deserves the highest praise from all segments of our society for keeping public-service programs alive & informing," Sen. McGee (D-Wyo.) said in a floor speech. McGee hailed Granik's new *All America Wants to Know*, distributed by *Reader's Digest* to 140 TV & 1,000 radio stations, as "a major breakthrough" in forum shows.

**New Radio Era Seen:** Pa. Gov. David L. Lawrence says radio broadcasters no longer are maintaining "discreet silence on controversial issues." Hailing this "new epoch," he maintains that "the days when a radio station was supposed to keep its hands off community affairs" are passing. His eomments were broadcast by radio WBCB Levittown-Fairless Hills, Pa. as part of a station festival.

**Meetings This Week:** Ga. Assn. of Bcstrs. annual summer convention (Aug. 6-8). Frank Fletcher, past pres. of Federal Communications Bar Assn., will speak. King & Prince Hotel, St. Simon's Island.

**Meetings Next Week:** N. M. Bcstrs. Assn. meeting (Aug. 12). The Alvarado, Albuquerque.

## Stations

**RKO General Forms Own Rep Firm:** RKO General will establish its own sales organization Oct. 1, replacing deals with H-R Representatives, Young TV Corp., Robert E. Eastman Co., and Avery-Knodel. The new sales organization with offices in N.Y., Chicago, Los Angeles and San Francisco, will be headed by RKO General national sales dir. Donald J. Quinn. The company's decision to open its own rep firm "did not stem from dissatisfaction with the existing firms," said RKO General bcstg. vp Hathaway Watson, but "with 4 offices selling only our own stations, we can work more closely with buyers, and better understand their requirements." RKO General stations to be represented by the new firm: WOR-TV & WOR N.Y., WNAC-TV & WNAC and WRKO-FM Boston, KHJ-TV & KHJ Los Angeles, CKLW-TV & CKLW Windsor, WHBQ-TV & WHBQ Memphis, KFRC-TV & KFRC San Francisco, and WGMS Washington.

**Suburban Fights Back:** FCC's out-of-hand rejection of an uncontested FM application by Suburban Bcstrs. for Elizabeth, N.J. has been carried to the Court of Appeals—as promised—at the start of what may become a precedent-making legal battle (Vol. 17:27 p1). Suburban counsel Edward Kenehan said in the appeal that FCC had no authority to turn down the application on ground that the applicant hadn't sought out programming needs of the community to be served. The case could develop into a court test of the Commission's new philosophy on programs. Kenehan & his associate counsel Robert L. Heald told the Court of Appeals: (1) FCC's turndown of Suburban's program proposals was "in reality, censorship of these proposals" in violation of the Communications Act. (2) If the law gives the Commission such authority, then the Communications Act "is unconstitutional in that such authority deprives appellant of the protection of the First Amendment guaranteeing freedom of speech & of the press." (3) In any event, FCC's action was "arbitrary & capricious."

**How Crosley & Taft Teamed Up:** To assure that no Cincinnatian lacked the opportunity to tune in on both President Kennedy's July 25 speech and the same-night broadcast of the Reds-Braves baseball game, Crosley Bcstg. & Taft Bcstg. joined forces to scramble their Cincinnati TV-radio schedules for public benefit. Taft's WKRC-TV and Crosley's radio WLW broadcast the Presidential speech live. Meanwhile, their sister outlets—WLW-T and radio WKRC—carried live coverage of the baseball game, which originated an hour earlier. Finally, at the conclusion of the baseball game, WLW-T and radio WKRC rebroadcast the President's address.

**TvAR's Summit Meeting:** A bumper crop of some 500 N.Y. agency timebuyers (90% of the invitation list) turned up for the season's biggest TV party last week. The affair was an opening-day party tossed by Westinghouse-owned TvAR at the Hotel Summit, N.Y.'s first new hotel in 3 decades. There were door prizes (Dancer-Fitzgerald-Sample timebuyer Jim Hunter won the all-expenses trip to Paris), champagne, balloons, a handwriting analyst, free photographs. Reason for the party: TvAR has added WTOP-TV Washington, WBTV Charlotte and WJXT Jacksonville to its list of 5 Westinghouse Bcstg. Co. TV outlets now handled by the rep firm.

**SMPTE's 90th Convention:** "Integration of Motion Picture & Electronic Systems" will be the theme of the Oct. 2-6 meeting at Lake Placid Club, Essex County, N.Y.

**BBG Sets Hearings on Satellites:** Applications to establish 12 new TV rebroadcasting stations in Canada will be heard by the Board August 22. The applicants: CBC, for CBUT Vancouver, B.C., rebroadcasters at Courtenay and Chilliwack; for CHEK-TV Victoria, B.C., at Port Albern; for its Edmonton, Alta., station (under construction), at St. Paul & Cold Lake. CKBI-TV Prince Albert, Sask., for rebroadcasters at Greenwater Lake and Kipawin. CHSA-TV Lloydminster, Sask., at North Battleford. CKOS-TV Yorkton, Sask., at Wynyard. CJLH-TV Lethbridge, Alta., at Burmis. CFCN-TV Calgary, Alta., at Drumheller. CJBR-TV Rimouski, Que., at Sept. Isle.

**Code Revision Due:** An NAB TV Code Review Board research-&-editing team headed by Joseph Herold (KBTV Denver) met in N.Y. Aug. 3 for another try at rewriting the language of the industry's self-regulating rules. The job has been under way since April 1960. "Our chief aim is to organize, reword and index the provisions of the present Code so that it can be readily used by any lay person," Herold said. "To do this, we have spent many hours investigating the history of the Code to discover exactly what its original authors intended & how subsequent Code Review Boards have interpreted that intent."

**NAFMB Stereo Promotion:** A program for pushing stereo FM, financed by manufacturers and others who will benefit from stereo sales, is near approval by the National Assn. of FM Bcstrs. NAFMB believes that FM, generally, can ride the stereo wave. A $175,000 annual budget is envisioned—$60,000 for a "consumer-education campaign," $60,000 for institutional advertising, $25,000 for brochures, $20,000 for new stereo advertising techniques & promotion, $10,000 contingency fund.

**Another Public-Service Brochure:** Virginia Assn. of Bcstrs. has issued a 36-page pamphlet, *Broadcasting in Virginia*, describing the public-service activities of that state's TV & radio stations. Much of the book is devoted to shows put on in the categories of general public service, public affairs & politics, news, religion, education, agriculture, classical music and sports. Virginia stations, reports the brochure, annually donate some $3.3 million in time to public causes. Some 57 TV & radio stations participated.

**McLendon Buys Chicago Radio:** WGES Chicago has been sold to McLendon Corp, Dallas, for $2 million by John A. Dyer and associates. McLendon, operator of a theater chain in the Southwest, already owns 7 radio stations and must dispose of one of the following in order to acquire the Chicago station: KLIF Dallas, KILT Houston, KTSA San Antonio, KEEL Shreveport, WAKY Louisville, KABL Oakland-San Francisco, WYSL Buffalo.

**Add FTC & Payola:** FTC hearing examiner Edgar A. Buttle has recommended that payola cases against 3 affiliated Chicago record firms be dropped, in line with the agency's policy of withdrawing such charges, leaving any prosecution to FCC. Named in Buttle's initial dismissal order were Chess Record Corp., Argo Record Corp. and Checker Record Co., all of 2120 S. Michigan Ave.

**"Get Growing" Drive Starts:** The Advertising Council is co-operating with the Commerce Dept. to promote an economic expansion campaign whose theme is "Now's the time to get growing in a growing America." Business publications are contributing space for a series of ads prepared by Grey Advertising inviting businessmen to take advantage of the Commerce Dept.'s free research & patent information services.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**JAPANESE CHASSIS FOR U.S.-BRAND TV SETS?** Japanese manufacturers are going out after some U.S. TV chassis business. Several American set makers have been approached by representatives of Japanese firms which claim they can supply chassis cheaply enough to make possible a $99-list, 19-in. portable. Negotiations are in progress with several firms.

A cross-section of U.S. TV firms sampled by us last week gave ample evidence that such feelers by Japanese manufacturers have been fairly widespread—but the consensus was that their proposition has little or no appeal. At all levels of trade, among all sizes of manufacturing companies, we found genuine concern over the so-called "$99 set," but little inclination to fight fire with fire. Typical, and almost uniform, reactions were these:

(1) Mere presence of widely advertised $99.95 Japanese sets on the market will have adverse effect on pricing of American-made portable TV.

(2) Economic advantage of importing Japanese-made TV chassis has not yet been demonstrated. Prices quoted for Japanese chassis (less picture tube) have generally been around $35-40.

(3) Present $99.95 Japanese-made sets are promotional only, with markups too short and availability too limited to make them mass-market items. Best way to combat them is with low-priced U.S.-made sets.

Most manufacturers are willing to listen to what Japanese have to offer, but are skeptical. Examples: Olympic Pres. Morris Sobin is now in Japan, looking at TV sets, among other things. Olympic's attitude is "we'll import if we're forced into it." Symphonic Pres. Max Zimmer said he's been aproached by one Japanese firm. "If they can give us something we can't make ourselves, we're very interested," he told us. "We're waiting to be shown. We want to see samples and we want to hear some definite prices."

So far this year, fewer than 10,000 Japanese sets have been shipped to U.S.—almost all of them to Delmonico International. This doesn't include about 1,300 transistorized 8-in. battery TV sets shipped to Sony of America. Not much of a threat—or is it? Here's what some U.S. manufacturers, large & small, have to say:

**Trav-Ler Pres. Joe Friedman:** "We've been approached, but we just can't see it. They offered us chassis at $35-40 without picture tube or cabinet. In a portable, the picture tube is about 25% of the parts cost. And wiring of the chassis represents only about 40% of the labor cost—alignment & assembly are about 60% of the labor cost and they're still required. Then there's the 10% excise tax. There's 15% duty on the chassis, and shipping charges come to 5-6%. Put it all together, and the saving is only a dollar or two.

"Nevertheless, if somebody big enough can find big savings in a Japanese chassis, it could have a real effect. There's been some effect already, in terms of weakening of prices. Nobody makes money on portables, anyway. The industry has had $99 American-made sets before, and we can do it again, but it would be a shame to wreck the TV business in the process. We can meet them & beat them, but the over-all TV price level is bound to suffer."

**Motorola Consumer Products Exec. Vp Edward R. Taylor:** "We always say no to proposals like that. There's no money for anyone in $99 promotional sets. When they're priced with proper profit margins—when you go a little over $100, you're competitive with American makes. With a $20 or $30 spread, we can lick 'em any day of the week. Who's going to buy a Japanese set when he can get a GE portable at $159, a Motorola at $169 or a Zenith at $179? I know what our profit is at this level, and the portable business isn't making anybody rich."

**Muntz TV Vp Jack Simberg:** "We can beat them at their own game. Their so-called $99 pro-

motional set costs the dealer $90 in limited quantities in one-step distribution. This January, we're going to put out a $99.95 set with full 20% markup (dealer cost, $80) that will be a mass item. If the duty picture were a bit more favorable, I think we could successfully export it to Japan. It won't be a loss leader in any sense of the word; it's an 8-tube 19-in. metropolitan set, and the same chassis will swing a 23-in. console at $150 that will also offer the retailer some profit.

"As far as imports are concerned, the portable seems to be the only area where there may be a battle in prospect. As for chassis sold to American manufacturers—the chassis isn't such a great item in the over-all selling price of a TV set. For example, in our $200 console, the chassis & small tubes cost $30-32 in material, or about $34-35 including labor, but not tax. How much lower would an imported chassis be priced? A couple bucks at most.

"The threat of competition comes only when they ship a complete set here. They can do it with portables. But I don't think it's economically feasible for them to ship consoles & combinations—since shipping costs increase with bulk and a console or combination takes 5 or 6 times the space (in cube size) of a portable. But even in portables, you get to the point where you're fighting over $10. The Japanese portable costs the dealer $90. Plenty of U.S.-made ones can be had for $100. We visited Japan last year and found we had nothing in common with them—we couldn't use either their chassis or components economically."

**RCA Group Exec. Vp W. Walter Watts:** "The $99 set is nothing new—in one-step distribution. I don't think the Japanese or anyone else can do it without short-circuiting the distribution channels. But if they want to service a broad market in this country, the Japanese must go to 2-step distribution; this means bigger margins and the end of the $99 set. From our analysis, there isn't enough margin in the Japanese sets on the U.S. market today to put them in 2-step distribution, backed by a dealer-service organization. They've got to be sold direct to dealer and this isn't the way to move mass merchandise.

"Is it going to affect us? Of course it is. But the answer isn't legislation & high tariffs. It's better styling, better value, better performance, better service. The American TV industry is ingenious enough to find the answer. In the long range, the Japanese wage rate will rise until it's competitive with ours—this is the inevitable result of our effort to increase their standard of living. Then we'll have an opportunity to participate in the markets we have created.

"For the present, Japanese TV sets here will have an impact on our prices. The public will look at them, but eventually will pay a legitimate premium for the legitimate value they get in U.S.-made products."

**Emerson Pres. Benjamin Abrams:** "We haven't been approached and we're not interested. We will not have anything to do with Japanese merchandise. We feel that the situation would end up about the same as transistor radios—with indiscriminate price-cutting. Of course we're concerned about the $99 set. But so far it's sort of a veiled threat. We really don't know how many they can deliver, what the discounts are, and so forth. And it's still not an American set."

The now-famous "$99 set" actually is Delmonico's price-leader metropolitan 19-in. portable. Delmonico concedes the markup may be too short for many dealers' comfort and that the set will be available only in limited quantities with the order of other more expensive Delmonico TVs. Delmonico is offering four Japan Victor-made 19-in. portable models plus 19- & 23-in. combos. Company officials say the leader set ("can be promoted as low as $99.95") was introduced to prevent dealers from using Delmonico's more expensive portable as a nailed-down loss-leader at that price.

**TV-RADIO PRODUCTION:** EIA statistics for week ended July 28 (30th week of 1961):

| | July 21-28 | Preceding week | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 100,882 | 111,100 | 97,966 | 3,177,519 | 3,231,898 |
| Total radio | 282,617 | 305,206 | 271,809 | 8,522,398 | 9,414,879 |
| auto radio | 114,098 | 78,949 | 89,683 | 2,707,765 | 3,651,101 |

**Motorola Down to Last Factory Branch:** R.E. Hanrahan Inc. has taken over Motorola's Gary, Ind. factory branch as an independent distributorship. Pres. R. E. Hanrahan was the branch manager. Motorola-Chicago is now the company's only factory branch.

**Standard Kollsman-Matsushita Pact:** Matsushita has become Standard Kollsman's exclusive Japanese licensee for the manufacture of TV tuners under the terms of a 10-year agreement, to become effective when approved by the Japanese government.

**2 More FM-Stereo Markets:** Columbus, O. and Spartanburg, S.C. became FM-stereo markets last week when stereo programming began. WBNS-FM Columbus & WSPA-FM Spartanburg were the 7th & 8th stereo stations on the air.

The Spartanburg station, whose entire broadcast day —9 a.m.-midnight—is being programmed in stereo, held a special preview demonstration July 31 for hi-fi dealers, service technicians & distributors. The station reported that "demands on dealers for stereo adapters far exceed the present supply."

Other FM-stereo stations now on the air are WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit.

Applications for equipment type-acceptance have been filed by 2 Los Angeles FM outlets—KMLA & KFMU—and both stations hope to begin stereocasting as soon as equipment is accepted (probably in about 2 weeks). In the Philadelphia area, 4 stations are planning to stereocast, but all have been delayed until September or October by equipment unavailability. They are WFLN-FM & WQAL Philadelphia, WIFI Norristown, and WJBR Wilmington, Del.

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**Corning's TV Image:** "TV tube glass blanks that account for about 25% of Corning Glass Works' business . . . were responsible for the company's surge in the early '50s," profiled Aug. 1 *Forbes*. "Corning claims to have licked the costly production problems it had late last year with its newer laminated tube," the magazine continued. "This technical trouble largely accounted for the disappointing 1960 2nd half, when Corning netted only $1.42 a share against $1.81 in the first half [for 1961's first half, see Vol. 17:28 p20]. The laminated blank, built on a safety-glass principle, may help Corning in another way. Most burnt-out tubes are now reprocessed, with the old Corning glass being used over again. 'But,' says Chmn. William C. Decker, 'the laminated tube is tremendously more difficult to reprocess.' Thus it is more likely that replacement tubes will require new glass—Corning glass. When the newer tubes start reaching replacement age, Corning's relatively small share of this end of the business may pick up smartly. In recent years, Corning's videotube business has been something of a mixed blessing. 'Now TV should grow with us,' says Decker."

**Westinghouse Cancels Tube-Distributor Trips:** Because they "are out of keeping with the times," trips to Miami, Las Vegas or Brazil (previously offered to distributors who qualified with receiving-tube sales) have been canceled by the Electronic Tube Division. Distributor-products mgr. Fred O'Kelley explained: "Anyone who reads the trade press knows that these are sober times with a real profit squeeze on distributors & suppliers alike. Serious distributors are pleading that funds of this type be made available for assistance in promoting & merchandising their own businesses. We concur with this approach and will support the distributor with the acumen to judge the needs of his business."

**Otter's "Buy-Back" Plan:** To encourage new dealers to try the Philco stereo line, Philadelphia distributor John M. Otter Co. has developed a special "buy-back" program. Dealers who buy 18 sets or more can return one-half the amount they sell by Dec. 1 for full credit toward the purchase of other products. Thus, a retailer who sells 12 units may return 6 for credit. Otter, which also has distributorships in N.Y. & Newark, so far has made this plan available in Philadelphia only.

**Western Electronics Growth Predicted:** In the second quarter of 1961 the electronics industry became the leading manufacturing employer in the Los Angeles area, passing the aircraft industry which had been first for 20 years. And electronics sales in the 11 Western states should climb to $2.8 billion—24.9% of the national total—this year, according to Ampex Corp. vp Phillip L. Gundy, pres. of Western Electronics Mfrs. Association. Gundy based his figures on the annual WEMA survey of the Western electronics industry.

Employment in Western electronics companies has reached 215,000—24.6% of the total U.S. electronic manufacturing employment, Gundy said. Of this number 128,000 are in the greater Los Angeles area, and 45,500 in the San Francisco Bay area.

Projected 1961 sales are 14% above the $2.4 billion reported by Western electronics firms last year. The 1960 output represented 24.2% of the U.S. total; in 1959, the West accounted for 22% of U.S. electronic sales. The Los Angeles area had 1960 factory sales exceeding $1.4 billion, and projections for 1961 put sales over $1.5 billion.

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**Tape Patent Again Held Invalid:** A basic patent on magnetic recording tape was declared invalid last week by U.S. Appeals Court in N.Y., upholding a lower court decision & paralleling a decision a year ago by Chicago U.S. Appeals Court (Vol. 16:30). The N.Y. decision was the outcome of a suit filed in 1955 by Audio Devices Inc. against Armour Research Foundation, holder of the patent, and Minnesota Mining & Mfg. Co., licensee. A counterclaim charging infringement was dismissed. Last year's Chicago decision threw out a patent-infringement suit by 3M against Technical Tape Corp. and C. K. Williams & Co., which produces oxides used in making magnetic tape.

**Canadian Firm Posts Sales Gain:** Dominion Electrohome Industries, Kitchener, Ont. maker of TVs, hi fi, other products, reported rising sales of its consumer-electronic products during 1961's first half. Stereo hi-fi volume jumped 18% over a year ago. Consumer Electronics Div. merchandising mgr. H. W. Main said division sales "have exceeded the budget forecast each month in 1961. The addition of new products in the past few months has given a real spurt to sales." Engineering mgr. David Johnston noted that Electrohome has no plans at present for large-quantity production of FM stereo sets.

**Trav-Ler Steps Up Private Labeling:** Pres. Joe Friedman told us last week that Trav-Ler is pushing to increase its already sizable private-label volume. TV production for private brands now accounts for 61% of Trav-Ler's total business and may increase to 75% by year's end. Trav-Ler has just contracted to produce portables for Firestone Tire & Rubber. The volume could amount to "approximately $2 million annually," he said. As to TV business generally, although "there's no real seller's market yet," Friedman is optimistic about fall business. Trav-Ler's current backlog is at a record $8 million.

**Counterfeit Ban Proposed:** Sen. Fulbright (D-Ark.) has introduced a bill (S-2341) making counterfeiting of phono records a federal criminal offense. His measure is similar to a bill (HR-6354) by Rep. Celler (D-N.Y.), House Judiciary Committee chairman (Vol. 17:19 p21).

**RCA Awards Scholarships to 12 Dealers:** The winners of the first annual RCA Sales Corp. scholarships (Vol. 17:17 p20) will attend NARDA's Institute of Management, August 6-12, at American U. in Washington.

**Trade Personals:** Gerald L. Phillipe elected pres., GE. He had been controller. Ralph J. Cordiner, who had been chmn. & pres., will continue as chmn. & chief exec. officer. Cramer W. LaPierre elected to new post of exec. vp, from vp & group exec. for the electronic & flight systems group. Robert E. Pfenning succeeds Phillippe as controller. Jack S. Parker replaces LaPierre, succeeded as vp for relations services by Virgil B. Day, formerly public affairs service manager.

Mark Shepherd Jr. promoted from semiconductor-components div. vp to exec. vp, Texas Instruments. S. T. Harris, from mktg. vp to senior vp for corporate development. C. J. Thomsen, from control & finance vp to senior vp for financial activities & corporate communications. W. F. Joyce, from apparatus div. vp to senior vp for the division. Cecil P. Dotson, from head of TI's European semiconductor operations to vp for the new international division. James R. McDade, from gen. mgr., new transistor-products div. to vp for the division. Jay Rodney Reese, from group mgr. to vp, new components division. Bryan F. Smith, from secy. & gen. counsel to corporate relations vp, continuing his former duties. H. J. Wissemann, head of govt. products group, elected a vp. George E. Livings, from asst. treas. to treas.

Lowell R. Day named to new post of exec. vp, Packard Bell. He'll continue as treasurer, Dr. S. Dean Wanlass appointed defense & industrial group vp . . .William R. Donnelly named to new post of finance vp, Gabriel Co. . . . George W. Phillips promoted from vp-treas. to pres., Bendix do Brasil Equipmentos Para Autoveiculos, S.A., a joint operation of Bendix Corp., and Bendix-Westinghouse Automotive Air Brake Co.

John J. Graham named to new post of division vp, operations, RCA Electronic Data Processing Div. . . . Osborn Andreas named chmn. & chief exec. officer, Pentron Electronics, succeeding Theodore Rossman, now senior vp . . . Robert P. Bennett appointed mgr., Cornell-Dubilier's new relay mktg. dept. Earl F. Olsen promoted from chief relay engineer to succeed Bennett as engineering mgr., CD's electro-mechanical products . . . Clarence E. Watson, ex-Remington Rand, appointed business administration vp, CBS Labs . . . Dr. Raymond L. Garman named to new post of vp & chief scientist, General Precision.

R. M. Duncan promoted from mgr., GE receiving-tube dept.'s Owensboro plant to head the new procurement & distribution section, formed to handle purchasing, production, scheduling, quality control, inventory control, warehousing & distribution of products . . . T. Gordon Hame named advanced development mgr. for communications, General Dynamics/Electronics' military products div. . . . Richard H. Vaughan appointed New England sales mgr., Audio Devices . . . James F. McGlinchy named to new post of ad & PR dir., C-E-I-R.

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"Seniority" Plan Outlawed: The National Labor Relations Board has ruled that Erie Resistor Corp. committed an unfair labor practice by offering "super-seniority" to strikers who returned to work and to replacements for strikers. Overruling trial examiner Reeves R. Hilton, the NLRB sustained charges by the International Union of Electrical Workers that the company's plan was illegal. During a 1959 IUE strike at the Erie, Pa. plant, Erie Resistor adopted the policy of giving returning strikers extra 20-year seniority and new employes 20-year seniority. Post-strike lay-offs then were ordered on the new seniority basis.

Sight-&-Sound Recordings: New audio-visual device designed for the home is Phono-Visor, a portable unit which projects still color pictures in synchronization with LP records. Each album contains a 12-in. LP record and two 40-frame film strips. The phono-projector and recordings will be merchandised through the Visual Dynamics Club plan by Visual Dynamics Corp., 505 Park Ave., N.Y. The first albums will include recordings by Ralph Bellamy ("Great American Presidents"), Arlene Francis ("Fairy Tales, Myths & Legends") and Douglas Edwards ("The Story of Flight"). Other albums will feature language teaching, excerpts from Broadway shows and sports stars.

Philippine TV Manufacture Begins: Although the Islands have had TV since 1953, manufacture of sets & picture tubes has been started only recently, with 4 companies now making sets. Carlsound Inc., headed by Carl W. Paulino, is credited with being the pioneering firm. Using 60% locally manufactured parts and 40% imported from Dutch Philips, Carlsound reportedly makes an average of 15 sets a day. The 17-in. 110-degree sets retail for about $800. Also reported producing sets are Avegon Inc., Ysmael Steel Corp. and Radiowealth Inc., the latter also said to be operating the Philippines' first picture-tube plant.

Factory Sued for TV Interference: An English court last week ordered a factory to cease interfering with neighborhood TV reception, reported AP. After suffering dots & dashes & flashes in the middle of his favorite TV fare for nearly 2 years, Dennis Grainger sued for an injunction against the company and $1,200 damages. He was financed by a group of interfered-with neighbors. His lawyer described the case as the first of its kind in Britain or the U.S. The judge gave the factory 6 months to properly screen its offending machinery, warned that it still might have to pay damages.

Toshiba May Make Capitol Stereo: Stockholders of Toshiba Musical Industry Co. Ltd., subsidiary of Tokyo Shibaura Electric Co., have approved an affiliation agreement with Capitol Records Inc., involving an investment of about $47,000 by the U.S. record firm. Under the agreement, Capitol Records, a subsidiary of EMI Ltd. (Great Britain), will provide technical assistance to record-making Toshiba Musical, but it was reported that Capitol also may handle distribution of Toshiba audio equipment in the U.S. & elsewhere.

FCC Rejects Stereo Complaint: Multiplex Development Corp. got no satisfaction from FCC in its complaint that GE was trying "to extort" payment from manufacturers with its stereo symposium (Vol. 17:19 p19) and that there's danger of crosstalk with the Zenith-GE system approved by the Commission. Responding to Multiplex's May 5 letter, the Commission said it believes that GE's patent-licensing activities were reasonable, that crosstalk shouldn't occur in a properly designed & adjusted system and that FCC was concerned with performance rather than design methods.

New Plants & Expansions: Erie Resistor's Elgin Labs Div. is adding 20,000 sq. ft. of production & engineering space to its Waterford, Pa. facilities. Completion is scheduled for early fall • IBM has purchased a 39-acre site at Harrison, N.Y. for an office building.

ANPA Names Radio Unit: Development of mobile radio as a reporting aid, which could open a new electronics-communications market, will be explored by an American Newspaper Publishers Assn. subcommittee headed by Alex de Bakosy of *San Diego Union & Tribune*.

## Finance

**Top Foreign Electronics Firms:** Fourteen electronics-electrical companies are ranked in August *Fortune*'s compilation of 1960's 100 largest foreign industrials (see table below). The electronics representation marks an increase of one over the 1959 tally (Vol. 16:31 p24). There were 3 newcomers—Japan's Matsushita Electric (74th place), Mitsubishi Electric (76), Mitsubishi Heavy Industry (95)—and 2 of 1959's top electronics firms failed to make the 1960 list: Sweden's ASEA (95th in 1959) and Canada's Northern Electric (96).

In the aggregate, the top 100 foreign industrials outperformed the top 500 American industrial firms (Vol. 17:30 p23). The former's total 1960 sales increased 14.2% over 1959 to a record $62.7 billion. Their profits climbed 10.7% to $2.9 billion. Their American counterparts produced an aggregate 3.7% sales gain, but suffered a 3% profit drop. Among the foreign industrials, *Fortune* noted, "the best reported showing of all was made by the Japanese companies. The 5 Japanese industrials that made both the 1959 & 1960 lists reported a sales increase that averaged 27.5%." Runners-up: 19 German firms, 22.5%; 3 Italian, 20.3%.

Note: Combined reprints of *Fortune*'s listings of the 500 largest American industrials & the 100 top foreign industrial firms, together with compilations of the 50 biggest banks and merchandising, transportation, life-insurance and utility companies, will be available after August 15 from Fortune Directory, Room 2063, Time & Life Building, Rockefeller Center, N.Y. 20.

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Reports & Comments Available: P. R. Mallory, report H. Hentz & Co., 72 Wall St., N.Y. 5 • International Resistance, memo, Blair & Co., 20 Broad St., N.Y. 5 • GE, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Electrical & Musical Industries, memo, Peter P. McDermott & Co., 42 Broadway, N.Y. 4 • Adelphia Electronics, offering circular, H. B. Crandall Co., 79 Wall St., N.Y. 5 • Yardney Electric, review, Philips, Rosen & Appel, 55 Liberty St., N.Y. 5 • Radio Frequency, analysis, L. H. Rothchild & Co., 120 Broadway, N.Y. 5 • AB-PT, review, Orvis Brothers & Co., 15 Broad St., N.Y. 5 • Transcontinent TV, prospectus, Carl M. Loeb, Rhoades & Co., 42 Wall St., N.Y. 5.

Response to Motorola Color Tube: "We've had more inquiries than we can handle," consumer-products exec. vp Edward R. Taylor told us last week, as a result of Motorola's demonstration of its developmental 23-in. 90-degree color tube (Vol. 17:31 p16). "Later this month," he said, "we will set up an orderly program of inviting tube manufacturers in. But some didn't want to wait and we are welcoming them now." As to the general level of TV-radio-stereo business, Taylor told us: "If the consumer keeps buying in the fall, Motorola's consumer-products div. should return more profit this year than last." On the corporate level, he said, Motorola expects to return a 1961 profit of about $2.50 a share compared with last year's $3.14. Taylor's comment last week about 1961 profit prospects equaling or exceeding 1960 (Vol. 17:31 p19) referred to the consumer-products div. only, not to the corporation.

Sprague Electric Sets Record: Sales rose to a $37-million high in 1961's first half, the North Adams, Mass. components maker reported last week in its first semi-annual statement (see financial table). Chmn. Robert C. Sprague noted that "we expect to issue such statements each year in the future since there has been growing interest in the business community in [our] continuing progress." Analyzing the balance of the year, he said that "incoming orders have continued into the 2nd half at a higher level than in 1960 and it therefore seems probable that total 1961 sales will approach $75 million [compared with 1960's record $64.5 million]. Full year earnings should also record a good increase and be at a record level [$4.9 million in 1960]. At this time, the outlook for 1962 is very satisfactory."

New Ampex Leadership: William E. Roberts, former exec. vp of Bell & Howell, took over from George I. Long as pres. of Ampex Corp. Aug. 1 to supervise the company's fiscal reorientation (Vol. 17:25 p22). Ampex's proxy statement for the Aug. 22 shareholders' meeting indicates that Roberts' salary will be $90,000 a year, as opposed to Long's $73,750 in the last fiscal year (ended April 30). Only other salaries topping $30,000 in fiscal 1961 were those of founder-Chmn. Alexander M. Poniatoff ($53,333) and vp Robert Sackman ($54,167). Stockholdings of officers who are also directors, as of April 30: Poniatoff, 5,500 shares; Long (who continues as director), 78,705; Roberts, 8,000 (as of June 13). For official fiscal-1961 financial results, see financial table, p. 24.

### Electronics-Electrical Rankings Among 1960's 100 Largest Foreign Industrials

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| Rank '60 | Rank '59 | Company | SALES[1] ($000) | ASSETS[2] ($000) | NET PROFITS[3] ($000) | EMPLOYES |
|---|---|---|---|---|---|---|
| 6 | 6 | Philips' Lamp Works (Holland) | 1,253,158 | 1,446,106 | 104,433 | 211,000 |
| 10 | 7 | Siemens (Germany) | 967,381 | 811,524† | 32,476† | 209,000 |
| 17 | 24 | Hitachi (Japan) | 783,246 | 921,321 | 29,446 | 100,607 |
| 31 | 38 | Tokyo Shibaura Electric (Japan) | 612,222 | 799,494 | 27,280 | 85,000 |
| 32 | 23 | Associated Electrical Industries (Britain) | 602,833 | 648,523 | 13,103 | 105,068† |
| 33 | 35 | AEG (Germany) | 594,524 | 466,854 | 10,356** | 119,200 |
| 48 | 44 | Brown, Boveri (Switzerland) | 480,603 | 490,654 | 5,023 | 72,567 |
| 54 | 37 | English Electric (Britain) | 445,200 | 437,144 | 8,981 | 80,000 |
| 57 | 64 | Robert Bosch (Germany) | 415,000* | 152,006** | 2,321** | 71,000 |
| 64 | 63 | British Insulated Callender's Cables (Britain) | 400,400 | 297,877 | 9,349 | 41,000 |
| 74 | • | Matsushita Electric Industrial (Japan) | 366,575 | 337,144 | 21,358 | 40,277 |
| 76 | • | Mitsubishi Electric Mfg. (Japan) | 352,790 | 395,147 | 12,081 | 44,077 |
| 83 | 77 | General Electric (Britain) | 327,412‡ | 325,099‡ | 6,502‡ | 62,600‡ |
| 95 | • | Mitsubishi Heavy Ind., Reorganized (Japan) | 280,715** | 392,396** | 10,378** | 35,632** |

[1] Sales are consolidated third-party sales for fiscal years ending no later than March 31, 1961. [2] Assets are consolidated balance-sheet totals. [3] Profits are consolidated net profits after taxes & all deductions. * *Fortune* estimate. ** Unconsolidated. † Partly consolidated. ‡Year ended March '60.

**AB-PT Posts a Record Half:** Net operating profits of AB-PT rose to a record $5.7 million during 1961's first half (see financial table). The earnings were slightly ahead of the year-earlier pace. The 2nd-quarter operating profit of $2.3 million, however, lagged behind 1960's April-June performance. The 2nd-quarter returns included capital gains of more than $2.2 million—resulting principally from the sale of half of AB-PT's stock holdings in Microwave Associates. Capital gains were also reduced by a $2-million provision for a reserve against foreign investments.

Pres. Leonard H. Goldenson reported that "revenues of the ABC Broadcasting Div. for the first 6 months were ahead of the comparable period of last year. In keeping with our policy to fully develop the TV network," he continued, "additional time periods were programmed and our expanding news & public-affairs dept. increased its programming. The additional costs involved in broadening the scope of our program structure are not usually fully recoverable until the new programs become well established & achieve acceptance."

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**April-June Profit Sag:** "Second-quarter net income of 17 electronics & electrical companies trailed 1960 by 18.3%," reported Aug. 2 *Wall St. Journal.* The breakdown: 9 broad-line companies were down 18.2% to $78 million from $95 million; 6 components & parts firms gained 5.6% to $3.4 million from $3.3 million; 2 non-consumer products companies skidded 49.7% to $1.4 million from $2.9 million. Noting signs of an upturn in the electronics-electrical industry, the *Journal* still cautioned that "whether the group's earnings in the 3rd quarter can come up to those of a year earlier is not yet clear." The over-all survey of 2nd-quarter performance covered 453 corporations. Aggregate findings: Profits down 3.7%, sales down 2.1%.

**GE Credit Corp. at Peak:** Record gross volume & profits were posted by GECC during 1961's first half (see financial table). Net earnings climbed 33% to $4 million from $3 million in Jan.-June 1960. Gross volume totaled $360 million. Receivables outstanding at halftime amounted to $564 million—up from $474.4 million a year earlier. Total assets, including $21 million cash, topped $579 million—compared with $489.6 million (including $19.5 million cash) at the end of 1960's first half.

**MGM Buys Panacolor Stock:** Panacolor Inc., which has a patented process to produce color-film prints for motion pictures & TV, reported recently that MGM has purchased 50,000 shares of its common stock at $4 a share. MGM also received an option to buy an additional 50,000 shares at $7.50 a share and 50,000 at $10 each.

**Datom Industries Inc.,** Orange, N.J. maker of radios & portable phonos, has asked SEC (File 2-18513) to register 112,500 common stock shares for public sale at $4 per share. Robert L. Ferman & Co. is the underwriter for the issue. The company said proceeds would be used partly for "new product development."

**Common Stock Dividends**

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| GT&E | Q | $0.19 | Sep. 30 | Aug. 22 |
| Gen. Tire & Rubber | Q | .25 | Aug. 31 | Aug. 15 |
| Giannini Controls | Stk. | 100% | Sep. 29 | Sep. 15 |
| Lear | Q | .10 | Sep. 1 | Aug. 11 |
| Oak Mfg. | | (Omitted) | | |
| Speer Carbon | Q | .17½ | Aug. 31 | Aug. 14 |
| TV-Electronics Fund | — | .04 | Aug. 30 | Jul. 27 |
| United Artists | Q | .40 | Sep. 29 | Sep. 15 |

**Muntz Sees Good Year:** The company's fiscal year ending Aug. 31 will see "a nice profit," we were told last week by vp Jack Simberg, "although not quite as good as the preceding year." He said sales for the fiscal year will be about 10% lower than fiscal 1960. Simberg said the real pickup this year began in April—first month when Muntz TV's sales were greater than the corresponding 1960 month. July has been "substantially" ahead of last year, he added, and August orders indicate dealers are rebuilding their depleted inventories. Simberg noted that 35% of Muntz's volume is now in TV-phono combinations, which sell for $219 & up. Muntz will return to the stereo phono field (non-TV) this fall with "a few items," he said. (For 8-month report, see financial table.)

**Electronics Capital Corp:** In its 2nd annual report, the largest & first publicly-held small-business investment company reports total income of $1,076,607 for the year ended June 30, assets of $16,783,501 (including small-business investments of $10,405,000 at cost, and $5,641,615 in U.S. securities), shareholders' equity of $16,560,508. The company's portfolio now includes 18 companies accounting for total commitments of $15,055,000. ECC's biggest coup during the last fiscal year came when Potter Instrument Corp. offered common stock to the public. This brought the value of ECC's $750,000 of Potter convertible debentures to $10,666,672 (current market value), 18 months after ECC's original investment. This investment alone represents unrealized capital gains of $5.80 per ECC share.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, August 3, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 18½ | 19½ | 21¼ |
| Adler Elec. | 17¼ | 20 | 22 |
| Aerovox | 11½ | 11¼ | 12⅝ |
| Allied Radio | 29¼ | 28½ | 30⅝ |
| Astron Corp. | 1⅞ | 1⅞ | 2⅜ |
| Babcock | 26½ | 30 | 32½ |
| Baird Atomic | 19 | 18 | 19⅝ |
| Cannon Elec. | 26½ | 27½ | 30⅞ |
| Capehart | 9 | 10⅛ | 11⅛ |
| C-E-I-R | 48 | 48 | 53½ |
| Chicago Aer. | 24½ | 26½ | 29⅜ |
| Control Data | 92 | 90 | 96 |
| Cook Elec. | 10¼ | 11⅜ | 12⅜ |
| Craig | 13½ | 15¼ | 16½ |
| Crosby Tel. | 5½ | 5⅜ | 6¼ |
| Dictaphone | 36 | 37 | 39¾ |
| Digitronics | 25 | 26 | 28⅞ |
| Eitel-McC. | 15½ | 16⅜ | 17¾ |
| Elco Corp. | 11 | 11¼ | 12⅞ |
| Electro Instr. | 18½ | 18½ | 21 |
| Elec. Voice | 9¾ | 10¼ | 11½ |
| Elec. Assoc. | 29½ | 29¼ | 31¾ |
| Elec. Cap. Corp. | 36¼ | 37 | 39⅝ |
| Erie Resistor | 13⅛ | 12½ | 13⅝ |
| Executone | 17½ | 17½ | 19⅛ |
| Farrington | 15 | 17 | 18⅜ |
| Foto Video | 6¼ | 5 | 6⅜ |
| Four Star | 18½ | 18½ | 20⅜ |
| Gen. Devices | 11 | 11¼ | 12⅝ |
| G-L Elec. | 8¾ | 8½ | 9¾ |
| Goodwill Sta. | 10½ | 10½ | 11½ |
| Granco | 2¾ | 9¼ | 10½ |
| Gross Tel. | 23 | 23 | 25¼ |
| Hallicrafters | 21 | 23¾ | 25⅝ |
| Hathaway | 22¾ | 22½ | 24⅝ |
| High Voltage | 157 | 142 | 156 |
| Infrared | 17½ | 18¾ | 20⅝ |
| Interstate Eng. | 18¾ | 18¾ | 20⅜ |
| Ionics | 29 | 28½ | 32 |
| Itek | 42 | 41 | 45⅛ |
| Jerrold | 9 | 8⅞ | 9¾ |
| Lab for Elec. | 47 | 45¾ | 49 |
| Leeds & North. | 33½ | 34 | 36¾ |
| Lel Inc. | 8 | 8¼ | 9½ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Magna Th. | 3¾ | 3⅝ | 4-1/16 |
| Magnetics Inc. | 10 | 10¼ | 11½ |
| Maxson | 20¼ | 21 | 22¾ |
| Meredith Pub. | 38 | 40 | 44 |
| MetroMedia | 17¾ | 17⅝ | 19 |
| Microdot | 27¾ | 27½ | 29⅝ |
| Milgo Elec. | 19½ | 19½ | 21½ |
| Narda Micro | 6¾ | 6¾ | 7⅞ |
| Newark Elec. | 12¾ | 13¾ | 15 |
| Nuclear Chi. | 38 | 38 | 41⅜ |
| Official Films | 3⅜ | 3¼ | 3-11/16 |
| Pacific Aut. | 5⅛ | 5 | 5¾ |
| Pacific Merc. | 6½ | 7¼ | 8⅛ |
| Philips Lamp | 133 | 138¼ | 143¼ |
| Pyramid | 1¾ | 1⅞ | 2½ |
| Radiation | 22 | 23 | 24⅞ |
| Rek-O-Kut | 1¾ | 1⅞ | 2⅜ |
| Research Inc. | 4¾ | 4½ | 5¼ |
| H. W. Sams | 44 | 43½ | 46½ |
| Sanders Assoc. | 56½ | 56½ | 60½ |
| Silicon | 12¼ | 12¼ | 13⅜ |
| H. Smith | 10¼ | 9½ | 11 |
| Soroban | 62 | 55 | 59½ |
| Soundscriber | 9¾ | 9½ | 10¾ |
| Speer Carbon | 31½ | 31¼ | 33½ |
| Sprague | 82½ | 82 | 85¾ |
| Sterling | 2⅞ | 2¾ | 3-7/16 |
| Systron-Don. | 40¾ | 41 | 44 |
| Taft Bcstg. | 18½ | 18½ | 19⅞ |
| Taylor Instr. | 48½ | 48 | 51⅜ |
| Technology | 6¼ | 6¼ | 7⅜ |
| Tele-Bcstrs. | 1½ | 1⅝ | 2 |
| Telechrome | 9 | 7½ | 8⅝ |
| Telecomp. | 6⅝ | 6¾ | 7½ |
| Time Inc. | 82 | 83½ | 87¾ |
| Tracerlab | 10¼ | 9⅞ | 10⅞ |
| United Art. | 6⅝ | 6¾ | 7⅝ |
| Universal | ½ | ⅝ | 1-3/16 |
| Vitro | 26¼ | 25½ | 27¼ |
| Vocaline | 2 | 2 | 2½ |
| Wells-Gardner | 30 | 30¾ | 33¼ |
| Wilcox Elec. | 9⅝ | 10¼ | 11¼ |
| Wometco | 23¾ | 24 | 25⅞ |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| AB-PT<br>Story on p. 23 | 1961—6 mo. to Jun. 30 | — | $ 12,108,000 | $ 5,694,000[5-9] | $1.34[6-9] | — |
| | 1960—6 mo. to Jun. 30 | — | 12,203,000 | 5,653,000[10] | 1.33[6-10] | — |
| | 1961—qtr. to Jun. 30 | — | 4,783,000 | 2,269,000[11] | .53[6-11] | — |
| | 1960—qtr. to Jun. 30 | — | 4,928,000 | 2,317,000[12] | .55[6-12] | — |
| Ampex<br>Story on p. 22 | 1961—year to Apr. 30 | $70,105,000 | (9,284,000) | (3,930,000)[1] | — | 7,725,597 |
| | 1960—year to Apr. 30 | 73,434,000 | 6,659,000 | 3,959,000 | .51 | 7,697,317 |
| Beckman Instruments | 1961—year to Jun. 30[13] | 65,500,000[5] | — | 3,600,000[5] | 2.50 | — |
| | 1960—year to Jun. 30 | 54,257,282 | — | 3,092,915 | 2.24 | — |
| Clevite | 1961—6 mo. to Jun. 30 | 46,700,745 | 4,977,739 | 2,423,739 | 1.24[6] | 1,887,512 |
| | 1960—6 mo. to Jun. 30 | 51,409,665 | 7,921,395 | 3,930,395 | 2.05[6] | 1,876,743 |
| | 1961—qtr. to Jun. 30 | 24,003,000 | 2,602,000 | 1,254,000 | .64[6] | 1,887,512 |
| | 1960—qtr. to Jun. 30 | 25,431,000 | 3,384,000 | 1,614,000 | .84[6] | 1,876,743 |
| Crowell-Collier | 1961—6 mo. to Jun. 30 | 27,976,580 | 1,637,473 | 820,682 | .28 | 2,957,668[19] |
| | 1960—6 mo. to Jun. 30 | 21,034,276 | 3,326,199 | 2,790,999[20] | .95[20] | 2,957,668[19] |
| | 1961—qtr. to Jun. 30 | 15,905,712 | 1,323,698 | 656,807 | .22 | 2,957,668[19] |
| | 1960—qtr. to Jun. 30 | 11,938,159 | 2,057,152 | 1,735,252[20] | .59[20] | 2,957,668[19] |
| Decca Records | 1961—6 mo. to Jun. 30[2] | — | — | 1,315,063 | 1.02 | 1,285,701 |
| | 1960—6 mo. to Jun. 30[2] | — | — | 2,946,224 | 2.29 | 1,285,701 |
| Eitel-McCullough | 1961—6 mo. to Jun. 30 | — | — | 42,707 | .02 | 1,834,656 |
| | 1960—6 mo. to Jun. 30 | — | — | 184,433 | .10 | 1,827,706 |
| Electronic Specialty | 1961—6 mo. to Jun. 30[3] | 12,728,223 | — | 477,118 | .54 | 543,885 |
| | 1960—6 mo. to Jun. 30 | 5,068,008 | — | 12,529 | .02 | 547,440 |
| Electro-Voice | 1961—qtr. to May 31 | 2,301,520 | — | 8,520 | .02 | 497,332 |
| | 1960—qtr. to May 31 | 2,463,313 | — | 49,586 | .11 | 473,650 |
| General Bronze | 1961—6 mo. to Jun. 30 | 9,567,702 | (819,738) | (393,738)[4] | — | 391,820 |
| | 1960—6 mo. to Jun. 30 | 15,987,786 | 524,333 | 252,333 | .66 | 384,137 |
| GE Credit Corp.<br>Story on p. 23 | 1961—6 mo. to Jun. 30 | 360,026,000[5] | — | 3,978,000[5] | — | — |
| | 1960—6 mo. to Jun. 30 | — | — | 2,990,000 | — | — |
| Indiana General | 1961—6 mo. to Jun. 30 | 10,250,925 | 1,576,494 | 770,604 | .67 | 1,150,002 |
| | 1960—6 mo. to Jun. 30 | 10,077,824 | 1,444,073 | 710,193 | .62 | 1,124,522 |
| MetroMedia | 1961—26 wks. to Jul. 2 | 23,397,580 | 3,039,433 | 396,537 | .23 | 1,707,057 |
| | 1960—26 wks. to Jul. 3 | 19,177,895 | 3,512,931 | 738,970 | .43 | 1,699,012 |
| | 1961—13 wks. to Jul. 2 | 12,337,991 | 1,933,557 | 409,203 | .24 | 1,707,057 |
| | 1960—13 wks. to Jul. 3 | 12,240,959 | 2,407,567 | 592,471 | .35 | 1,699,012 |
| Milo Electronics | 1961—6 mo. to Jun. 30 | 2,634,355 | — | 102,691 | .20 | 510,400 |
| | 1960[14] | — | — | — | — | — |
| Muntz TV[7]<br>Story on p. 23 | 1961—8 mo. to Apr. 30 | 6,443,000 | — | 462,750 | .38[6] | 1,175,876 |
| | 1960—8 mo. to Apr. 30 | 7,419,016 | — | 735,666 | .62[6] | 1,165,376 |
| Muter | 1961—6 mo. to Jun. 30 | 6,950,689 | 76,889 | 65,942 | .06 | 1,142,961 |
| | 1960—6 mo. to Jun. 30 | 5,887,254 | 143,526 | 70,238 | .08 | 839,523 |
| NT&T | 1961—39 wks. to Jun. 27 | 32,634,089 | — | 736,470[15] | .26 | 2,816,247 |
| | 1960—39 wks. to Jun. 27 | 34,392,901 | — | (3,071,274)[1] | — | 2,816,247 |
| | 1961—13 wks. to Jun. 27 | 10,722,509 | — | 114,306[17] | .04 | 2,816,247 |
| | 1960—13 wks. to Jun. 27 | 10,028,325 | — | (2,235,293)[18] | — | 2,816,247 |
| Raytheon | 1961—6 mo. to Jun. 30 | 280,180,000 | — | 3,009,000 | .73 | 3,888,764 |
| | 1960—6 mo. to Jun. 30 | 277,564,000 | — | 4,187,000 | 1.08 | 3,723,008 |
| | 1961—qtr. to Jun. 30 | 142,022,000 | — | 1,644,000 | .40 | 3,888,764 |
| | 1960—qtr. to Jun. 30 | 142,812,000 | — | 2,027,000 | .52 | 3,723,008 |
| Sprague Electric<br>Story on p. 22 | 1961—6 mo. to Jun. 30 | 37,066,358[5] | — | 2,960,166 | 2.06 | 1,436,968 |
| | 1960—6 mo. to Jun. 30 | 32,283,457 | — | 2,077,821 | 1.49 | 1,398,795 |
| Taft Bcstg. | 1961—qtr. to Jun. 30 | 2,606,162 | — | 460,683 | .30 | 1,539,162 |
| | 1960—qtr. to Jun. 30 | 2,874,875 | — | 465,966 | .31 | 1,486,528 |
| TelePrompTer | 1961—4 mo. to Apr. 30[8] | 1,910,207 | — | 103,281 | .15 | 685,811 |
| | 1960—4 mo. to Apr. 30[8] | 1,139,778 | — | (129,895) | — | 685,811 |
| Time Inc. | 1961—6 mo. to Jun. 30 | 144,821,000 | — | 5,232,000 | 2.66 | 1,957,029 |
| | 1960—6 mo. to Jun. 30 | 142,951,500 | — | 6,814,000 | 3.48 | 1,955,779 |
| Wells-Gardner Electronics | 1961—6 mo. to Jun. 30 | 9,626,811 | 416,199 | 205,199 | .48 | 422,400 |
| | 1960—6 mo. to Jun. 30 | 9,295,088 | 437,384 | 215,384 | .51 | 421,800 |
| | 1961—qtr. to Jun. 30 | 5,542,104 | 356,627 | 170,627 | .40 | 422,400 |
| | 1960—qtr. to Jun. 30 | 5,493,750 | 406,841 | 194,841 | .46 | 421,800 |

Notes: [1]After $5.5-million tax credit. [2]Includes operations of Universal Pictures. [3]Includes operations of D. S. Kennedy Co., merged March 1961. [4]After $426,000 tax credit. [5]Record. [6]After preferred dividends. [7]For profile on Muntz TV, see Vol. 17:31 p21. [8]From SEC report. [9]Before capital gains of $6,149,000 ($1.45 a share). [10] Before capital gains of $1,328,000 (31¢). [11]Before capital gains of $2,235,000 (53¢). [12] Before capital gains of $1,284,000 (30¢). [13]Estimate. [14]Unavailable. [15]Includes $257,115 gain on disposal of theaters. [16]After $853,980 gain on disposal of theaters and provision for $3.5-million loss on NTA investment. [17]Includes $76,553 gain on disposal of theaters. [18]After $69,773 gain on disposal of theaters and provision for $1,521,396 loss on NTA investment. [19]Outstanding June 30, 1961. [20]Includes tax benefit of loss carry-over equal to 42¢ a share for the 6-month period, 27¢ for the quarter.

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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**O-&-O'S CARRYING MORE NETWORK FINANCIAL LOAD:** When FCC for first time last year segregated 1959 network financial figures from their o-&-o performance (Vol. 16:36 p1), official documentation was finally provided for what was commonly known—that o-&-o's are the real profit makers.

We checked with industry financial experts recently, to get their judgments as to how networks fared in 1960 and how they're doing this year, found that the trend appears to be the same—that network income & expenses continue to rise, leaving profit about the same, but that o-&-o income continues to outstrip expenses, producing hefty increase in o-&-o profits.

For 1959, FCC found network revenues of $438.5 million, expenses of $406.5 million, profits before taxes of $32 million. We asked Commission to provide similar breakdown for 1958—something it hadn't previously released. Here's what it was: revenues, $400.7 million; expenses, $366.7 million; profit, $34 million. Industry specialists guess that 1960 showed same curve—income & expenses up 10-20%, profits static in the $30-35 million range.

O-&-o's, on other hand, had 1959 revenues of $137.6 million, expenses of $81.7 million, profits of $55.9 million. Commission supplied us with comparable 1958 figures: revenues, $116.1 million; expenses, $73 million;

profits $43.1 million. There's every evidence, we're told, that o-&-o profits rose in 1960, though probably not as much as during preceding year.

Where did expenses eat up networks' increased revenues as in 1959? Programming—as most people assumed. Of total 1958 expenses ($366.7 million), programming took $278.6 million; technical, $39.9 million; general & administrative, $28.6 million; selling, $19.6 million. Of 1959's $406.5 million expenses, breakdown was: programming, $316 million; technical, $40 million; general & administrative, $29.9 million; selling, $20.6 million. In 1960, there was undoubtedly great increase in programming costs, relatively little change in others —and that's why the profit picture probably was unchanged. Hiked program costs continue this year, may well eat substantially into network profits, putting more & more burden on o-&-o's to carry load.

**NETWORK CONTROLS PROPOSED:** At FCC's request, Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) last week introduced a bill (S-2400) to carry out the Federal Communications Commission's recommendations for Communications Act Amendments permitting regulation of networks (Vol. 17:32 p11).

Several similar measures—notably bills (HR-1164 & 4231) by Reps. Harris (D-Ark.) & Brown (R-O.)—are pending in the House, but Pastore's is the first such Senate bill since an abortive campaign for network licensing was started in 1955 by Sen. Bricker (R-O.).

There's little chance for any Congressional action on any of the bills at this session. Pastore scheduled no hearings on network controls or on other broadcasting subjects outlined by him a week earlier in releasing FCC's reply to a TV Guide "Open Letter" to Chmn. Minow. The House Commerce Committee headed by Harris has failed so far to get around to network bills—and final Legislative Oversight Subcommittee staff recommendations on the subject last year were inconclusive (Vol. 16:52 p3).

Pastore's FCC-written bill for regulation (but not licensing) of networks authorizes the Commission to make rules & regulations "to assure that the policies, practices and activities of such networks shall not adversely affect the ability of broadcast licensees to operate their stations in the public interest."

Enforceable by cease-&-desist orders, FCC's rules could include: (1) requirements for network "supervision & control" of shows; (2) prohibitions against "unfair" exploitation by networks of programs in which they have financial interests; (3) prohibitions against option-time & other contracts with affiliates which would "limit the ability of such licensees to operate in the public interest"; (4) limitations on network ownership of stations; (5) extension of equal-time & payola-plugola requirements to networks.

Similar legislative recommendations by FCC have been on file with the House Committee since May 1960 (Vol. 16:20 p1).

**BARTLEY REPEATS 1954 SPEECH, 'WELCOMES' MINOW:** FCC Comr. Robert Bartley wants it known that: (1) Minow doesn't stand alone in his views about Commission's duties. (2) Commission had similar convictions before it heard of Minow.

To dramatize his point last week, Bartley gave Georgia Assn. of Broadcasters same speech he presented to the group Jan. 29, 1954, "American Broadcasting—Its Structure & Its Purpose." After he returned from Georgia, Bartley said: "I told them that they evidently didn't hear me the first time, so I had to repeat myself. I told them it was good to be in the majority now and that we at the Commission were glad to have Minow join in our July 1960 programming-policy statement."

Bartley's speech, similar in many respects to Minow's address at recent Northwestern U. conference (Vol. 17:32 p1), quoted drafters of Communications Act and Supreme Court decisions to effect that FCC had duties beyond those of an engineering "traffic cop." "The courts have consistently upheld the Commission's jurisdiction," he said, "in fact, have stated it to be the Commission's duty under the mandate from Congress, to inquire into the qualifications of the applicant, the type of programming proposed by the prosective licensee, his financial qualifications to serve the public adequately, the question whether the applicant had the requisite character qualifications so that he could be entrusted with a license in the public interest, and the question as to whether or not the grant of a license to a particular applicant would enhance the diversification of ownership of media of mass communication."

Bartley has long been concerned with "monopoly." He said: "I sense that there is an increasing attention to, and unwarranted—perhaps undesirable—emphasis upon the business & money-making aspects of broadcasting by people interested in entering the field, particularly through the purchase of existing stations

. . . What concerns me is the entry by people more interested in the 'fast buck,' than they are in assuming the responsibilities of a licensee; those who don't even know what their obligations are and care less." He urged licensees to "devote themselves to making their local stations, in addition to a means of entertainment & advertising, a real medium of communication in the community—a forum of the community in all phases of its cultural, economic and political life."

Bartley urged GAB to make "bona fide" effort to tell FCC what's wrong with the proposed program form, in fact gave them suggested wording for a resolution asking all Georgia broadcasters to test proposal for 30 days. Impressed by Bartley's seriousness & sympathy, they adopted resolution verbatim except for reduction to 7 days, promptly agreed to pay for costs of tests at radio WDEC Americus, which has 6 full-time & 2 part-time employes, and radio WCON Cornelia which has 8 full-time. GAB exec. secy. Jack Williams said Bartley told group that FCC "wants facts, not high-sounding words" on which to base its final decision.

In addition, GAB called a 7-state parley for Sept. 15 in Atlanta to discuss "all current problems"—program form, censorship, NAB, Gov. Collins, editorialization, etc. GAB invited attendance by broadcasting leaders from Ala., Fla., Miss., N.C., S.C., Tenn.

In Washington last week, NAB's Advisory Committee and Pres. Collins discussed plans for NAB program-form comments, after which Collins said:

"The burdensome nature of these proposals is astounding when one sees the cumbersome detail involved in actual operation. It is highly important that the FCC understand the handicaps which such forms will place on broadcasters, especially the smaller operators.

"We will make the strongest possible showing by our filing, including NAB's insistence upon the right of broadcasters to use their own good-faith judgment in programming for the needs of the communities which they serve free of censorship from any source."

Advisory Committee comprises Chmn. Clair McCollough, Radio Board Chmn. George Hatch, TV Board Chmn. Dwight Martin.

**TV IN 9 OUT OF 10 U.S. HOMES, SAYS ARF:** TV penetration of the U.S. was 89.4% in May, reported Advertising Research Foundation last week. It was citing its latest (8th annual) count of TV homes based on a survey made by the U.S. Bureau of the Census for ARF.

The home figure is thus 47,720,000 TV households with one or more sets. By contrast, in April 1950 there were only 5 million TV homes. Of the 177-million household population in the U.S., 164 million—92.5%—live in TV homes.

Multi-set homes are now common, the ARF survey shows. One out of every 8 TV homes (6,388,000) have at least 2 TV sets. In fact, said ARF, there are more households with 2 or more sets than there are households with no TV at all.

Cost of survey was shared by the 3 networks, NAB and TvB. Copies of complete report are available for $5 from ARF, 3 E. 54th St., N.Y. 22, N.Y.

## The FCC

**FCC Uhf Exhibition Report:** Comr. Lee has given his colleagues a brief report on the uhf exhibit sponsored by the Commission & Washington ETV interests, in the Commerce Dept. lobby. He said, among other things: "While it is unfair to make a critical comparison of vhf & uhf reception, it should be noted that regardless of the type of vhf antenna used in the exhibition, no good vhf pictures were obtainable. The vhf pictures received & translated to uhf were optimized by precise receiving antenna orientation obtained by the use of handy-talkies between our roof where Adler translators were located and the exhibition." He also enclosed a spot-check of local uhf set marketing plans which showed, generally, that dealers plan to sell uhf receivers & converters when the demand develops. Educational WETA-TV (Ch. 26) is due to start in October.

**Option Time Oral Argument:** Rescheduled by FCC from Oct. 27 to Nov. 3 (Vol. 17:19 p2).

**Hartford Deintermixture Battle:** Example of the vigor with which FCC's proposed deintermixture will be fought was the move of Conn. Gov. John N. Dempsey last week. Terming the situation "urgent," he asked the Conn. Congressional delegation to meet with him in Washington Aug. 15 and said he would name a committee of prominent people to present to FCC the case for retaining WTIC-TV's Ch. 3. His wire to Conn. members of Congress said that deintermixture would take "clear TV service" from 250,000 and that 145,000 would lose their choice of programs. "I'm sure you will agree with me," he said, "that we cannot allow this to happen." Accepting Gov. Dempsey's invitation, Rep. Seely-Brown (R) said "I am pleased to join with my colleagues of the Connecticut delegation in Congress to meet with Governor Dempsey here to plan action which will save television's very high frequency Channel 3 for Hartford. This channel was allocated to Connecticut after full & fair consideration after public hearings, and the performance of the present licensee in my judgment has justified the original decision of the FCC . . ."

**LANDIS ASSAILS INDUSTRY:** White House regulatory-agency advisor James M. Landis, who had remained silent following humiliating House rejection of President Kennedy's FCC reorganization plan in June (Vol. 17:25 p3), finally exploded in wrath last week.

In 2 appearances at the American Bar Assn.'s annual meeting in St. Louis, Landis blamed Congressional defeat of the plan on what he said was lobbying & misrepresentation by NAB & its Pres. LeRoy Collins, the networks and the Federal Communications Bar Association. He denounced them all.

Referring to the 323-77 vote by which the House junked FCC proposals which he had drafted, Landis told the ABA:

"An analysis of that event throws considerable light on the general problem of administrative reorganization. All the networks, the National Assn. of Bcstrs., the Federal Communications Bar, opposed the reorganization plan.

"Their opposition stemmed not from a belief that the plan would not work, but that it would work too well. Their fears related to the potentiality that the license-renewal requirements might really be made workable."

As for Collins, Landis charged that the NAB pres. made misrepresentations to Congress about the President's plan. He said Collins "knows better" than to allege—as Democrats & Republicans in Congress also did—that the White House was trying to accomplish through an executive order what it couldn't win in legislation.

The veteran New Deal-Fair Deal agency administrator (FTC, SEC, CAB) told the lawyers in St. Louis that it was otherwise hard for him to understand why the President's FCC plan—along with similar SEC & NLRB reorganization plans—went down to defeat.

### Chmn. Minow Finds Silver Lining

Regret at the rejection of the White House proposals also was expressed by FCC Chmn. Minow, another ABA speaker. "But I am grateful to the administration—and to Dean Landis in particular for drafting & submitting it," Minow told the delegates. "For even in failure it served a most worthwhile purpose."

Minow said that the President's plan at least "gave impetus" to Senate & House passage of legislation (Vol. 17:32 p2) modifying the White House scheme, which would have given Minow himself authority to parcel out assignments to FCC members. Actually, Minow never wanted such authority, pleaded unsuccessfully with Landis to drop the idea. The slightly different Senate & House versions of the substitute plan (S-2034) awaited conference committee agreement last week.

Reviewing the Commission's procedural headaches under 1952 amendments to the Communications Act, Minow said the President's plan provided more "flexibility" of operation than the legislation. But he assured the ABA that FCC nevertheless "is most grateful" to Senate Commerce Communications Subcommittee Chmn. Pastore (D-R.I.) & House Commerce Committee Chmn. Harris (D-Ark.) for their work in pushing reforms through Congress. They head Senate-House conferees on the legislation. Others are Sens. Thurmond (D-S.C.), McGee (D-Wyo.), Case (R.-N.J.) and Cotton (R-N.H.) and Reps. Rogers (D-Tex.), Flynt (D-Ga.), Moss (D-Cal.), Rogers (D-Fla.), Bennett (R-Mich.), Springer (R-Ill.), Younger (R-Cal.) and Thompson (R-Wis.).

"The 1952 Communications Act amendments erected an 'Iron Curtain' between the Commission & its staff in all adjudicatory cases," Minow said, adding: "The Commission was forbidden to have any consultation at all with its chief engineer, general counsel, or chief accountant in any adjudicatory case . . . These provisions make no sense." He also pointed out that under the 1952 amendments, FCC "lost the power to delegate its review functions in adjudicatory cases."

The President's plan would have given FCC "the maximum amount of flexibility to deal with its procedural problems," Minow went on, arguing that FCC members ("necessarily men who can be trusted") should have full authority to delegate their functions. But he said the legislation at least gives the Commission "a considerable degree of discretion."

At an ABA panel session Minow also discussed—again—his proposals for improving TV's "vast wasteland" (Vol. 17:32 p1). He reiterated that his criticisms of TV programming aren't the start of attempts at govt. censorship of shows, but that FCC has legal responsibility to do something about poor programming.

Another regulatory-agency spokesman at ABA sessions was Chmn. Paul Rand Dixon of the FTC, which is undergoing reorganization under a White House plan which survived Congressional criticism. He reviewed steps started by FTC to streamline its procedures (Vol. 17:28 p2).

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**Lombardo & the Weathermen:** FCC has nothing to say about weathercasters' manner of delivery, as long as they don't broadcast "deliberate falsifications" or "distortions." The Commission so informed bandleader Guy Lombardo last week after the latter wired Chmn. Minow to complain that N.Y. weathercasters were keeping people away from his "Paradise Island" show at the Jones Beach Marine Theater by "over-dramatizations" of possible bad weather. FCC told Lombardo that the Commission requires more information, including identity of stations, before it can determine whether weather news is being tampered with. Robert Moses, president of the Long Island State Park Commission, which sponsors the shows, urged stations to restrain themselves, saying that "dramatic & fanciful embellishments & interpretations, added to the factual, official weather forecasts, have misled listeners & viewers." WPIX then blew briskly into the rapidly clouding picture, invited Lombardo to film his own weekend forecast for presentation Aug. 11—and was promptly accepted. Next, WNBC weatherman Dr. Frank Field reported reception of a complaint from an umbrella maker: "He says my forecasts of fair weather this week have been ruining his sales." And finally (?) William H. Coy, dir. of the Car Wash Institute, wired Minow that "Radio & TV commentators over-dramatize the possibility of bad weather."

**More Time for Plugola Comments:** Reply comments in FCC's plugola rule-making (Vol. 17:32 p9) are now due Sept. 15 instead of Aug. 15. The Commission extended the time because: "Preliminary review of comments filed on July 31 indicates several lines along which it may be desirable to consider revisions or additions to the rule amendments proposed May 11, and the extension of time for filing replies will afford all interested parties a longer opportunity to examine the comments and to submit views . . ."

**AMST Meets on Allocations:** A special session of the AMST Board was conducted in Washington last week to discuss plans for opposing FCC's proposal to deintermix 8 markets and drop in 8 short-spaced vhf assignments.

**FCC WUHF Sendoff:** On Sept. 22, FCC members will tape a kickoff program for its experimental WUHF N.Y.

## Congress

**SPACE CHARGES DENIED:** Mounting Congressional protests against White House-FCC proposals for commercial ownership & operation of a satellite communications system (Vol. 17:32 p11) were met last week by the Commission with vehement denials that it favors a space monopoly.

FCC Chmn. Minow & space specialist Comr. Craven, supposedly on their August vacations, were called once more to a Congressional hearing—this one conducted by the Senate Small Business Monopoly Subcommittee—to defend the plan to turn over the system to a 10-company combine. Each did so vigorously.

Scorning charges by Subcommittee Chmn. Long (D-La.) that the proposals would lead to a "gigantic monopoly" of space, Minow struck back with these points in his testimony: (1) The Communications Act requires FCC to foster free competitive enterprise. (2) Only one satellite-communications system appears to be feasible. (3) No commitments have been made to any of the 10 international carriers—including big AT&T—invited to participate, and all will be under strict anti-monopoly controls.

Long wasn't mollified. "You're getting ready to put this thing into the hands of the biggest & most powerful monopoly in America," he insisted, referring to AT&T. Long said he doubted that FCC could effectively regulate any consortium in which AT&T—with a near-monopoly of overseas telephone service—would be dominant.

Minow conceded that AT&T would own up to 90% of the satellite system if the degree of ownership were based on the proportion of business the 10 companies now handle. But he said he was confident FCC wouldn't permit any such division of capital stock.

Long's sharp questioning, challenging FCC's motives & intents, finally brought a protest from an obviously irritated Craven, who had been assigned by the Commission to present a formal statement on its space position, stressing its safeguards against monopoly.

"We're a group of dedicated people," Craven told Long. "We're trying to maintain leadership for the U.S. in one field where we have leadership." He also scoffed at estimates that space communications could soon become a multi-billion-dollar business. "It could turn out to be a South Sea bubble," Craven said. "We're not going to permit inordinate profits."

### Other Views on Space Plan

At an earlier Subcommittee session, NASA Administrator James E. Webb also defended the plan to turn over the system to experienced communications companies under FCC regulation. "If you want to make soap, you better find a man who knows how to make soap," he said.

And in simultaneous satellite hearings conducted by the House Space Committee, Chmn. Brooks (D-La.) warned that it was time for the U.S. to get going, that Russia wouldn't wait for the U.S. to set up a space system. "I think it would be a serious mistake to squabble about the niceties of legal ownership," Brooks said.

Opposition to the White House-FCC plan continued, however—and no end to the policy debate in Washington was in sight.

An oldtime AT&T foe—Chmn. Celler (D-N.Y.) of the House Judiciary Committee—organized an informal caucus of Senate & House Democrats to try to work out strategy to stop the plan. "If this thing goes through, AT&T would run the show and [AT&T manufacturing affiliate] Western Electric would get most of the equipment work," Celler said.

The Small Business Administration joined the Justice Dept. in calling on the administration to use caution in proceeding with space proposals. Deputy SBA Administrator Irving Maness said his agency had told FCC that the plan "does not take cognizance of the problems of small business concerns." He told the Senate Subcommittee that more safeguards are needed to give small firms an "appropriate share" of space business.

Justice Dept. reservations about the plan were emphasized again to the House Space Committee by Asst. Attorney General Nicholas deB. Katzenbach. Following up earlier Senate testimony by antitrust chief Lee Loevinger, who said AT&T may face action to force divestiture of its overseas operations, Katzenbach testified against turning over the space system to any commercial "chosen instrument."

Another go-slow sign was raised in the Senate by majority whip Humphrey (D-Minn.). In a floor speech, he said satellite-communications policy "must be formulated very carefully." For one thing, Humphrey said, Congress should listen closely to arguments (such as those advanced in Senate hearings by the Midwest Technical Development Co.'s Dr. Robert Larson) that small manufacturers should have a share in eventual ownership of the system.

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**"Ethics" Bill Approved:** The House has passed & sent to the Senate an omnibus bill (HR-8140) updating & codifying conflict-of-interest laws governing officials & employes of FCC & other federal agencies. "Present law in this area presents a crazy quilt of contradictory provisions," said Rep. Celler (D-N.Y.), whose Judiciary Subcommittee No. 5 worked 3 years in drafting the measure. The bill isn't aimed specifically at FCC, but under its provisions: (1) No full-time FCC payroller could help friends or business associates get a TV or radio license. (2) Former FCC employes would be barred forever—not for just 2 years—from representing clients in Commission cases which the employes once handled directly. (3) A law firm to which an FCC attorney returned after leaving the Commission would be unable for 2 years to represent clients in cases in which the attorney "participated personally & substantially." (4) A law firm in which an FCC attorney is a partner will have to "stay out of matters in which he participates or has participated or which are under his official responsibility." The bill retains an existing legal prohibition against members of Congress practicing law before the Court of Claims. It otherwise avoids the always touchy subject of Congressional conflicts of interest. As Celler put it: "The discipline of members must come from the electorate. A Congressman offending against good morals must face the voters who can condemn by refusing to re-elect him."

**FCC Budget Cleared:** Without debate, the House voted Aug. 7 to concur with the Senate in restoring FCC's $12.5-million budget for fiscal 1962 (Vol. 17:32 p12). The vote completed Congressional action on the Commission's funds, which had been cut $125,000 in initial House action on the independent offices appropriations bill (HR-7445). The House also agreed to a Senate amendment extending the cut-off date for funds for the Commission's $2-million N.Y. uhf project from June 30, 1962 to Dec. 31, 1962.

Another Probe Proposed: Rep. Alford (D-Ark.), who was given the chairmanship of the House Small Business Advertising Subcommittee in April (Vol. 17:15 p9), is trying to revive a long-dormant investigation of TV & radio time-selling practices. Picking up where his predecessor ex-Rep. Brown (D-Mo.) left off in 1959 (Vol. 15:12 p4), he has given other Subcommittee members a list of questions which might be explored in hearings—but Alford says none will be held before Congress adjourns. The questions, duplicating those suggested by Brown 2 years ago in his abortive plans for hearings, are aimed at finding out whether the networks & big advertisers prevent small advertisers from getting choice time on the air. Other Subcommittee members are Reps. Evins (D-Tenn.), Roosevelt (D-Cal.), Avery (R-Kan.) and Robison (R-N.Y.).

FTC Bill Favored: The House Commerce Committee has scheduled Aug. 22-23 hearings on a bill (HR-1233) by Rep. Steed (D-Okla.) authorizing FTC to issue temporary cease-&-desist orders to halt suspected monopolistic or fraudulent practices by companies against which complaints have been issued. The orders would be effective pending completion of FTC investigation of the challenged practices.

## Educational Television

**International ETV Seminar:** Prominent educators & ETV specialists from more than 30 nations are expected to participate in an International Seminar on Instructional TV to be conducted Oct. 8-18 at Purdue U., Lafayette, Indiana. Purdue reports that some 25 nations already have accepted the invitation to participate.

The Seminar's objectives, as outlined by the U.: "To examine the present status of instructional TV on an international level; to study the developing trends in the educational uses of TV, and by bringing together leading educators, broadcasters and instructional TV specialists from throughout the world, to lay the groundwork for a more effective exchange of information & resources."

Co-operating with Purdue are the U.S. Office of Education, UNESCO, the U.S. National Commission for UNESCO, the State Dept., the International Co-operation Administration, the National Academy of Sciences, and RCA. Warren F. Seibert, Purdue's TV program research consultant, has been named Seminar director. An original grant of $10,000 to finance the Seminar was made by UNESCO. Additional financial assistance has come from other co-operating organizations.

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ETV Best Serves Elementary Schools: That's the opinion of Martin G. Atkins, Central Mich. U.'s ETV Council director. Addressing the recent U. of Mich. Summer Speech Conference, he said that in-school TV can be used to best advantage at the elementary level because (1) "elementary teachers are more willing to accept TV's help," (2) "they are more creative in developing activities to supplement the learning process," (3) "they have consistently considered their job as something more than a disseminator of facts & information," (4) elementary program & schedules are flexible and "can respond to the programming and the various limitations imposed by TV."

ETV Help Pledged: "Technical & management assistance" in setting up an educational TV system in Kansas has been pledged in an editorial broadcast by gen. mgr. Thad Sandstrom, WIBW-TV (Ch. 13) & WIBW Topeka.

## Advertising

**40-sec. Size Cold-Shouldered, Survey Shows:** Only 10 national & regional advertisers out of some 200 will include the full 40-sec. commercial in their fall-winter campaigns. So revealed a Bolling Co. survey of spot TV-radio buying patterns in 14 major buying centers (Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Kansas City, Los Angeles, Memphis, Minneapolis, N.Y., Philadelphia, San Francisco and St. Louis). The checkup was conducted by the rep-firm salesmen and intended as a national cross-section. Other highlights of the survey:

- 108 accounts will hike their ad budgets over 1960, 17 will lessen their volume and 91 will maintain 1960 level.
- 102 will continue with last year's market list, 93 will add more markets and 17 will drop some.
- 26 accounts will join the list of exclusive TV users, upping the total to 104, vs. 78 for radio; 46 will use both.
- Exclusive use of TV is more popular in major markets, with a heavy emphasis on radio in the medium-to-smaller markets. Reasons include the increased time costs in larger markets resulting in the elimination of small-market campaigns to cover the expense; also radio's flexibility, low cost and easy clearances for reaching smaller, selected audiences.
- Usual emphasis is being placed on 20-sec. and 60-sec. spots for TV.
- Increased popularity of 5- and 10-min. programs, especially news, weather and sports, was noted.

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FSR's "Big Brother" Panel: Fuller & Smith & Ross, in a campaign to pull in new packaged-goods business, invited N.Y. media buyers & press members Aug. 9 to take a look at something called "focused research." It had more than a dash of George Orwell's "Big Brother" technique. A group of housewives were led in panel discussions on TV programming & packaged-goods products while an audience of clients & FSR personnel watched (unbeknownst to the ladies) via closed-circuit TV. Sitting in a separate room, observers directed questions & remarks to the interviewer which he alone heard on special earphones, but the ladies could not. At the demonstration of "focused research" last week, the housewives were asked if they liked *The Untouchables*. Answered one lady nostalgically: "Oh, yes, it brings me back to the good old days."

Drug Ads Probed: FTC has launched a full-scale industry-wide investigation of the pricing & advertising practices of drug manufacturers & distributors, following up charges by Chmn. Paul Rand Dixon in House hearings that some promotion conceals dangerous medicinal side-effects (Vol. 17:32 p13). First targets of the probe are 37 major companies which have been given FTC notices requiring them to answer a series of questions about their practices. They also must furnish samples of "each type of advertising."

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**Ad People:** George Chatfield, Benton & Bowles senior vp, appointed to American Assn. of Ad Agencies' Committee on Advertiser Relations; Carl W. Nichols, Cunningham & Walsh pres., to Committee on Govt., Public & Educator Relations; Neville Bayless, Bayless-Kerr pres., to Committee on Improving Advertising . . . Cherie Lee appointed McCann-Erickson vp . . . Thomas C. Butcher returns to Lennen & Newell as senior vp & co-ordinator on the Colgate-Palmolive account, a new post.

## Stations

**NEW & UPCOMING STATIONS:** New starter reporting last week was KNDU (Ch. 25) Richland, Wash. which received FCC program test authorization Aug. 9 and began operating Aug. 10. The U.S. on-air total will change to 588 (92 uhf). Canadian on-air total stands at 92 stations.

KNDU will operate as a semi-satellite of parent KNDO (Ch. 23) Yakima, an ABC-TV affiliate. It has a 1-kw RCA transmitter and a 100-ft. Stainless tower on a 2,200-ft. hill S of Kennewick, Wash. KNDU will be sold in combination with KNDO at a $400 base hourly rate. KNDU's over-all management & programming will be under supervision of KNDO Pres. & gen.-mgr. Hugh E. Davis. Its resident staff includes sales mgr. K. Lynn White, chief eng. D. L. Devon, operations mgr. Bob Kalstad. Reps will be Weed, Day-Wellington (Seattle) and H. S. Jacobson (Portland).

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In our continuing survey of upcoming stations, here are the latest reports from principals:

**KPOB-TV (Ch. 15) Poplar Bluff, Mo.** has changed its programming target to Aug. 15-Sept. 1. It will be operated as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate, says WSIL-TV gen. mgr. O. L. Turner. It will use a GE transmitter purchased from off-air WBLN (Ch. 15) Bloomington, Ill., with a 4-bay GE helical antenna on a 500-ft. Utility tower. It will pick up WSIL-TV by way of an off-the-air relay from WSIL-TV's transmitter at Cereal Springs, Ill. KPOB-TV will be sold in combination with WSIL-TV, which has a $350 hourly rate. WSIL-TV rep is Meeker.

**KDCD-TV (Ch. 18) Midland, Tex.** has its studio-transmitter building ready and plans to begin programming Sept. 1, reports gen. mgr. Chet Darwin, ex-owner & operator of radios KSWB Yuma, Ariz., KPAS Banning, Cal. and KHCD Clifton, Ariz. The 100-watt Electron Corp. transmitter was due there Aug. 1. It hasn't signed a network affiliation, but has set a $200 base hourly rate. Rep has not been chosen.

**WCCA-TV (Ch. 25) Columbia, S.C.** plans to be on the air by Labor Day, according to Harold E. (Hap) Anderson, pres. & gen. mgr. of grantee First Carolina Corp. It has ordered GE transmitter & studio equipment and will use a 348-ft. tower. It has eliminated considerable construction work by purchasing the site & building of defunct WCOS-TV (Ch. 25), which left the air in April 1953. James C. Luttrell, ex-WSAV-TV Savannah, is chief engineer. Rep has not been chosen.

**WSIU-TV (Ch. 8, educational) Carbondale, Ill.** hopes to begin programming about Sept. 15 according to Buren C. Robbins, dir. of bcstg. service for grantee Southern Illinois U. Its 35-kw GE transmitter & 10-kw driver are scheduled to arrive about Aug. 10 and construction on both studios & transmitter house is scheduled for completion by mid-August. Foundations have been poured for the 903-ft. Dresser-Ideco tower which will have a GE helical antenna.

**WLKY (Ch. 32) Louisville, Ky.** plans Sept. 1 test patterns and commercial programming between Sept. 1 & Oct. 1, says Richard Shively, vp of grantee Kentuckiana TV Inc. & gen. mgr. of WTVW Evansville, Ind. A transmitter building is being remodeled for a 12-kw GE transmitter due to arrive Aug. 15. Studios are complete. The station will use a 300-ft. Blaw-Knox tower. Base hour is not reported. Rep will be Hollingbery.

**KTPS (Ch. 62, educational) Tacoma, Wash.** is retaining TV affiliate Oct. 1 (Vol. 17:30 p8), awaits change to Ch. 24 before it will go ahead, according to owner Alfred E. Anscombe. He also is waiting for Ch. 24 before proceeding with his CP for WBJA-TV (Ch. 56) Binghamton, N.Y.

**Montgomery, Ala. Ch. 26, educational,** doesn't have a target as yet, but will operate as a satellite of the Ala. Educational TV Commission's present 3-station network, reports Louis Peneguy, director of co-ordination & information for AETC. When funds are available, a studio will be established in Montgomery for local programming. A tower & transmitter have been purchased. The transmitter will be near Patterson Field.

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**TV Denver Inc. buys Webb & Knapp Interest:** Operator of KBTV & KBTR—TV Denver Inc.—is reported to have bought for the sum of $2.4 million the half interest in the company owned by Webb & Knapp.

of October." Patterson also controls San Francisco radio KSAN and owns the former plant of off-air KVVG (Ch. 27) Tulare-Fresno, which has a 100-ft. guyed tower at Eishon Point. Jim Ayers, ex-KJEO Fresno, will be chief engineer. Base hour not set, rep has not been chosen.

**WCBB (Ch. 10) Augusta, Me.** hopes to begin programming about Nov. 1, writes E. B. Lyford, one time with NBC station relations N.Y., who is exec. dir. of the grantee Colby-Bates-Bowdoin Educational Telecasting Corp. A 25-kw RCA transmitter is scheduled for delivery Aug. 15. The walls & roof of the transmitter building are finished, with interior work remaining to be done. The station will use a 369-ft. tower, but won't have its own studios for the first year, operating as a satellite of WENH (Ch. 11, educational) Durham, which repeats programs of educational WGBH-TV (Ch. 2) Boston. Roland A. Desjardin, ex-WCSH-TV & WCSH Portland, Me., is chief engineer.

**WEPA-TV (Ch. 66) Erie, Pa.,** which becomes an NBC-G. Robertson. He is pres. of the grantee Christian Bcstg. Network Inc. It is a acquiring the plant of off-air WTOV-TV (Ch. 27) which has a 1-kw RCA transmitter. Harvie Ulaff, ex-WCMS Norfolk, will be chief engineer, with Neil Eskelin as program director.

**WHRO-TV (Ch. 15) Hampton-Norfolk, Va.,** planned as a non-commercial outlet, has an Oct. 1 target, reports W. E. Campbell, fiscal agent for the grantee Hampton Roads Educational TV Assn. A GE transmitter has been ordered and it will use the 480-ft. tower formerly used by WVEC-TV before it changed from Ch. 15 to Ch. 13.

**KICU-TV (Ch. 43) Visalia, Cal.** is installing its 12-kw GE transmitter and expects to have it ready by early Oct., says owner Norwood J. Patterson. A specific target hasn't been set for operation as an independent outlet, but it is expected to be "the latter part of September or the first its Sept. programming target. Its 1-kw RCA transmitter has been installed and all construction work for studios has been completed in a vocational school there. An RCA 12-gain antenna has been installed on a 450-ft. tower. Kenneth Williams has been named engineer & instructor in charge by the grantee Tacoma School Dist. No. 10.

**WXGA-TV (Ch. 8) Waycross, Ga.,** to be non-commercial outlet of owner Georgia State Board of Education, is keeping to its September program target, writes Mrs. Nancy Lively, for the State Dept. of Education. The studio-transmitter building is scheduled to be ready Aug. 2 for the 25-kw RCA transmitter shipped July 21. Work on 972-ft. Ideco tower is to begin Aug. 10 with a completion date set for Sept. 1.

**WYAH-TV (Ch. 27) Portsmouth, Va.** has changed its target for non-commercial operation to Oct. 1, reports M.

**SRA Revamps ID Standards:** Revised specifications for production of full-screen, 10-sec. IDs have been issued by the Station Representatives Assn., tailored to fit within the new 42-sec. station breaks. Citing the new standards as "a benefit to advertisers," SRA managing dir. Lawrence Webb said they would allow 33⅓% more audio (8-sec. instead of 6) and 25% more video time (the full 10-sec. instead of 8). In addition, stations will now use a full 2-sec. in addition to the 40-sec.-commercial time for station identification, whereas in the past, the advertiser has had to give up 2 seconds of his 10-sec. ID. Other SRA specifications: (1) Of the 2 seconds without audio, ½ second should be used for switching. (2) Adequate blank film "padding" should be added for splicing purposes, and for leading in & out of the commercial. (3) Producers must shoot 1 second of black lead-in, 4/5 seconds of frozen-frame pictures, 4/5 seconds of black lead-out.

**ITA Enters TV Field:** A debut line of TV transmitters —3 uhf types—will be introduced by ITA Electronics early next year, Pres. Bernard Wise reported last week. The transmitters will be designed to meet FCC's proposed uhf requirements, he said. Projected prices of the new uhf transmitters: 15-kw model, $99,500; 30-kw model, $139,-500; 60-kw model, $179,500. Wise also told us that ITA has submitted its FM stereo exciter to the FCC for type acceptance and expects to begin deliveries of the equipment early next month.

**Sale of Friendly Group Snags:** The planned acquisition of the Friendly Group TV-radio stations by N.Y. greeting-card maker United Printers & Publishers (Vol. 17:30 p7) ran into a snag last week when one of the latter's stockholders filed suit to block the purchase. The block was thrown after UPP stockholders overwhelmingly approved the acquisitions of WSTV Inc., Steubenville, O. & WPIT Inc., Pittsburgh, which control 5 TV & 5 radio stations in 7 cities. The dissident stockholder, Bertram Field, raised a conflict-of-interest issue, among others. UPP's Berkman brothers, Chmn. Louis & Pres. Jack, according to the proxy statement, own some 40% of WSTV shares and slightly more than half of WPIT stock. Pres. Jack responded: "I feel the TV properties will widen the base of the company. We are building on a sound foundation."

**McGannon Heads NAB Unit:** NAB Pres. LeRoy Collins has named Westinghouse Bcstg. Co. Pres. Donald H. McGannon as chairman of a special committee to study the feasibility of setting up a university-attached NAB Research Center (Vol. 17:25 p5). In announcing the appointment, Collins said his plans for the new project "comprehend all phases of the media of radio & TV" including ratings, but that he doesn't "contemplate tearing down existing audience-measurement systems." Accepting the appointment, McGannon said the industry must "move aggressively into the examination of present problems & future opportunities."

**SEG Supports AFTRA Strike vs. KFWB:** Screen Extras Guild's exec. committee last week voted to forbid all members to cross picket lines established by the American Federation of Television & Radio Artists in its strike against radio KFWB Los Angeles. Any SEG member who accepts work at KFWB during the strikes, which began July 11 over wages & other benefits, faces possible fine, suspension or expulsion, the union warned. In another communique, SEG reported its revenue for the past year as $243,664 and expenses, $219,590.

**Station Sales Seminar:** WLOS-TV Greenville, S.C. ran its first annual Sales Seminar at its studios recently. Julius Barnathan, ABC affiliates vp, headed a panel that included A. J. Thornhill, a PR dir. for Humble Oil Co.; Charles Ruth, gen. mgr., Marsh Stores; and Marvin Bird, pres., Smith Wholesale Drug Company. Station staff participants included gen. mgr. Theodore A. Eiland and Fred L. Bernstein, gen. sales mgr. The seminar agreed that the one-stop shopping center would increase and that discount stores would be more in evidence. Added Marsh Stores' Ruth: "The image these retailers present to the public will be of much importance and there is no doubt that TV will be sought out to help create the picture of an establishment where it is pleasant & desirable to buy."

**TV-Radio Billing Agency Formed:** To handle the immense volume of paperwork incidental to processing TV-radio spot buys, a central billing agency called Broadcast Clearing House has set up shop in N.Y. & San Francisco. Headed by Pres. John E. Palmer & exec. vp Lee P. Mehlig, BCH will process spot-purchasing data through the standardized forms & electronic equipment of The Bank of America. Stations will pay 50-60% of the service's costs, the rest to be divided between agencies & representatives. BCH, which estimated the service will need 80% support of the principal agencies, reps & stations, has set a target date of March 1. BCH's theory: Spot business will increase when it is made easier to transact.

**Wometco Affiliate Expands:** Caribbean Bottling Co. Ltd. has been granted a franchise to bottle & distribute Canada Dry beverages in the Bahamas and is completing a new bottling plant in Nassau for its expanded operations. The Wometco Enterprises affiliate, in a cash transaction, also acquired Crawford Bottling Co. of Nassau, former holder of the Canada Dry franchise. Caribbean also bottles & distributes Pepsi-Cola.

**Time-Life Buys Into Lebanon TV Firm:** The Time-Life Broadcast Div. of Time Inc. has become a minority stockholder in Beirut-based Lebanese Television Co., the only TV firm in Lebanon. Time-Life plans to be active in the TV company's programming, production and sales.

**Wasilewski & Swezey Tapped:** NAB Pres. Collins has recommended to the board that govt. affairs vp Vincent Wasilewski be named exec. vp, and Robert Swezey, ex-pres. of WDSU-TV, head of TV-radio Code Authority (Vol. 17:31 p14).

## U.S. Station Rate Increases

| Stations | Base Hour | Minute | Date |
|---|---|---|---|
| WWJ-TV Detroit | $3000 (no change) | $760 to $900[5] | [2] |
| WKZO-TV Kalamazoo | 1300 to $1400 | 360 to 400 | June 1 |
| KOMO-TV Seattle | 1350 (no change) | 400 to 425 | July 1 |
| WRGB Schenectady | 1250 (no change) | 275 to 300 | July 1 |
| KING-TV Seattle | 1200 (no change) | 330 to 380 | Aug. 1 |
| KFMB-TV San Diego | 1000 to 1100 | 260 to 290 | July 1 |
| WHBF-TV Rock Island, Ill. | 950 to 1050 | 250 (no change)[1] | [2] |
| KOTV Tulsa | 825 to 900 | 200 to 220[1] | July 1 |
| WSJS-TV Winston-Salem | 750 to 800 | 150 to 200 | July 1 |
| WFBC-TV Greenville, S.C. | 750 to 800 | 160 to 200[3] | July 1 |
| WTVW Evansville, Ind. | 600 to 700 | 115 to 135 | July 1 |
| KTVK Phoenix | 600 (no change) | 135 to 150 | July 1 |
| WGAN-TV Portland, Me. | 500 to 700 | 110 to 150 | July 1 |
| WLUK-TV Green Bay | 500 to 650 | 100 to 125 | [2] |
| WSFA-TV Montg., Ala. | 500 to 575 | 125 to 160 | July 1 |
| WLOF-TV Orlando | 500 to 550 | 110 to 115 | July 1 |
| KNTV San Jose, Cal. | 400 (no change) | 100 to 120 | July 1 |
| WKST-TV Youngstown, O. | 400 (no change) | 80 to 90 | July 1 |
| WSAU-TV Wausau, Wis. | 300 to 330[4] | 100 to 110 | July 4 |
| WKOW-TV Madison, Wis. | 300 to 325 | 60 to 65 | July 1 |
| WLUC-TV Marq'te Mich. | 300 (no change) | 70 to 90 | July 1 |
| KHSL-TV Chico, Cal. | 250 to 275 | 57.50 to 65 | July 1 |
| KOTA-TV Rapid City, S.D. | 225 (no change) | 50 to 60 | July 1 |

[1]20 Sec. only. [2]Not reported. [3]Also rate for 30 Sec. [4]30 Min., Hour not quoted. [5]Min. or 40 Sec.

## Networks

**Does ABC Own 25% of Toronto Station?** Word at the weekend was that ABC International had purchased 25% of CFTO-TV Toronto—the maximum interest permitted non-Canadian stockholders. An ABC spokesman said that the network "cannot confirm or deny" the purchase, but admitted "ABC is certainly interested in that area."

The Toronto *Star* reported that ABC had purchased from CFTO-TV principal Joel Aldred his 17% interest for more than his estimated initial $5-million investment. ABC's purchase of an additional 8% reportedly was from Ted Rogers, a 10% holder.

ABC International Pres. Donald Coyle was in Toronto last week but would not comment on whether his visit there had any connection with the reported ABC buy into the Ch. 9 station.

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**Beech-Nut Makes Its Play:** NBC-TV began to look like the strongest contender last week in the network race to dispose of remaining unsold network time before the start of the fall season (Vol. 17:32 pp3&12). What jumped NBC into the lead was a major coup—the signing of most of the $7.5-million TV billings of Beech-Nut, previously the principal advertiser hold-out in fall purchases. Late last week, Beech-Nut and its agency, Young & Rubicam, were still picking a long list of minute availabilities in NBC shows. The level of 7:30-11 p.m. sold time in the last quarter of 1961 among the networks now looks like this: NBC-TV—92%. ABC-TV—88%. CBS-TV—86%. These figures, of course, can shift quickly.

**WOR & MBS Go Pfft:** WINS N.Y., owned by Gotham Bcstg. Corp., will become Mutual Bcstg. System's N.Y. affiliate as of August 28, thus ending a 27-year association between the network and WOR, the N.Y. RKO General station and a charter member of MBS. "A difference in philosophies" caused the WOR-MBS split-up, said a network spokesman. "WOR, with its emphasis on 15-min. newscasts, just couldn't carry enough MBS material."

### NETWORK SALES ACTIVITY

ABC-TV

American Oil (D'Arcy); Frito (Erwin Wasey, Ruthrauff & Ryan) part. eff. Sept. 16.
*NCAA Football Games 1961*, Sat. & Thu.

Beecham Products (Kenyon & Eckhardt) part. eff. Sept. 13.
*The Connie Francis Show*, Wed. 9-10 p.m.

E. R. Squibb, Sons (Donahue & Coe) full spon. eff. Sept. 25.
*ABC Evening Report*, Mon. 6-6:15 p.m.

NBC-TV

All State Insurance (Leo Burnett) co-spon. eff. Oct. 11.
*The Bob Newhart Show*, Wed. 10-10:30 p.m.

Whitehall Laboratories (Ted Bates); Lever Bros. (BBDO); Reader's Digest (J. W. T.), part. eff. Oct.
*Daytime programming*, Mon.-Fri.

General Foods (Ogilvy, Benson & Mather); Smith Corona Marchant (BBDO), part. eff. immediately.
*Laramie*, Tue. 7:30-8:30 p.m.; *National Velvet*, Sun. 8-8:30 p.m.

Smith Corona Marchant (BBDO), part. eff. immediately.
*Tales of Wells Fargo*, Mon. 8:30-9 p.m.

Elgin National Watch (McCann-Marschalk) full sponsorship eff. Nov. 28-Dec. 15.
3 news specials.

**NBC's Pro Pigskin Coup:** NBC scored a neat sales "first down" against CBS last week. By moving quickly in the wake of a federal court's ruling against the CBS-National Football League package, NBC concluded negotiations to cover both "home" & "away" games of 2 major NFL teams, the Pittsburgh Steelers & the Baltimore Colts (Vol. 17:31 p10). Having won 2 major clubs from the CBS fold, NBC proceeded to intercept a slice of CBS billings as well. Signed by NBC for a one-quarter sponsorship of its profootball series was Ford Motor Co., which is remaining with CBS as a sponsor of that network's trimmed-back football schedule. A J. Walter Thompson source confirmed that the money Ford will spend with NBC for pro football "just about equals" the difference between Ford's present CBS contract and its original CBS football deal. The NBC pro grid schedule will be networked Sept. 17 through Dec. 17, but will not be carried by stations in the 14 NFL cities.

At the local level, several TV stations are also profiting from the voiding of the CBS-NFL deal. Regional rights to the Pittsburgh Steelers reverted to the Duquesne Brewing Co. of Pittsburgh, which has organized a 7-station network to carry the team's "away" games. A total of 3 exhibition games and 7 NFL games will be televised. Duquesne will co-sponsor the games with American Oil and Marlboro cigarets splitting the remaining half.

## Programming

**WESTERN RERUNS? GOING THAT-A-WAY!** TV's Western trend is over, with only a dozen or so such series scheduled for the networks next season. But the hangover lingers on in the already tight syndication market, where there is evidence of resistance to Western reruns on grounds of too much & too late.

There are of course, hundreds of Western films in Hollywood, which have been seen on the networks, but are not yet in syndication. Their residual value is now highly uncertain except for a hit such as *Gunsmoke*.

For example, Dick Woollen, programming vp & film buyer for KTTV Los Angeles, an important purchaser of syndicated product, told us: "Westerns have been offered which I turned down because of poor quality . . . The public's appetite for [them] is waning, so I have to be selective. If 8 series are offered, I may take one or two."

On the other hand, Woollen said he would not hesitate to buy reruns of a so-called "violent" series such as *The Untouchables*, despite the wide-spread criticism. He added: "We buy a show if it's well done & entertaining. *The Untouchables* is. It's not that we're not sensitive to Washington; we have a sensitive ear to what the public wants."

KCOP Los Angeles Pres. Alvin Flanagan told us: "We have looked at the *Wyatt Earps* and *Wanted—Dead or Alives* with great interest. They did a good job on the networks. However, the possibility is that TV is veering away from [them] and therefore we are skeptical of their economic values. It would take 3 years to have such a series pay off. With the emphasis on public-information shows & entertainment series of a non-violent nature, the money could be better spent elsewhere. In 3 years, or even one, the Western concept may not be of interest to the public or advertiser."

A production executive told us that, with the syndication market already soft, he thought the industry had a major problem on its hands in trying to recoup Western investments via syndication. Like most Hollywood companies, his firm had no Western projects planned for '62-63.

**Lavish Launchings for Feature Films:** There's a growing trend among stations to launch feature-film showcases as important local highlight shows, rather than as handy dumping grounds for late-night spot business or as odd-hour filler. Reason: Movie packages have become newer (as post-1948s entered the market), smaller (groups of 20-50 pictures instead of huge libraries), less numerous on the market—and, per-picture, considerably more expensive. The viewers like movies, and it's now an established fact that star-sprinkled post-1948s can compete handily with well-rated network shows in local prime time (Vol. 17:27 p12, 32 p15).

Such motivations underlie the current plans of KLZ-TV (Time Inc. CBS affiliate) to make its *The 10:30 Movie* a major Denver attraction when it debuts next month (Sept. 8). The package contains 81 post-1950 pictures from 7 Arts plus some new movies from MGM-TV and NTA. A summit meeting of all concerned with the project reached these key decisions in a 2-day conference:

• **Format, time slot**—KLZ-TV decided to treat its film show as a weekly special attraction. It chose Fridays at 10:30 p.m. as the best available time period. A regular host-producer, Bob Davis, was assigned to the show.

• **On-air promotion**—The station's Friday-night rating pattern shows a 50% audience drop-off at 10:15 p.m., following a local newscast. KLZ-TV has now scheduled a tune-in plug at 10:10 p.m., using within the newscast a clip from the movie to catch the peak audience before this drop-off. Also scheduled is a special 30-min. prime-time "preview" show in which host Bob Davis will give Denver viewers a quick look at the shape of movie things to come with the aid of movie trailers. Besides other tune-in plugs on KLZ-TV, the station is also using 10-sec. spot announcements on 2 independent local radio stations.

• **Off-air promotion**—To make viewers aware of the movie showcase, KLZ-TV has scheduled 400-line ads in all Denver papers and *TV Guide*, and in other newspapers within a 60-mile radius. Other forms of local promotion (billboards, car cards, *etc.*) are planned. KLZ-TV will also use National Screen Service Theatrical Posters in a special lobby display and has made a tie-up with a leading local cab company for taxi posters.

• **Sales plan**—Station sales officials and Katz reps have developed a concerted campaign for *The 10:30 Movie*. It's available to spot advertisers in minute participations, 20-sec. availabilities and IDs. And to make Madison Ave. aware of the show as an advertising medium (apart from the sales efforts of Katz), KLZ-TV has scheduled ads in TV-radio trade publications plugging several of the top features in the package. A special by-invitation film preview of the series will be staged by KLZ-TV Aug. 22 in Denver for local agencymen, timebuyers and Denver-area clients.

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In many ways similar to the advance buildup for KLZ-TV's *The 10:30 Movie* are the plans of Crosley-owned WLWA Atlanta for a major new movie program starting Oct. 16 in early-evening time: *Peachtree Playhouse*. So far, WLWA has programmed for moppet viewers in the 5:30-7 p.m. slot (including the use of ABC-TV's 5:30-6 p.m. Monday-Friday strip of juvenile-angled shows). This fall, WLWA will drop the network kiddie strip and will aim for an all-family audience. The station recently bought 500 features from Screen Gems, including 260 post-1948 Columbia movies, for $750,000 (Vol. 17:32 p15). Armed with this package, WLWA is now out to win new audiences for *Peachtree Playhouse* with the aid of posters, car cards, radio announcements and on-air TV promotion.

## Index of U.S. Home TV Usage

Viewing Recoups: Average home viewing of TV during June 1961 was up 3.9% from June 1960, marking the year's first substantial all-day viewing increase and reversing (at least temporarily) the downward trend spotlighted recently by ex-Lever Bros. vp Henry M. Schachte (Vol. 17:17 p7). The latest Nielsen figures show nighttime viewing during June was up 2.1% over last June (a matter of 1.1 percentage points) and daytime viewing was up 7% (or 1.2 percentage points) for an average all-day increase of 10 minutes. The figures follow:

| | Average Audience Per Average Minute | | | | Daily Avg. Hrs. Per Home |
|---|---|---|---|---|---|
| | Day (10 a.m.-5 p.m.) | | Night (7-11 p.m.) | | |
| | % | Homes | % | Homes | |
| June 1961 ..... | 18.5 | (8,677,000) | 48.5 | (22,747,000) | 4 hrs. 29 mins. |
| June 1960 ..... | 17.3 | (7,820,000) | 47.4 | (21,425,000) | 4 hrs. 19 mins. |

Color Specials Court a Network: Six big-budget, 60-min. musical specials, produced by Henry Jaffe in color and complete with sponsor (Cities Service), will have to settle for black & white exposure on 1961-62 network TV. Color-conscious NBC couldn't clear time for the series and, although ABC & CBS are equipped for network color shows, neither will do any colorcasting this fall. The b&w fate of the specials now seems to lie with ABC. The network has offered a time slot (reportedly pre-emptions of *Roaring 20s*, Sat. 7:30-8:30 p.m.) and has given Cities Service until Aug. 14 "to make up its mind." CBS had previously turned down the series, unable to clear the time.

Prof. Jaffe Elaborates: Harvard Law Prof. Louis Jaffe questions whether FCC has as much power to influence programming as FCC Chmn. Minow believes it has, but he insists that Minow's efforts to improve programming should be supported. In an Aug. 8 letter to *The New York Times*, he said that his views, as expressed during the recent Northwestern U. conference (Vol. 17:31 p1), were correctly reported by the *Times*. However, he wrote: "This obscured the fact that I am in complete accord with Mr. Minow that TV has important functions which it is under obligation to perform & which it is at present failing to perform . . . I insist upon the responsibility of TV to provide a program which caters to all needs & to all tastes, but I insist also on the value of the selective approach to the solution of current deficiencies. This means that though TV programming inevitably must be predominantly popular, there must be some provision for the needs of cultural minorities . . . Insofar as Chmn. Minow is seeking to alert the industry to its multiple responsibilities—to its responsibilities for education, information and entertainment, and to lowbrow, middlebrow and highbrow taste, he has my complete support and should have the support of the general public."

CBS Cameras Crack Iron Curtain: The first U.S. camera-reporter team to visit communist Hungary since the 1956 revolt has completed a 2-week filming for *The 20th Century*. The network news team interviewed students, farmers, a journalist jailed in 1956 for anti-govt. articles and several members of the Communist youth organization, KISZ. Their documentary report, written by Bonn bureau chief Daniel Schorr and titled "Hungary Today," is scheduled for the 1961-62 season.

**BUSINESSMAN'S TV:** It's time network TV branched out from mass-market escapist entertainment to provide sponsors with special-interest programming designed to reach special-interest audiences. And, at cost-of-audience figures attractive to sponsors.

That's how ex-agencyman Hendrik Booraem Jr. summed up the backstage philosophy of *American Business Briefing*, the new show that's likely to be one of the fall season's few departures from network program tradition. Booraem, a former vp of Ogilvy, Benson & Mather, is now a production partner in the firm which, with Screen Gems, will produce the show. It's due to start on ABC-TV as a Sun. 12:30-1:30 p.m. tape series (Vol. 17:29 p8) aimed at "the business community."

The show is open to advertisers in a basic buy of 60-sec. participations at a time-&-talent cost of $15,570.

### Aimed at 17 Million Businessmen

Is it another example of TV's trend toward sponsored public-affairs shows? Not exactly, Booraem told us recently. "I don't believe in public-service TV which exists because people feel they should do it, and other people feel they should watch," he said. "If we're following any particular trend, it's the recent growth of specialized magazines, such as *Business Week, U.S. News & World Report* and various trade publications. Our show will have news, documentaries, features and analysis. But it will be aimed at an audience that has not really been tapped—the decision-making businessman."

Booraem's group (which also includes ex-Interpublic vp Sidney W. Dean and ex-Dancer-Fitzgerald-Sample vp Adrian Samish) has planned its TV approach to the 17 million U.S. businessmen with considerable care. For one thing, in order to have an attractive CPM forecast, the show had to be in lower-cost daylight hours rather than expensive prime time at night. "We settled for our Sunday spot," explained Booraem, "because it's after church and before the start of Sunday-afternoon activities. We'll never reach some all-day Sunday golfers and such, but they are a minority of businessmen."

### Budget and CPM Figures

The show's production budget ($70,000 for a 60-min. program) is modest by entertainment-budget standards, which average about $100,000 for hour shows. It's high for a show designed to reach less than a mass market, but this in turn is offset by reduced time costs of the show's Class-C slot on ABC. Result: Booraem predicts a CPM figure of $7.79 for *American Business Briefing*.

"The average nighttime half-hour show has a CPM of about $4—half of ours—but ours is quite competitive," said Booraem. His point: Average nighttime CPMs are not based on reaching men only; his is. To reach a male-only audience via *Gunsmoke*, Booraem calculated, would involve "a CPM of about $7.50—and only half of those men would be a useful prospect to advertisers trying to reach businessmen, so your CPM would really be about $15." In print media designed to reach businessmen, comparative CPMs in *Fortune* and *Business Week* "are about $14 & $11.20," estimated Booraem.

Since the show is not the usual run of TV fare, Booraem's group and production partner Screen Gems have reserved the right to handle sponsor sales—by no means a typical practice among independent producers. "We're after a lot of advertising revenue so far not on TV, such as office copying machines, construction companies that build whole plants and big shipping and trucking concerns," he explained. Recently, Booraem said, Screen Gems sent out sales letters to a carefully-screened list of 288 potential TV clients, received a "remarkable" response of 60% with "interest toward possible TV purchase."

The series itself, according to Booraem, won't be "a TV version of the business page of the *N.Y. Times*." Rather, it will treat "the effect of general news on the business community in a visual, informed way, such as a study of the effect of Jackie Kennedy's Paris trip on 7th Avenue's fashion industry." To be timely, it will be taped at ABC only 24 hours before airtime (apart from some special filmed features and capsule documentaries).

Can such "special-appeal" programming pay off financially for advertisers? "A show like *American Business Briefing* is quite different from a show that's selling bubble gum or cigarets," Booraem replied. "All a client who's selling a business service on our show has to do is make one big sale to a business executive and he's off the program nut for the season."

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**Clearance Problem Axes "Discovery":** ABC-TV's decision to drop *Discovery*, blueprinted as a Monday-Friday public-affairs show for kids, is a case of good network intentions vs. the current trend to lock up national & local fall TV programming early in the year. The network's decision to go ahead on *Discovery* was originally announced in the wake of FCC Chmn. Minow's famous "wasteland" speech (Vol. 17:32 p4). Only a little more than a week ago, a screening of *Discovery* was held for Minow in Chicago (he liked it). But ABC, meanwhile, faced a clearance crisis. Of the network's 116 primary affiliates, 72 stations early last week had offered to clear a weekday 5-5:30 p.m. slot for the show. But 8 stations in major markets declined to clear the show for the fall series, despite Minow's blessings and the fact that ABC had lined up some participating advertisers. Reason for clearance refusal: The show was scheduled in station-option time which had long since been programmed and sold in long-term local deals. Unable to deliver the 8 key markets to advertisers, and uncertain that it could clear time in markets not yet reporting to the network, ABC-TV daytime program vp Giraud Chester announced that the show was "postponed." (Translation: It won't appear in the 1961-62 season, and there's no likelihood it may be seen the following year unless it's shifted to a network-option slot.)

**Canon 35 Untouched:** The American Bar Assn. has gone through its annual performance of doing nothing to revise its Canon 35 ban on camera-&-microphone coverage of court proceedings. A special ABA media committee reported at the ABA's St. Louis meeting (see p. 4)—as it did last year at the lawyers' Washington convention (Vol. 16:36 p7)—that it had little to report. The committee said it still was unable to find any foundation willing to put up money for a pilot study of Canon 35 questions. Its only recommendation was that the search for a donor of an estimated $35,000 needed for the research be continued for another year. A group of judges & lawyers attending the convention discussed pros-&-cons of Canon 35 on a KMOX-TV St. Louis *Close-Up* show, but there was no floor debate on the anti-broadcasting rule. At the same time the ABA singled out TV programs for 1961 Gavel Awards. Cited for contributions to public understanding of legal processes were *CBS Reports*, CBS-TV's *Armstrong Circle Theater* and the U. of Mich. TV Center at Ann Arbor. Radio KMOX also received a Gavel Award.

## Film & Tape

**TV & THE CRISIS OF THE MOVIES:** The steady growth of TV abroad has hurt the American movie industry's global box office and provided still another problem for an industry in decline. But TV is only one of a number of the factors which have resulted in the sharp dip in the output of Hollywood movies.

The situation is accented today by top-echelon moves at 20th Century-Fox, where Peter G. Levathes has replaced Robert Goldstein as studio head, and economy measures are under way (Vol. 17:26 p12, 17:25 p14). 20th, like other studios, is confronted by a troublesome situation stemming from the divorcement (of theaters) decree, shortage of stars, rising costs, TV competition, and insufficient box-office pictures.

One of Levathes' first steps was to consolidate the TV & movie casting depts.—an obvious economy measure. Owen McLean is now casting chief for both TV & movies, and TV casting chief John Erman has resigned. (Producers Jack Cummings, Oscar Brodney, Walter Reisch and Sam Katzman have left the studio.) Levathes told us there would be more such consolidation of departments. He also made it clear that he would retain close supervision over the TV operation. In that expanding area 20th-Fox Pres. Spyros Skouras recently told his TV executives: "I want 15 series in 1962." The studio has 5 for next season.

What are the underlying factors contributing to the unhappy state of the movie industry? This appraisal—shared by many others—is from veteran 20th-Fox producer Samuel Engel, who has 3 pictures stymied:

"These movies are budgeted at around $5 million each, but we can't afford to go ahead without the insurance of a star name. There is a shortage of stars, and no one has come along to replace a Clark Gable or a Gary Cooper. In the old days when the studios had lower budgets and owned the theaters they were virtually certain of getting their money back. That's why Darryl Zanuck (then 20th-Fox production head) could put a then-new name—Tyrone Power—in "Lloyd's of London" as star. The picture cost only $600,000, and the risk was practically nil. Today, top pictures can't be made on a budget that small and because of the divorcement decree, studios do not own the theaters.

"At first, the domestic competition from TV hurt, but that leveled off. Now TV has become important in countries like Japan, Italy, Germany, England and France, and our foreign market is going down because of this competition. The more sets sold abroad the more box office falls."

Engel believes that eventually studios will be forced by desperation & necessity to use new names in their pictures. Pay TV, he thinks, may be the salvation for the movie industry. There will be fewer movie theaters and they will occupy a position much like the Broadway theater, with 2 performances a day on a reserved-seat basis.

Another 20th-Fox producer, ex-*Playhouse 90* producer Martin Manulis, ha salso been handicapped by the star shortage, but has now cast his pictures and is proceeding with his projects. When 20th-Fox's troubles became apparent, Manulis received offers from a dozen TV companies, but told them he was under contract to 20th.

Warner Bros., another movie major with a stake in TV, has already begun to use a number of its TV-developed "new faces"—Efrem Zimbalist Jr., Dorothy Provine, Roger Moore, Troy Donahue—in modestly-budgeted features. But usually, at least one name star heads the cast list as box office insurance.

**Union Concessions in N.Y.:** N.Y. movie production got a sudden helping hand when 7 local IATSE branches agreed to go easy on labor costs for 5 low-budget features planned by producer Michael Myerberg. Similar agreements for TV may possibly follow, as union co-ordinator Steve d'Inzillo indicated willingness to negotiate with other interested producers.

IATSE concessions included smaller production crews, interchangeability of duties for members of different unions and reduction of overtime pay by starting at 12 noon instead of 8:30 a.m. In return, the union members will receive 16⅔% of Myerberg's gross profit on each film, after return of all production and 50% of distribution costs.

SAG last week revealed the details of a modified dubbing agreement between the union's N.Y. branch and local dubbing studios. Negotiated earlier this year and signed March 10, the new agreement, designed to stimulate more dubbing in N.Y. of foreign-language movies & TV, was retroactive to Sept. 1, 1960, and expires Dec. 31, 1961. Under the old agreement, the dubbing actor received 25% of his basic wage at time of dubbing (if the distributor intended eventually to release the English-voiced film to TV) and another 25% at time of TV sale. If the distributor was delinquent in paying the first fee, the actor received 100% of his original wage on sale to TV. The new agreement slashes the distributor fee in half, providing for payment to actors of 12½% at the time of dubbing and 12½% at the time of sale to television with no penalty made for late payment.

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NBC & CBS in Mexican Ruckus: After NBC International recently claimed, among U.S. syndicators, the greatest number of program sales in Mexico, CBS Films promptly declared that not only had it been left out of NBC's listings entirely, but that CBS is really top chihuahua in Mexican telefilm sales. Countered NBC International: CBS shows hadn't been counted because "CBS Films sold its shows in Mexico to Television Interamericana S.A. (TISA), which is actually owned by Mexican & Argentinean interests, and it is TISA which actually made the sales." Snorted CBS in reply: "CBS Films never sells negative rights to its telefilm series. Sure, we work with TISA in Mexico, but it functions as our distributor and reports all sales to us." Then MCA got into the act by issuing (for the first time, to anyone's knowledge) a story about Mexican telefilm sales which mentioned specific shows. MCA's TV de Mexico vp Jacques Brazy said pointedly: "Sales of MCA TV film series in South & Central America are booming to unprecedented heights, and MCA continues in its position as the leading U.S. TV film distributor in the market."

CBS Films Sale in Japan: *This is Your World*, a 30-min. weekly series drawn initially from 1960-61 CBS informational shows seen in the U.S., has been bought by Japan Light Metal Works Ltd., (described as "the largest aluminum refinery & manufacturing company in the Orient"). The series will start this month on the Tokyo Bcstg. System (TBS) network. The deal was made through Sekiya & Co., the CBS Films sales rep in Japan, and marked "the first sale of foreign public-affairs programming on a weekly basis to a commercial sponsor in Japan." Worth noting is the fact that in this hemisphere Alcoa and Aluminium Ltd. have both sponsored prestige-building public-affairs programs.

**The Maltese Falcon Flies Again:** One of the best movies Warner Bros. ever made—"The Maltese Falcon"—will be remade as a feature film, and possibly as a TV series as well, by a major Warner rival, MGM. The project is the indirect result of the TV feature-distribution policies of both studios. The background: When Warner Bros. turned over its pre-1948 backlog to Eliot Hyman's original Associated Artists Productions for TV distribution in the mid-1950s, "The Maltese Falcon" went to AAP on an all-rights basis as part of the package. In 1957, Hyman—aware that the picture had been hailed by critic James Agee as "the greatest private-eye film"—considered doing his own remake with Jackie Gleason in the "Casper Gutman" (Sydney Greenstreet) role. It was held out of the original AAP Warner package, and even yanked back when it had been scheduled by WCBS-TV N.Y.

Later, after AAP was bought by United Artists, Hyman changed his mind and TV-released the circa-1940 movie, starring Humphrey Bogart, with John Huston directing. It invariably drew strong ratings and is still one of UAA's best pre-1948 attractions.

MGM, meanwhile, was invading TV in a different manner. Warner Bros. had dumped its pre-1948 backlog in an outside distribution deal and was concentrating on developing new TV properties (a formula which has been successful for WB). MGM chose to distribute its own films and, more slowly than the Warner studio, began to develop TV properties. A key difference: MGM drew (& still does) primarily from its movie backlog for TV ideas, and acquired a corporate taste for filmed remakes.

This MGM philosophy can be seen in action in TV in such early MGM shows as *Northwest Passage* and *The Thin Man*, and more recently in *National Velvet*, *Dr. Kildare* and *Father of the Bride*. In theatrical films, it can be seen in the successful remake of "Ben-Hur" and the forthcoming "Mutiny on the Bounty."

Eventual result: Earlier this year, MGM and Hyman, who had held on to "The Maltese Falcon" rights when he formed 7 Arts, began to negotiate for the sale of the Dashiell Hammett-penned movie. The deal was recently concluded. An incidental irony: 7 Arts is the TV distributor for post-1948 Warner Bros. features.

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**20th-Fox Re-Aligns Top Brass:** An official of 20th-Century-Fox who's been with the movie firm since 1932 now has what amounts to the job of co-president. He's exec. vp William C. Michel, named last week to the newly-created post of chmn. of the exec. committee with powers "the same as" those of Pres. Spyros P. Skouras. In N.Y., sources at 20th-Fox hq did not foresee any major changes in the company's TV or movie activities as a result of Michel's appointment, nor did they indicate that Skouras might in future relinquish some executive control by moving upstairs to the post of corporate chairman.

**An End Run for CBS-TV:** The Senate has been called on by Sen. Hruska (R-Neb.) to come to the aid of CBS in its antitrust football-telecast troubles (Vol. 17:32 p7). In a floor speech he urged quick action on a bill (S-1856), which he co-sponsored, which would give relief from antitrust law to professional sports (Vol. 17:20 p12). Hruska said the federal court decision against CBS-TV's contract with the National Football League threatened to dim "one bright spot" in TV programming—Sunday-afternoon football. The sports bill is pending before the Senate Judiciary Antitrust & Monopoly Subcommittee.

## HOLLYWOOD ROUNDUP

**MCA Acquires J&M Productions:** Control of Jack Benny's J&M Productions passed to MCA last week, when the talent agency purchased the stock of the Benny TV-film company. Neither MCA nor J&M sources would discuss the price, but it was reported that MCA stock valued at $2.5 million was exchanged for the J&M company.

Involved in the deal were J&M's *Checkmate* series (of which CBS-TV has 50%); *Holiday Lodge*; *Ichabod & Mc* (in which J&M and Kayro Inc. each own 50%); and *The Jack Benny Show* films. The series will not be affected in production, since Revue Studios, MCA's TV-film subsidiary, has been producing *Checkmate* and *Holiday Lodge*, Kayro produces *Ichabod* at Revue, and Benny films are produced at Revue.

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**Artists & Production Associates** has been formed by producer-director Blake Edwards, producer-director Richard Quine, Jack Lemmon and talent executive Max Arnow for the production of TV films, movies and legitimate theatrical presentations. Arnow is gen. mgr. of the company, which has its hq at Producers Studio.

**Wolper-Sterling Productions'** documentary, "Hollywood: The Golden Years," has been selected for exhibition at the Venice Film Festival in Italy Aug. 24-Sept. 7 and in the Stratford Festival, Ontario, Canada, Aug. 21-Sept. 2.

**Warner Bros.** has optioned 17-year-old Bronwyn Fitz-Simons for a contract. She's Maureen O'Hara's daughter.

**Charles Boyer**, a partner with Dick Powell & David Niven in Four Star Television, will star in 2 segments of *The Dick Powell Show*, both to be filmed in Europe.

**Screen Gems'** *Route 66* moves to Boston and its immediate vicinity late in August for filming of 3 episodes of the CBS-TV series.

**NBC-TV's** Hollywood press dept. has moved from the network's Hollywood offices to its Burbank hq.

**Warner Bros.** has signed John Dehner to a contract, and assigned him a co-starring role in its *The Roaring 20's*.

**NTA** has sold its *Shirley Temple Festival* film package in 53 markets.

**ABC Films** plans to produce *Lanny Budd—Presidential Agent*, based on the Upton Sinclair novels, next fall.

**People: John Goetz** has joined Wolper Productions as producer-director. His first assignment is "The Story of a Test Pilot," in the documentary series being produced for Ziv-UA. **Mel Stuart** has been assigned by Wolper as producer-director of another segment, titled "The Story of an Entertainer" . . . **Charles Bowman**, ex-Shell Oil Co. PR, named PR dir. of Revue Studios . . . **John Young** named vp-treas. of Producers Studio . . . **Jerry Thomas** named associate producer on *Route 66* . . . **Jimmy Sarno** named vp of McFadden & Eddy, PR company . . . Desilu Productions public-affairs vp **George Murphy** has resigned, to enter movie production. **Rudy Petersdorf** has returned to Desilu as associate dir. of contract administration, following a stint as an executive with Home Entertainment, ex-Desilu vp Martin Leeds' pay-TV company . . . Max **Lamb** has resigned as story editor of 20th Century-Fox TV's *Adventures in Paradise*.

3 New Series in Shaky Starts: More than the average amount of behind-the-scenes production problems are besetting 20th Century-Fox TV's *Follow the Sun*, Revue Studios' *The Investigators*, and ABC Films' *Straightaway*. There has been considerable producer turnover, with Richard Irving replacing Michael Garrison on *Investigators*; Marion Hargrove out as *Sun* producer; and Joseph Shaftel appointed the fourth *Straightaway* producer. His predecessors: Irving Cummings Jr., Phil Shuken, Albert Cohen. Brett Halsey has been added to *Sun* as co-star, with Garry Lockwood "relegated to a peripheral role," and Jay Lanin added as a regular featured player. Some reshooting & editing of *Investigators* footage may be necessary, Revue sources say. *Straightaway*'s footage has not been up to expectations, and some is reported being reshot.

Selmur Productions will pilot *Young Love*, a situation comedy, this fall. Exec. prod. Selig Seligman is now casting the leads—a couple in their early 20s. The series is the creation of Alan Lipscott & Bob Fisher. Selmur, which has finished the pilot of *Mobile 7*, is planning several other projects for 1962-63.

Dorothy Malone and Dennis O'Keefe star in *Open Season*, a segment of the *Dick Powell Show* being directed by Ray Milland at Four Star Television.

Wolper Productions and Wolper-Sterling Productions have moved their executive-production offices to 8720 Sunset Blvd., Hollywood.

Warner Bros. has optioned Ginger Drysdale, wife of L.A. Dodgers pitcher Don Drysdale, for an acting contract.

## NEW YORK ROUNDUP

"Silents Please," with 39 episodes in the can & a summer replacement spot on ABC (Thu. 10:30-11 p.m.)—but with no network commitment beyond fall—is now making 20 additional episodes. "We are currently negotiating with ABC for a fall slot, although not prime time," said a Sterling TV spokesman. New additions to the old-movies show, 13 of which will be ready for release after October, include "Lilac Time" (Gary Cooper), "The 3 Musketeers" (Douglas Fairbanks), "Don Juan" (John Barrymore), "Blood & Sand" (Rudolph Valentino), and Sergei Eisenstein's "Alexander Nevsky."

WNEW-TV N.Y. will be the new home base for a new (& not so open) *Open End*, which has been evicted from its 2-season spot on WNTA-TV with the latter's pending sale to a non-commercial ETV group (Vol. 17:27 p4). Jointly owned by MetroMedia, Metropolitan Bcstg.'s parent, and producer-host David Susskind, the show will debut on the 5 Metropolitan stations Sept. 10, with NTA handling all outside syndication. One show monthly will originate from WTTG Washington to feature govt. people.

Teledynamics Corp.'s 30-min. adventure series *Long John Silver*, now in its fifth N.Y. run—but this time in color—has climbed into Nielsen's No. 2 spot among local shows. The series' first color run was last May. It is now sold in 65 markets.

Carousel Films will distribute 2 CBS Films specials—"A Christmas Carol" and "The Juggler of Our Lady"—in the non-theatrical 16-mm market (schools, govt. agencies, libraries, *etc.*).

## Foreign

**13 New Australian Outlets:** Australia will have a complete nationwide TV service available to 78% of the population next year, the Postmaster General has reported. The govt.-controlled Australian Bcstg. Commission expects to have 13 new non-commercial outlets on the air in 1962, and each of the 13 areas will also get a privately-owned commercial station, for a total of 42 outlets, including the 16 commercial & non-commercial stations now in operation. Contracts for the transmission equipment for the govt. station have been let—7 stations being equipped by Australian firms, the others by British & Japanese companies. At the end of May, there were 1,199,012 licensed TV receivers in use, representing 11.53 licenses per 100 people.

Australian TV is currently experiencing its first downturn. Charles Michelson Inc. reports TV advertising running 43% under last year. Reasons: (1) general recession, (2) credit-buying limits and (3) uncertainty about Australia's trade if Britain joins European common market.

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ABC Signs with Japanese Stations: Agreements covering technical & production exchange, as well as U.S. sales representation and minority-stock ownership, have been signed between ABC International TV Inc. and 2 major Japanese broadcasting concerns. Announcement of the "pioneering" deals with Nippon Educational TV Co. of Tokyo and Mainichi Bcstg. Co. Ltd. of Osaka came last week from ABC International Pres. Donald W. Coyle. Among highlights of the latest ABC overseas liaison: (1) ABC will act as U.S. program-purchasing agent for the NET and Mainichi outlets. (2) ABC may use the production facilities of the Japanese TV stations to make entertainment, news & documentary shows. (3) The Japanese stations may similarly call on ABC facilities. (4) In the electronic future are possible "live intercontinental telecasts by means of space satellites."

CATVN Expands to Panama: ABC International recently announced a new Central American TV Network station—Televisora Nacional, S.A.—in the Republic of Panama. The new station, to be constructed in Panama City, will begin operations by the end of 1962. Televisora Nacional, S.A. brings to 6 the number of Central American markets on which CATVN's international advertisers may purchase time. ABC will supply Panama's new station with engineering, financial & administrative assistance, and will act as program purchaser & sales representative. Panama's set count exceeds 25,000, said ABC.

British TV Union Gets Pay Boost: Britain's equivalent of IATSE, the National Assn. of Theatrical & Kine Employes, has signed a 3-year contract with 12 of Britain's 15 TV contractors (Associated Rediffusion, Granada TV, ABC TV Ltd., *etc.*) for a 19% pay hike & a 42-hour week. Also covered by the new contract, which includes most craft, professional, industrial and technical people in TV: National Federation of Building Trade Operatives.

Britain Boosts TV Ad Tax: Now it's an 11% bite (up from 10%) for the British govt. on commercial TV business in that country. It came in the form of a 10% surcharge this month on the original (April) tax and on "all existing duties, revenues and sales taxes."

British TV Revenues: United Kingdom TV-advertising billings reached a new high for the first half of this year—$117,500,000. This was $14,250,000 more than 1960's first 6-month expenditures.

# Television Digest

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WALTER H. ANNENBERG, *President*
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JAMES T. QUIRK, *Business Monoger*
BENJAMIN MILLER, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Monoging Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Woshington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Modison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Col.
Hollywood 5-5210
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**Personals:** Herbert F. Solow, ex-CNP program dir. & exec. producer, appointed CBS-TV daytime programs dir., Hollywood, succeeding **Bruce Lansbury** who becomes general program exec., Hollywood; **Charles Cadley** named network transmission facilities mgr., succeeding **Lawrence Gumbinner**, resigned; Cadley will be succeeded as asst. mgr. by **Gordon H. Batten.**

**Lawrence M. (Larry) Carino**, ex-WWL-TV New Orleans gen. mgr., appointed managing dir. of Storer Bcstg.'s WJBK-TV Detroit, succeeding **Bill Michaels**, regional vp for TV, whose duties include supervision of Storer's Cleveland, Toledo and Detroit stations . . . **Warren J. Boorom**, ex-RAB vp, resigns as MetroMedia (Metropolitan Bcstg. Corp.) ad & promotion dir. to join broker Hamilton-Landis in Washington office.

**Ed Tabor**, former KBAK-TV Bakersfield gen. mgr., named gen. mgr., KLRJ-TV Las Vegas . . . **Henry T. Sjogren**, ex-WNBQ & WMAQ Chicago, joins Troy-Beaumont Co. as communications dir. . . . **Phil Rose** promoted to gen. mgr. of local & regional sales, KOLO-TV Reno . . . **Martin Codel**, associate publisher of TELEVISION DIGEST and now a Washington consultant in TV-radio-telecommunications fields, leaves Aug. 16 for a 10-week survey tour covering 20 Latin American capitals. Last year, he surveyed the TV potentials of 19 countries in Africa and the Middle East.

**Robert M. Hoffman** advanced by TvAR to marketing & research vp . . . **Paul Adanti**, WHEN-TV Syracuse, re-elected to a 4-year term on the board of AP Radio & TV Assn.; **Dwight Martin**, WDSU-TV New Orleans, elected for one-year term . . . **Ross McLean**, CBC producer, joins new CTN TV network . . . **Brian T. Brolly**, ex-MCA European rep, appointed exec. asst. to Irish TV dir.-gen. **Edward J. Roth.**

**Walter M. Stein**, ex-WCBS-TV N.Y., becomes research & sales promotion dir., ABC-TV National Station Sales . . . **Charles Dwyer**, ex-WKRC-TV Cincinnati, joins ABC International TV Div. as sales mgr., succeeding **Steve Mann**, resigned . . . **Bill Leeds**, ex-NBC News, N.Y., appointed WDAF-TV Kansas City news dir.

**Wilmot H. (Bill) Losee** elected AM Radio Sales pres., succeeding **Donald H. McGannon** who will serve as chmn. . . . **John C. Rome**, ex-NTA, joins J-F Productions as TV-radio dir. . . . **George M. Benson**, ex-Robert Saudek Associates, named consultant for financial & business affairs to Educational Television for the Metropolitan Area . . . **Harold C. Lang**, ex-CBS comptroller, appointed treas., Midland Capital Corp.

**Alan May** and **Irving H. Levin** elected to NT&T board; **Robert W. Selig** elected vp; **Sheldon Smerling** out as exec. vp due to "policy differences" in management . . . **Norman E. Cobb** named engineer-in-charge of KNXT Los Angeles . . . **Ted Koop**, CBS Washington vp, attended inter-American economic conference at Punta Del Este, Uruguay, as member of 14-man business group attached to U.S. delegation to observe proceedings . . . **Edwin L. Sullivan**, Meredith Publishing senior vp, has resigned.

**FCC Chmn. Minow** hopes to go to Denmark Sept. 9 to serve as usher at wedding of his former law partner William Blair, Ambassador to Denmark.

***Obituary***

**Earle C. Anthony**, 80, pioneer Los Angeles broadcaster and 1926-28 pres. of NAB, died in San Francisco Aug. 6. Anthony acquired KFI radio Los Angeles in 1922, and began KFI-TV in 1948. Three years later he sold the TV station to RKO General, which changed the call letters to KHJ-TV. In 1929 he acquired another Los Angeles radio station, KECA, but sold it in 1944 under federal rules barring ownership of 2 stations in a single community. It is now radio KABC, ABC o&o outlet. Anthony was also widely known throughout the West as an auto dealer and innovator of the gas station. He is survived by a son, Kelly.

**Dr. Claude E. Robinson**, 61, public-opinion specialist, died August 7 in N.Y.'s Columbia-Presbyterian Center. He was the founder (1938) of the Opinion Research Corp. of Princeton, N.J., chmn. of its exec. committee, and a director of Gallup & Robinson, an ad-research company formed in 1948 with Dr. George Gallup. He is survived by his wife and 2 sons.

**Dr. Frank Buchman**, 83, founder of the Moral Re-Armament movement, died August 7 at Freudenstadt, Germany, after a heart attack. TV film represents a major weapon in MRA's assault on Communism. At its Mackinac Island, Mich. hq, MRA operates one of the world's most modern TV-film-production centers (Vol. 16:24 p5).

**Max H. Aronson**, 70, an FCC attorney since 1934, died of a heart attack Aug. 7. Working in the renewal branch, he received a meritorious service award last year for handling political equal-time complaints. He is survived by his wife and 2 sons.

**Andrew Mercier**, 49, CBS-TV mgr. of plant operations, died Aug. 6 in a boating accident near Long Beach, N.Y. He is survived by his wife Elfrieda, daughter Susan, and son Russell.

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**Meetings This Week:** Okla. Bcstrs. Assn. meeting (Aug. 18-19), Lake Murray Lodge, Ardmore.

**Meetings Next Week:** ABC Radio Affiliates and network officials, 4 regional meetings (Aug. 21-30). Sheraton-East Hotel, N.Y. (Aug. 21); Mark Hopkins Hotel, San Francisco (Aug. 25); Sheraton-Chicago Hotel, Chicago (Aug. 28); Sheraton-Charles Hotel, New Orleans (Aug. 30). Speakers include AP-PT Pres. Leonard H. Goldenson, ABC News, Special Events and Public-Affairs vp James Hagerty, ABC Radio Network vp-in-charge Robert Pauley • Ark. Bcstrs. Assn. fall meeting (Aug. 26-26). San Peck Hotel, Little Rock • Bcstrs. Sales Mgt. Conference (Aug. 26), co-sponsored by Miss. Bcstrs. Assn. and U. of Miss. King Edward Hotel, Jackson.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**MIDYEAR SALES & PRODUCTION FIGURES:** Buoyed by TV's biggest June since EIA began compiling statistics in 1952, rebounding sales at retail rose to 2,639,184 units at 1961's halfway point. This was only 18,343 units (or 0.7%) under 1960's first-half total of 2,657,527 sets.

Indicative of TV's April-June comeback strength, unit sales at end of first quarter (Vol. 17:20 p21) had trailed 1960's first-quarter retail sales by more than 200,000 sets.

TV's big June was up 31.1% over June 1960 (487,264 units vs. 371,661). Although normally a sales-pickup month, June was markedly ahead of May's 391,467.

June TV production was up 18.5% over June 1960 (615,118 units vs. 518,870), but cumulative first-half production for the inventory-conscious industry was cut back 5.5% from a year earlier (2,801,136 vs. 2,963,044).

Radio sales also soared in June—by 33.8% to 940,346 units from June 1960's 702,889. First-half sales climbed to 4,390,180—13.2% ahead of 1960's January-June volume of 3,878,358 units. June radio production gained 4.8% over June 1960, but cumulative first-half production was scaled down 11.6% from a year earlier —7,537,290 radios vs. 8,524,520.

Here are EIA's official statistical indicators of TV-radio's status at midyear.

**TELEVISION**

| | Total Production | | Uhf Production | | Retail Sales | |
|---|---|---|---|---|---|---|
| Month | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 |
| January | 367,935 | 526,494 | 25,270 | 50,119 | 399,791 | 590,867 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 452,282 | 507,673 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 530,105 | 501,829 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 378,275 | 351,214 |
| May | 470,399 | 442,176 | 22,782 | 32,295 | 391,467 | 334,283 |
| June | 615,118 | 518,870 | 34,641 | 34,245 | 487,264 | 371,661 |
| TOTAL | 2,801,136 | 2,963,044 | 147,832 | 244,847 | 2,639,184 | 2,657,527 |

**RADIO**

| | Total Production | | Auto Radio Production | | Retail Sales (excl. auto) | |
|---|---|---|---|---|---|---|
| Month | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 |
| January | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 580,680 | 803,388 |
| February | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 666,228 | 611,479 |
| March | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 853,821 | 664,441 |
| April | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 603,489 | 547,839 |
| May | 1,196,949 | 1,277,040 | 408,875 | 463,165 | 745,818 | 548,322 |
| June | 1,626,263 | 1,551,451 | 518,010 | 596,870 | 940,346 | 702,889 |
| TOTAL | 7,537,290 | 8,524,520 | 2,381,791 | 3,323,092 | 4,390,180 | 3,878,358 |

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196), May 49,705 (65,438), June 88,808 (105,317). 6-month total: 356,595 (444,833).

**TV-RADIO PRODUCTION:** EIA statistics for week ended Aug. 4 (31st week of 1961):

| | July 29-Aug. 4 | Preceding week | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 107,362 | 100,882 | 116,682 | 3,284,881 | 3,351,372 |
| Total radio | 283,260 | 305,206 | 261,430 | 8,805,658 | 9,680,156 |
| auto radio | 96,002 | 114,098 | 88,166 | 2,803,767 | 3,738,843 |

**9th FM-Stereo Market:** San Francisco became the nation's 9th FM-stereo market Aug. 10 when KPEN-FM commenced stereocasting. The station obtained FCC type acceptance of its stereo equipment (manufactured by Dynamics Corp. of America's Standard Electronics Div.) the preceding day.

KPEN-FM co-mgr. James Gabbert said the station plans to devote at least ⅓ of its 124 weekly broadcast hours to stereo programs. KPEN-FM serves an estimated 420,000 FM-radio-equipped homes within a 100-mile area, claims to be the most powerful FM broadcaster in Northern Cal.

The 8 other FM-stereocasters: WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit, WBNS-FM Columbus, O., WSPA-FM Spartanburg, S.C.

* * *

**Crosby Licenses Nippon Firm:** Tokyo-based Sansei Electronics has signed a license agreement with Crosby Teletronics to produce & sell stereo FM receivers & adapters under Crosby patent. Sansei is Crosby's first overseas licensee. Crosby Chmn. Murray G. Crosby said more than 30 U.S. FM manufacturers have signed license agreements.

■

**EIA Gets More Time for Comments:** FCC has granted EIA's petition for extension to Sept. 29 of the deadline for comments on the Commission proposal regarding labels on TV & FM receivers (Vol. 17:27 p22). But Zenith, Wells-Gardner and Pilot Radio have filed despite the extension.

Zenith suggested that FCC require manufacturers to add a sentence to their labels explaining what "radiation" is—because the general public thinks "radiation" deals with x-rays or atomic emanations. Zenith also reported buying at random 14 sets made by 8 manufacturers and finding only 4 complying with FCC's current rules. Zenith concluded: "There is a cost penalty in manufacturing sets which comply with the Commission's rules. Our investigation indicates that a substantial portion of the industry considers this cost advantage of greater importance than FCC certification. Aside from the general public, only the manufacturers of complying sets suffer the consequences. This is certainly not the result intended by the Commission. We respectfully suggest that the Commission should also consider whether its enforcement rules & procedures cannot be revised to bring effective enforcement measures against the manufacturing or importing sources of non-complying sets."

Wells-Gardner, private-label set maker, urged that lettering of FCC-required labels be molded into plastic backs of sets. It suggested that the label not be required to show the name of the set manufacturer and that it carry the following words: "Design certified as complying with Federal Communications Commission rules, Part 15, in effect as of date of manufacture."

Pilot urged that seals be affixed to the bottom of receivers when it isn't possible to put them in back, and that the type-size be specified to insure legibility.

■

**ITT Takes On "Minifon" Line:** The "Minifon" line of portable, transistorized wire & tape recorders will be represented in the U.S. exclusively by ITT, according to an agreement concluded by the ITT Distributor Products Div. and manufacturer Protona GmbH, Hamburg, Germany. The recorders & accessories will be available through the ITT division and more than 200 dealers & industrial distributors throughout the country.

**Canadian TV Sales to Dealers:** First-half sales of TVs totaled 124,871 units—down from 136,400 in 1960's first 6 months. EIA of Canada also reported last week that the June volume lagged behind June 1960—15,699 TVs vs. 19,367. The 1961 figures, however, do not include the sales of a former EIAC member, resigned April 30. The first-half breakdown (1960 figures in parentheses): Portables, 27,870 (28,316); table models, 21,418 (28,008); consoles, 67,869 (74,317); combinations, 7,714 (5,759). For June (vs. June 1960): Portables, 4,439 (4,375); table models, 2,625 (4,671); consoles, 7,823 (9,742); combinations, 812 (579).

**Loral's Underwater Venture:** Loral Electronics has moved into the field of oceanography by acquiring the patents, products and proprietary inventions relating to underwater vehicles or scooters developed by a French inventor. Loral has obtained exclusive rights to a series of remote-controlled and 1-man & 2-man operated vehicles. The 1-man vehicle, the "Pegasus," has an underwater speed of 3 knots, can travel to a depth of 230 feet. Loral Chmn.-Pres. Leon Alpert believes "we can develop some good sales in our first year of operation in oceanography."

**Emerson & IUE Settle Strike:** A 3-day walkout by some 1,000 employes of Emerson Radio & Phonograph ended Aug. 10 when the company & IUE reached agreement on a 28-month contract. The pact provides for a 4¢ an hour increase during the first 14 months, an additional 5¢ an hour boost during the remaining 14 months.

■

**Trade Personals:** Sylvania has split off an autonomous Commercial Electronics organization from its Home Electronics Div. to consolidate sales, service and leasing of industrial & commercial TV & electronic products (closed-circuit TV, industrial security systems, etc.). **Douglas L. Hamilton**, div. controller, has been elected vp & gen. mgr. of Commercial Electronics; **Robert E. Brockway**, vp-marketing; **Thomas R. Shepherd**, vp-service.

**Sidney Harman**, ex-Harman-Kardon pres. and Jerrold exec. vp since April, elected Jerrold pres. & chief exec. officer, succeeding founder **Milton J. Shapp** who continues as chmn. . . . **Francis J. Dunleavy**, advanced by RCA to Communications & Controls Div. gen. mgr., succeeding **John J. Graham**, recently named to new divisional vp post (Vol. 17:32 p21) . . . **Charles Stradwick**, ex-Australian Post Office exec., appointed area gen. mgr.-Far East by ITT and vp of subsidiary International Standard Electric.

**Lloyd F. Taylor** named a Standard Kollsman Industries vp . . . **David W. L. Hickie** appointed Lynchburg mktg. mgr., GE rectifier components dept.

**Nicholas De Falco** named technical & quality control advisor to the pres., Du Mont Emerson Corp. . . . **David K. Elwell** advanced by Sylvania Electric Products to dir. of purchases, succeeding **Harry H. Martin**, resigned . . . **J. Burton Henry** appointed sales dir., International Resistance, a new post . . . **Gerald G. (Jerry) Griffin**, ex-RCA Electron Tube Div. ad & mktg. activities, joins TelePrompTer in new post of mktg. dir.

**R. J. Douglass** elected pres., Westinghouse Electric International, S.A., Geneva, succeeding **P. G. Schmitt** who becomes asst. to pres. of Westinghouse Electric International . . . **Richard K. Mosher** promoted by Lab for Electronics from asst. vp to new post of vp in charge of Systems Div. . . . **Walter R. Hicks**, ex-Reevesound pres., appointed special-projects vp of parent Reeves Soundcraft . . . **David I. Margolis** elected ITT treas., succeeding **Paul F. Swantee** who becomes asst. vp.

## Finance

**ZENITH'S RECORD PACE:** Zenith Radio's first-half & June-quarter profits rose to peak levels (see financial table), Pres. Joseph Wright & Chmn. Hugh Robertson reported last week. Second-quarter earnings soared 34% to $2 million from $1.5 million in 1960's April-June period. First-half profits inched to a record $5.4 million from $5.3 million a year earlier.

Zenith also reported that its unit factory shipments of TV sets in the first half established a record, and that TV inventories on June 30 at both factory & distributor levels were down from a year ago.

The Zenith board last week also voted, subject to approval of stockholders at a special Oct. 24 meeting, to increase the authorized common stock to 12 million shares from 8 million. This would pave the way for a proposed distribution to stockholders of record Nov. 3 of 2 additional shares for each share held.

■

**PHILCO'S FIRST-HALF LOSS:** Although sales climbed to $196 million from $194 million, Philco closed out 1961's first 6 months with a loss of $4.4 million, compared with a $1.9-million profit a year earlier (see financial table).

"The unfavorable operating results," explained Pres. James M. Skinner Jr., "reflect a continuation of the adverse factors present in the first quarter and greater evidence of the current price weakness in the semiconductor field. In view of the broad base of the general business recovery, we anticipate much better results in the last half of 1961. In addition, we have taken steps to phase out certain [unidentified] operations which have been yielding unsatisfactory margins."

■

**Admiral Lags at Half:** Admiral turned 1961's midway point with both sales & earnings running markedly behind the year-earlier pace (see financial table). Sales slipped to $86.2 million from $95.2 million in January-June 1960. The net operating profit declined to $433,550 from $578,030. The operating profit was sliced further by a special charge of $270,663, representing a drop in the book value of its Canadian subsidiary because of the recent decline in the exchange value of the Canadian dollar.

Pres. Ross D. Siragusa said that field inventories were in excellent balance and that any increase in consumer buying would mean a marked pickup in production & factory sales. He forecast a sharply higher sales volume in 1961's final 4 months.

■

**Packard Bell in Red:** Packard Bell Electronics reported a net loss of $3.9 million for the 9 months to June 30, compared with a $494,752 profit for the same period a year ago (see financial table). Pres. Robert S. Bell, in a message to stockholders, attributed the decline largely to cost miscalculations on previously-accepted military contracts. On the brighter side, Bell noted that distributor TV orders since the June showings of the 1962 line are more than double those of a year ago, that unit deliveries to dealers first 2 weeks of July were 29% over same '60 period.

**New ASE Member:** Silicon Transistor Corp. has been listed for trading on the American Stock Exchange. Symbol: SIC.

**CBS Halftime Profit Down:** Despite a rise in net sales to $240.8 million from $231.8 million a year earlier, CBS Inc.'s first-half earnings dropped to $9.4 million from $12.7 million in 1960's first 6 months (see financial table).

General business conditions and increased costs were among the major profit-whittling factors, Chmn. William S. Paley & Pres. Frank Stanton explained. Another profit drain: The performance of the CBS Electronics Div., which so far this year has retired from 2 major product activities —phonographs (Vol. 17:20 p20) & receiving tubes (Vol. 17:23 p18). Because of losses & expenses related to the discontinuance of receiving-tube production, Paley & Stanton noted, an estimated $4 million (after applicable tax credits) is being charged against retained earnings.

■

**Mergers & Acquisitions:** Dynamics Corp. of America has acquired for undisclosed cash and 15,853 shares of common stock Norbury Watch Co., Croydon, England maker of precision electronic & electromechanical assemblies & components, other products • Raytheon has offered $5.7 million cash for all outstanding stock (4 million common, 500,000 of 6% preferred) of A. C. Cosser Ltd., London manufacturer of radio, electronic and scientific equipment & instruments • Air Reduction will acquire Speer Carbon, subject to approval of the latter's stockholders at the August 15 meeting, on the basis of one share of AR common for 2.25 shares of Speer common • Beckman Instruments has completed acquisition of Offner Electronics (Vol. 17:31 p19), Schiller Park, Ill., maker of medical & electronic instruments, for 58,823 shares of Beckman common stock • Republic Corp. is contemplating merger with America Corp. on the basis of one share of Republic common for each 3 shares of America.

■

**Reports & Comments Available:** Magnavox, report, Schwabacher & Co., 100 Montgomery St., San Francisco 4 • "Commercial Implications of the Space Program," pamphlet, E. F. Hutton & Co., 61 Broadway, N.Y. 6 • Harvey-Wells, comments, Schirmer, Atherton & Co., 50 Congress St., Boston 9 • Taffet Electronics, prospectus, Stanley Heller & Co., 30 Pine St., N.Y. 5 • AB-PT, analysis, Aug. 7 *N.Y. Herald Tribune* • Vornado and Crowell-Collier, profiles in Aug. 9 *Financial World* • Electronic Instrument, prospectus, Goodbody & Co., 115 Broadway, N.Y. 6 • Schaevitz Engineering, analysis, Woodcock, Moyer, Fricke & French, 123 S. Broad St., Philadelphia 9.

### Recent Stock Issues

| *Stock* | *Offering Price* | *Aug. 10, 1961 Bid* | *Asked* |
|---|---|---|---|
| Electronic Instrument | 7½ | 10 | 11 |
| Intl. Cablevision | 10 | 10⅝ | 11⅝ |
| Q-Line Instrument | 4 | 7½ | 8⅜ |
| Servonic Instruments | 10 | 12 | 13⅜ |
| Taffet Electronics | 3 | 6 | 6⅞ |

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| CBS Inc. | Q | $0.35 | Sep. 8 | Aug. 25 |
| GPE | Q | .30 | Sep. 15 | Aug. 31 |
| Meredith Publishing | Q | .35 | Sep. 12 | Sep. 1 |
| Packard Bell | | (Omitted) | | |
| Storer Bcstg. | Q | .45 | Sep. 11 | Aug. 25 |
| Storer Bcstg. "B" | Q | .12½ | Sep. 11 | Aug. 25 |
| Trav-Ler Radio | Stk. | 5% | Sep. 30 | Sep. 15 |
| Zenith | Q | .50 | Sep. 29 | Sep. 8 |

**Officers-&-Directors** stock transactions as reported to SEC for July:

**Allied Artists.** Roger W. Hurlock bought 400, held 24,400.

**AB-PT.** Jerome B. Golden exercised option to buy 765, held 867. Herbert Hahn exercised option to buy 1,020, held, 1,020.

**Amphenol-Borg.** John L. Woods sold 900, held 2,550.

**Audio Devices.** L. M. McHugh sold 1,000, held none.

**Avco.** Martin W. Clement acquired 174 through exchange, bought 26, held 1,250. Edward H. Litchfield bought 200, held 1,200 personally, 500 for wife.

**Avnet Electronics.** Charles Avnet exchanged 5,000 for investment company stock, held 198,236 personally, 412 as trustee. Lester Avnet exchanged 10,000 for investment company stock, held 285,533 personally, 1,357 as trustee. Robert H. Avnet exchanged 10,000 for investment company stock, held 306,352 personally, 1,042 in foundation, 650 as custodian. Michael G. Kletz exchanged 2,000 for investment company stock, sold 1,500, held 6,839.

**Capital Cities Bcstg.** James F. Fletcher sold 100, held 32,801 personally, 20,125 for wife.

**Cinerama.** Nicholas Reisini bought 500 through Robin International Inc., held 249,050 in Robin International Inc., 350,000 personally.

**Clevite.** John S. Stark bought 400 for minor children, held 812 for minor children, 24,411 personally.

**Cohu Electronics.** Henry W. Cohu bought 166, held 7,000.

**Collins Radio.** Harold V. Gaskill exercised option to buy 1,622, held 2,444.

**Columbia Pictures.** M. B. Silberberg acquired 1,917 in exchange for Fico Corp. stock, sold 1,917, held 630.

**Corning Glass.** Thomas Waaland exercised option to buy 200, held 3,800.

**Crowell-Collier.** Sumner Blossom sold 63 and 437 more from joint account with wife, held 2,133 personally, none jointly with wife. Armand G. Erpf bought & sold 14,700 in secondary distribution, held none. Eugene J. McCaffrey sold 1,800, held 228.

**Daystrom.** Bradford T. Blauvelt bought 1,000, held 6,000. Allan W. Greene bought 200, held 200.

**Electronics Communications.** E. F. Coy bought 1,000, held 2,000.

**Emerson.** Benjamin Abrams bought 1,300 for trusts for children, held 29,432 in trusts for children, 290,086 personally, 4,014 in trusts for grandchildren, 67,526 in foundations. H. Goldberg sold 100, held 2,473.

**Filmways.** Robert C. Winkler sold 200, held 420.

**Friden.** J. A. Trainor sold 6,000 as part of underwriting, held 11,775.

**General Dynamics.** Ellsworth C. Alvord sold 1,660 from trusts, held 5,037 in trusts, 2,615 personally, 14,568 in company. Robert H. Biron sold 900, held 100. Robert P. Meiklejohn sold 1,000, held none.

**GE.** James H. Goss exercised option to buy 480, held 4,423. Robert W. Gouldthorpe exercised option to buy 493, held 2,489. George L. Irvine exercised option to buy 1,445, held 7,536. William Allen Mann exercised option to buy 2,292, held 3,580. J. S. Parker sold 700, held 7,300. Gerald L. Phillippe sold 2,044, held 8,922 personally, 750 as custodian. Charles K. Rieger exercised option to buy 1,725, held 9,656. Willard H. Sahloff exercised option to buy 1,545, held 9,099. Nathan L. Whitecotton exercised option to buy 295, held 3,363.

**General Telephone & Elctronics.** Theoder F. Brophy exercised option to buy 750, held 1,000. Don G. Mitchell disposed of 1,500 in private sale & gift, held 15,832 personally, 8,000 in Waldon Inc. after exchange of 2,500.

**Global-Union.** Chester O. Wanvig Jr. exercised option to buy 1,800, hdld 13,351 personally, 200 in Trust A, 15,000 in Trust B.

**H&B American.** David E. Bright bought 70,000, held 186,880.

**Hazeltine.** Henry Reeve sold 1,300, held 16,000.

**Hoffman Electronics.** M. B. Prince sold 1,000, held 200.

**Hycon.** William Piper exercised option to buy 10,000, held 10,000.

**IBM.** James W. Birkenstock exercised option to buy 704, held 2,282. Walter G. Buckner sold 604 from foundation, held 300 in foundation. 3,130 personally, 2,441 in trusts. J. J. Kennedy sold 400, held 2,600. L. R. LaMotte exercised option to buy 3,893, held 8,700 personally, 10 in foundation. T. Vincent Learson sold 300, held 1,187. William W. McDowell bought 851 in June 1959 and 853 in May 1961, sold 470 in December 1959-July 1960, held 1,558. E. R. Piore bought 501, held 957. McLain B. Smith sold 300, held 593.

**Lafayette Radio.** Louis Friedland sold 200 as custodian and 200 more for daughter, held none as custodian, none for daughter, 200 personally. Leonard D. Pearlman sold 1,000 for wife in private transaction, held 5,102 for wife, 27,102 personally, 25,702 for wife as custodian. Abraham Pietman sold 2,500 and 1,250 more for daughters in private transactions, held 245,342 personally, 3,852 for daughters. Norman A. Siefert sold 1,200, held 1,300.

**Lear.** Richard M. Mock sold 10,071, held 8,100.

**Ling-Temco.** D. H. Byrd bought 50, sold 150, held, 75,691.

**Litton Industries.** Roy L. Ash sold 500, held 103,769 personally, 785 as custodian, 14,178 in partnership. William L. Reynolds bought 500 privately, held 2,500. Charles B. Thornton sold 800, held 263,296 personally, 31,191 in partnership.

**Loew's Theatres.** Arthur M. Tolchin bought 1,000, held 7,500.

**Magnavox.** Frank Freimann sold 100, held 99,562 personally, 61,946 in trust. Richard A. O'Connor sold 5,000, held 75,697.

**P. R. Mallory.** J. Taylor Foster exercised option to buy 1,272, sold 1,300 held 1,354. G. Barron Mallory sold 3,200 from trusts, held 85,223 in trusts, 4,840 personally. P. R. Mallory sold 400 from trusts, held 15,393 in trust, 75,572 personally.

**Microwave Associates.** Lawrence Gould exercised option to buy 1,250, held 3,250. Herman H. Kahn sold 700, held 192. Richard M. Walker sold 508, held 32,744.

**Motorola.** Allen H. Center bought 100, held 400.

**Muntz TV.** Jack Simberg bought 2,500, held 10,500.

**NAFI Corp.** H. V. Sherrill sold 200, held 12,500 personally, 149,386 in Nafco Inc., 250 as custodian.

**Packard Bell.** H. A. Bell exchanged 25,000 for investment company shares, held 77,872.

**Philips Electronics & Pharmaceutical.** James J. Colt sold 150 through Omo Mfg. Co., held 62,413 in Omo Mfg. Co., 3,834 personally.

**RCA.** George W. Chane exercised option to buy 1,200, held 1,670.

**Rollins Bcstg.** O. Wayne Rollins acquired 7,000 in exchange for 7,000 Class B, sold 7,000 in private transaction, held no common, 593,000 Class B personally, 6,000 Class B as guardian. Henry B. Tripple exercised option to buy 750, held 3,250.

**Servomechanisms.** William W. Shannon sold 3,000 privately, held 72,700 personally, 45,450 in trusts for children.

**Siegler.** Frederick L. Anderson bought 1,000, held 48, 471.

**TelePrompTer.** Fred Barton sold 1,100, held 38,643. Hubert J. Schafly Sr. bought 200 in July 1959, sold 2,000 in April 1961, held 8,200.

**TV Industries.** Lawrence E. Blinn bought 500, held 500.

**Texas Instruments.** W. D. Coursey sold 400, held 4,720. Robert C. Dunlap Jr. sold 200, held 22,550. E. O. Vetter sold 800, held 4,572.

**20th Century-Fox.** Francis T. Kelly sold 100, held 50. John L. Loeb sold 600 from trusts, held 6,800 in trusts, 10,000 personally.

**United Artists.** Louis Lober exercised option to buy 1,000, held 1,000. James Velde exercised option to buy 752, held 752.

**Varian Associates.** William H. Chandler sold 750, held 6. Edward L. Ginzton acquired 500 in exercise of rights, held 9,406. Sigurd F. Varian bought 14, sold 800 from community property, held 28 personally, 70,968 in community property.

**Victoreen Instrument.** Richard T. Brown acquired 4,208 in exchange, held 9,724. Joseph M. Johnston sold 200, held 8,343.

**Webcor.** Titus Haffa bought 854, held 14,487.

**Westinghouse.** R. D. Blasier sold 500, held 5,036. E. D. Brockett bought 100, held 100. George G. Main sold 1,100, held 3,600 personally, 800 in trust. Gwilyn A. Price sold 1,000, held 10,050.

**Zenith.** Alexander Ellett exercised option to buy 420, held 940. Albert J. Franczak exercised option to buy 240, held 370. Sam Kaplan exercised option to buy 1,500, held 3,660. Donald MacGregor exercised option to buy 900, held 2,550. John A. Miguel Jr. exercised option to buy 300, held 400.

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**TelePrompTer Stockholders Okay Debentures:** Shareholders at a special meeting Aug. 7 approved a proposed public issue of $5 million of convertible subordinated debentures through Bear, Stearns & Co. Proceeds of the offering, now awaiting SEC registration, would be used primarily for expansion of TelePrompTer's CATV holdings and for the development & testing of Key TV and other new products. TelePrompTer now has 693,695 common shares outstanding. Among the major stockholders: management officials, 22%; Western Union, 13%.

**Corning Glass** plans a public offering of 150,000 outstanding common stock shares, price unreported, through Harriman Ripley & Co. and Lazard Freres & Co. An SEC registration statement (File 2-18644) said 6 selling holders include Corning Chmn. Amory Houghton.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, August 10, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 19½ | 18 | 19⅝ |
| Adler Elec. | 20 | 19 | 21 |
| Aerovox | 11¼ | 11¼ | 12⅝ |
| Allied Radio | 28½ | 27½ | 29⅜ |
| Astron Corp. | 1⅞ | 1⅞ | 2⅜ |
| Babcock | 30 | 27½ | 29⅞ |
| Baird Atomic | 18 | 16½ | 18 |
| Cannon Elec. | 27½ | 26½ | 29⅞ |
| Capehart | 10⅛ | 8⅝ | 9⅝ |
| C-E-I-R | 48 | 48 | 53½ |
| Chicago Aer. | 26½ | 26½ | 29⅜ |
| Control Data | 90 | 94 | 99 |
| Cook Elec. | 11⅜ | 11⅜ | 12⅜ |
| Craig | 15¼ | 13¾ | 15⅛ |
| Crosby Tel. | 5⅜ | 4¾ | 5½ |
| Dictaphone | 37 | 38 | 40⅞ |
| Digitronics | 26 | 26½ | 29⅜ |
| Eitel-McC. | 16⅜ | 16½ | 17⅞ |
| Elco Corp. | 11¼ | 11½ | 13⅛ |
| Electro Instr. | 18½ | 17½ | 19⅞ |
| Elec. Voice | 10¼ | 10 | 11¼ |
| Elec. Assoc. | 29¼ | 29¼ | 31¾ |
| Elec. Cap. Corp. | 37 | 35¼ | 37¾ |
| Erie Resistor | 12½ | 12 | 13⅛ |
| Executone | 17½ | 16 | 17¾ |
| Farrington | 17 | 14¼ | 15¾ |
| Foto Video | 5 | 5¼ | 6⅜ |
| Four Star | 18½ | 19¾ | 21¾ |
| Gen. Devices | 11¼ | 10¼ | 11¼ |
| G-L Elec. | 8½ | 8¾ | 10 |
| Goodwill Sta. | 10½ | 10½ | 11½ |
| Granco | 9¼ | 9¼ | 10½ |
| Hallicrafters | 23¾ | 24 | 25⅞ |
| Hathaway | 22½ | 21¾ | 23⅞ |
| High Voltage | 142 | 145 | 160 |
| Infrared | 18¾ | 16¾ | 18⅝ |
| Interstate Eng. | 18¾ | 17½ | 18⅞ |
| Ionics | 28½ | 28 | 30⅞ |
| Itek | 41 | 43 | 47¼ |
| Jerrold | 8⅞ | 8¼ | 9¾ |
| Lab for Elec. | 45¾ | 45½ | 48¾ |
| Leeds & North. | 34 | 37½ | 40⅛ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Lel Inc. | 8¼ | 6½ | 7⅜ |
| Magna Th. | 3⅝ | 3⅜ | 3-15/16 |
| Magnetics Inc. | 10¼ | 10 | 11¼ |
| Maxson | 21 | 19¾ | 21¾ |
| Meredith Pub. | 40 | 39 | 43 |
| MetroMedia | 17⅝ | 15½ | 16¾ |
| Microdot | 27½ | 27½ | 29⅜ |
| Milgo Elce. | 19½ | 20 | 21¾ |
| Narda Micro | 6¾ | 6½ | 7⅜ |
| Newark Elec. | 13¾ | 13¼ | 14½ |
| Nuclear Chi. | 38 | 42½ | 46⅛ |
| Official Films | 3¼ | 3¼ | 3-11/16 |
| Pacific Aut. | 5 | 4¾ | 5½ |
| Pacific Merc. | 7¼ | 6⅝ | 7⅝ |
| Philips Lamp | 138¼ | 138¾ | 143 |
| Pyramid | 1⅞ | 2 | 2⅜ |
| Radiation | 23 | 26¼ | 28¼ |
| Rek-O-Kut | 1⅞ | 2¾ | 3-7/16 |
| Research Inc. | 4½ | 4½ | 5¼ |
| H. W. Sams | 43½ | 41½ | 44⅞ |
| Sanders Assoc. | 56½ | 57 | 61 |
| H. Smith | 9½ | 9¾ | 11½ |
| Soroban | 55 | 52 | 57⅜ |
| Soundscriber | 9½ | 9½ | 10¾ |
| Speer Carbon | 31¼ | 31¼ | 33¾ |
| Sprague | 82 | 83 | 86½ |
| Sterling | 2¾ | 2⅞ | 3-7/16 |
| Systron-Don | 41 | — | — |
| Taft Bcstg. | 18½ | 18⅛ | 19½ |
| Taylor Instr. | 48 | 48 | 51⅜ |
| Technology | 6¼ | 6¼ | 7⅜ |
| Tele-Bcstrs. | 1⅜ | 1⅜ | 2 |
| Telechrome | 7½ | 8¼ | 9½ |
| Telecomp. | 6¾ | 6½ | 7⅛ |
| Time Inc. | 83½ | 85 | 89¼ |
| Tracerlab | 9⅞ | 9⅞ | 10⅞ |
| United Art. | 6¾ | 6¾ | 7⅝ |
| Vitro | 25½ | 25 | 26⅜ |
| Vocaline | 2 | 2⅜ | 2⅝ |
| Wells-Gardner | 30¾ | 31 | 33½ |
| Wilcox Elec. | 10¼ | 10¼ | 11¼ |
| Wometco | 24 | 24½ | 26¾ |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Adler Electronics | 1961—year to Jun. 30 | $ 8,500,000[1] | — | $ 200,000[1] | $0.30 | 670,000 |
| | 1960—year to Jun. 30 | 3,643,000 | — | 17,000 | — | 670,000 |
| Admiral | 1961—6 mo. to Jun. 30 | 86,191,630 | $ 981,124 | 162,887[11] | .07[11] | 2,410,926 |
| Story on p. 18 | 1960—6 mo. to Jun. 30 | 95,204,031 | 1,295,717 | 578,030 | .24 | 2,407,136 |
| | 1961—qtr. to Jun. 30[12] | 43,758,700 | — | (41,226) | — | 2,410,926 |
| | 1960—qtr. to Jun. 30 | 46,790,368 | — | (185,345) | — | 2,407,136 |
| Aerovox | 1961—6 mo. to Jun. 30 | 10,978,643 | — | 107,670 | .12 | — |
| | 1960—6 mo. to Jun. 30 | 11,085,785 | — | 127,394 | .14 | — |
| CBS Inc. | 1961—6 mo. to Jul. 1 | 240,767,745 | 20,476,332 | 9,409,332 | 1.09 | 8,637,607 |
| Story on p. 18 | 1960—6 mo. to Jul. 2 | 231,821,970 | 28,463,169 | 12,669,169 | 1.47 | 8,632,076 |
| | 1961—qtr. to Jul. 1 | 114,759,653 | — | 3,383,354 | .39 | 8,637,607 |
| | 1960—qtr. to Jul. 2 | 110,744,242 | — | 5,839,802 | .68 | 8,632,076 |
| General Dynamics | 1961—6 mo. to Jun. 30 | 1,010,887,737 | (83,576,496) | (39,532,496)[2] | — | 9,997,069 |
| | 1960—6 mo. to Jun. 30 | 979,750,082 | 22,970,151 | 12,095,151[3] | 1.22 | 9,946,080 |
| GPE | 1961—6 mo. to Jun. 30 | 118,903,557 | — | 2,488,704[14] | 1.50[15] | 1,129,494 |
| | 1960—6 mo. to Jun. 30 | 120,722,804 | — | 2,369,183[16] | 1.48[15] | 1,126,646 |
| | 1961—qtr. to Jun. 30 | 56,006,690 | — | 1,155,465 | .66[15] | 1,129,494 |
| | 1960—qtr. to Jun. 30 | 65,065,883 | — | 1,145,051 | .71[15] | 1,126,646 |
| ITT | 1961—6 mo. to Jun. 30 | 402,878,000 | — | 16,149,000[19] | 1.01[19] | 15,698,524 |
| | 1960—6 mo. to Jun. 30 | 377,478,000 | — | 14,331,000 | .91 | 15,534,307 |
| | 1961—qtr. to Jun. 30 | 207,624,000 | — | 9,385,000[19] | .59[19] | 15,698,524 |
| | 1960—qtr. to Jun. 30 | 198,571,000 | — | 8,476,000 | .54 | 15,534,307 |
| Loral Electronics | 1961—qtr. to Jun. 30 | 9,606,000 | 741,000 | 350,000 | .20 | 1,766,512 |
| | 1960—qtr. to Jun. 30 | 9,084,000 | 664,000 | 310,000 | .18[4] | 1,740,444[4] |
| Minnesota Mining & Mfg. | 1961—6 mo. to Jun. 30 | 290,714,358 | 66,815,129 | 34,315,129 | .67 | 51,380,521 |
| | 1960—6 mo. to Jun. 30 | 263,013,173 | 64,366,002 | 32,366,002 | .63 | 50,989,037 |
| | 1961—qtr. to Jun. 30 | 151,034,000 | 34,426,047 | 17,826,047 | .35 | 51,380,521 |
| | 1960—qtr. to Jun. 30 | 134,343,955 | 32,048,091 | 16,148,091 | .32 | 50,989,037 |
| MCA Inc. | 1961—6 mo. to Jun. 30 | — | 7,789,376 | 3,786,196[1] | .93[15] | 3,995,735[13] |
| | 1960—6 mo. to Jun. 30 | — | 6,515,547 | 3,129,447 | .77[15] | 3,995,735[13] |
| National Union Electric | 1961—6 mo. to Jun. 30 | 16,513,449 | — | 231,062 | .04 | 5,747,579 |
| | 1960[5] | — | — | — | — | — |
| Outlet Co. | 1961—qtr. to Apr. 29 | 4,193,314[20] | 412,206 | 200,386 | .40 | — |
| (WJAR-TV Providence) | 1960—qtr. to Apr. 30 | 3,907,632[21] | 421,620 | 220,320 | .44 | — |
| Packard Bell Electronics | 1961—9 mo. to Jun. 30 | 24,603,735 | (6,484,247) | (3,859,125)[6] | — | 816,493 |
| Story on p. 18 | 1960—9 mo. to Jun. 30 | 34,740,353 | 989,752 | 494,752 | .61 | 811,880 |
| | 1961—qtr. to Jun. 30 | 8,163,919 | (3,980,848) | (2,328,264)[7] | — | 816,493 |
| | 1960—qtr. to Jun. 30 | 11,028,264 | (81,349) | (3,651)[8] | — | 811,880 |
| Philco | 1961—6 mo. to Jun. 30 | 196,307,000 | (8,458,000) | (4,372,000) | — | 4,096,571 |
| Story on p. 18 | 1960—6 mo. to Jun. 30 | 194,280,000 | 4,262,000 | 1,931,000 | .43 | 4,096,571 |
| Reeves Soundcraft | 1961—6 mo. to Jun. 30 | 3,209,800 | — | 905,200 | — | — |
| | 1960—6 mo. to Jun. 30 | 2,894,000 | — | 991,000 | .01 | — |
| Rollins Bcstg. | 1961—year to Apr. 30 | 4,401,773 | 730,092 | 358,553[17] | .42[17] | 925,125 |
| | 1960—year to Apr. 30 | 3,761,011 | 734,402 | 374,513[18] | .48[18] | 846,801 |
| Siegler Corp. | 1961—year to Jun. 30[9] | 96,207,082 | 5,395,794 | 2,742,472 | 1.20 | 2,265,985 |
| | 1960—year to Jun. 30 | 84,095,002 | 6,218,742 | 3,201,023 | 1.66 | 1,927,753 |
| Textron Electronics | 1961—6 mo. to Jun. 30 | 11,057,000 | — | (598,000) | — | — |
| | 1960—6 mo. to Jun. 30 | 14,292,000 | — | 458,000 | — | — |
| | 1961—qtr. to Jun. 30 | 5,525,000 | — | (322,000) | — | — |
| | 1960—qtr. to Jun. 30 | 7,078,000 | — | 136,000 | — | — |
| Varian Associates | 1961—39 wks. to Jul. 1 | 42,296,488 | — | 2,351,813 | .61 | 1,589,750 |
| | 1960—39 wks. to Jul. 1[10] | 34,392,995 | — | 2,180,255 | .69 | 1,580,450 |
| Zenith | 1961—6 mo. to Jun. 30 | 116,698,673 | 11,899,831 | 5,393,244[1] | 1.80 | 2,996,399 |
| Story on p. 18 | 1960—6 mo. to Jun. 30 | 118,263,821 | 11,721,735 | 5,309,465 | 1.79 | 2,954,784 |
| | 1961—qtr. to Jun. 30 | 52,732,802 | 4,266,523 | 1,947,214[1] | .65 | 2,996,399 |
| | 1960—qtr. to Jun. 30 | 50,118,845 | 3,464,612 | 1,454,336 | .49 | 2,954,784 |

Notes: [1]Record. [2]After $44-million tax credit and $56-million write-off against jet transport program. [3]After $10.8-million write-off. [4]Adjusted to reflect Nov.-1960 3-for-1 split. [5]Comparison unavailable because of mergers & acquisitions. [6]After $2.6-million tax credit. [7]After $1.6-million tax credit. [8]After $85,000 tax credit. [9]Includes Jack & Heintz, merged Feb. 1961. [10]Restated to include Semicon Associates. [11]After special charge of $270,633 (11¢ a share) representing drop in book value of Canadian subsidiary because of reduction in exchange value of Canadian currency. [12]Indicated. [13]Outstanding June 30, 1961. [14]Before special credits equal to 36¢ a share. [15]After preferred dividends. [16]Before special credit equal to 9¢ a share. [17]Before special credit of $269,416 (30¢) from sale of radio stations. [18]Before special credit of $406,136 (48¢) from sale of radio stations. [19]Before special credit of $12.6 million (79¢) representing first-quarter net profit on sale of portion of holdings in Nippon Electric and settlement of war claims against Japanese govt. [20]Includes $543,717 from broadcasting. [21]Includes $369,636 from broadcasting.

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WEEKLY

# Television Digest

AUGUST 21, 1961

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


### *Programming*

**STATION-BORN SHOWS** are filling much of the gap created by the shortage of new syndication properties. Our survey shows more than 2 dozen in distribution (pp. 1 & 2).

**JUVENILE MERRY-GO-ROUND OF NEW SHOWS** angled toward young viewers is planned by all 3 networks for fall (p. 4).

### *Congress*

**FCC-OVERHAUL BILL FINALIZED** by Congressional conferees, who rush modified Pastore reorganization measure back to Senate & House for routine acceptance (p. 2).

**MACK FIGHTS FCC PLAN** for deintermixture. As 2nd ranking man on House Commerce Committee, he cites mounting protests in mail against proposals. "Discriminatory," he says (p. 7).

**KEFAUVER TO THE RESCUE.** He introduces a bill which would allow arrangements such as the CBS-NFL football contract that was recently declared monopolistic (p. 7).

**ETV AID BILL IS UNCORKED** by the House Commerce Committee, which finally votes to clear $25-million plan for floor action. Chances of House passage remain dim (p. 8).

### *Networks*

**NETWORK SALES SEASON WINDS UP** in flurry of last-minute transactions as all 3 networks go over the 95%-sold mark. Another major holdout, Mobil Oil, has signed for 21 shows. NBC's Saturday night movie is sold out (p. 5).

**NETWORKS RAN 8% AHEAD** in first half, and June billings jumped 13.1% to $59.9 million, with ABC setting the pace for percentage gains (p. 5).

### *Consumer Electronics*

**TV SET MARKET**—present & future—as analyzed by Frank Mansfield: 85% of sales represent replacements & 2nd sets. Scrappage rate reaches all-time high (p. 13).

**TRANSISTORS UP** 46.6% at half—88.7 million units vs. 60.5 million in 1960's first half. EIA figures also show dollar volume was up only 2.7%—to $157.1 million from $152.9 million (p. 14).

**10TH FM-STEREO MARKET OPENED** Aug. 16 when KFMU Los Angeles commenced stereocasting (p. 14).

**SYLVANIA ADDS 3 TVs** to line—also 2 stereo hi-fi consoles and 3 clock radios (p. 15).

### *FCC*

**ABC URGES DROP-IN SPEED** in letter to FCC offering network financing for "interim" operations on new vhf channels in Syracuse, Rochester and Grand Rapids (p. 6).

**MINOW IS UPLIFTED** by cracks at his TV program-reform zeal in NBC-TV special co-starring Jimmy Durante, Bob Hope, Garry Moore—and FCC. He writes them a fan letter (p. 7).

### *Stations*

**WNTA-TV DEAL CHALLENGED ON ANTITRUST GROUNDS** by N.J. Attorney General, who questions networks' part in purchase of Newark-N.Y. station by ETV group (p. 8).

### *Film & Tape*

**WOLPER HITTING RECORD PRODUCTION** with a small boom in documentaries (p. 10).

### *Other Departments*

**ADVERTISING** (p. 12). **PERSONALS** (p. 13). **FINANCE** (p. 15).


**STATION-BORN SHOWS FILL SYNDICATION GAP:** Almost unnoticed by old-line film syndicators, a sizable distribution business in station-created programming has sprung up in past couple of seasons. Today, more than 2 dozen series, show packages or one-shots which got their start as local TV shows or as program projects to station groups are now in active syndicated distribution (see p. 2).

Rise of such programming is contemporaneous with the drop in telefilm syndication—becalmed this year in a widespread sales doldrum. Some syndication majors (CBS Films, NBC Films, NTA, others) have cut back heavily on personnel & new series. Others (like MCA's Revue) have decided to sit on the sidelines and produce nothing new for syndication until things get better. Only a few distributors (notably Ziv-UA and Screen Gems) are launching first-run telefilm shows for fall.

But syndication market isn't dead, nor has it faded away. What's happened to syndication is a definite shift in stations' buying taste caused by: (1) Resistance to stiff telefilm prices for new & many rerun properties. (2) FCC & other pressure for more "quality" local programming. (3) Broadcaster weariness with viewpoint of many network-level film producers that rerun syndication is an automatic patsy for recoupment of losses on network shows. (4) Growing station unwillingness to accept new syndication series that are merely mass-produced stereotypes.

New trend in station taste can be seen in analysis of our survey of station-originated shows now avail-

able in syndication. Nearly half (42.8%) of the properties are in the documentary-public affairs area, or are serious interview-discussion shows. Next-largest category (18.0%): programs of an instructional or inspirational nature (usually "self-help" types). In terms of strength, these are followed by educational, sports, entertainment, drama and music shows.

Stations are divided on the methods of distribution, although 2 general patterns are clear. Some stations & station groups (like WGN-TV Chicago, KTTV L.A., Storer Bcstg. Co., Westinghouse Bcstg. Co.) prefer a do-it-yourself approach. Others (like Corinthian Bcstg. Co. and WFIL-TV Philadelphia) employ an outside distributor. A new, 3rd force in the field can be seen in an organization like Trans-Lux's TV Affiliates Corp. (Vol. 17:24 p8), which acts as a clearing house and library source for outstanding local shows.

Outlook is for more, not less, of such shows. Prompted by the success of several of the better station-originated syndicated shows—which have returned their initial production investment plus a handsome profit—many stations now think in national terms when planning new station series. As Frank Browne, mgr. of KTTV Program Sales, put it: "Programming brains aren't confined to Madison Ave. or Sunset Blvd."

**FCC-OVERHAUL BILL FINALIZED:** Senate & House Commerce Committee conferees reached quick agreement Aug. 16 on final form of modified FCC reorganization legislation (S-2034) substituting for President Kennedy's rejected plan to revamp Commission procedures (Vol. 17:33 p4).

Conference report was than sped toward Senate-House concurrence and White House for President's enacting signature to mark end of one of swiftest legislative campaigns—little more than 2 months—in broadcasting industry history. Original bill by Sen. Pastore (D-R.I.), drafted by FCC itself, was introduced June 7—week before House turned down White House plan. Routine floor votes accepting final report probably will be completed early this week.

Senate & House versions of measure were meshed together with little editing trouble by conferees headed by Pastore & Rep. Harris (D-Ark.), who put last-touch commas & semi-colons in place. Communications Act amendments authorizing Commission to delegate decision-making powers to panels & staffers already were close together when they emerged from Senate July 27 & House Aug. 3.

FCC bill will be only major TV-radio measure enacted this session—unless Congress puts on another unaccustomed burst of speed before recessing, which is unlikely. Chances for federal aid to educational TV are dim (see p. 8), and no other important legislation affecting broadcasting—such as network-regulation bills (Vol. 17:33 p2)—is moving fast enough to meet adjournment deadline.

## Programming

***More about***

**SYNDICATED STATION SHOWS:** In January 1960, WISH-TV Indianapolis got the surprise of its electronic life. Needing a new daytime local show, vp & mgr. Robert B. McConnell had decided to take a chance on one of broadcasting's oldest program gimmicks: the daily exercise show. As hostess for the series, McConnell had signed (for a modest $150 weekly) Debbie Drake, a tall, robusty Texas blonde with the kind of well-scrubbed good looks usually associated with Doris Day. The 15-min. series hit the air—and came the surprise.

The show was a resounding success with Hoosier housewives, who obediently followed Debbie's bend-&-stretch routines. Ratings soared, spot sponsors hopped aboard, and before WISH-TV quite realized what was happening, out-of-town stations began to call, asking if *The Debbie Drake Show* was available on tape.

Owner Corinthian Bcstg. Co. quickly took the hint. Realizing that Debbie Drake was a marketable TV commodity, Corinthian turned over tapes of the show to a N.Y. distributor, Banner Films, last fall for syndication. Since then, Debbie Drake has: (1) been signed by more than 70 TV stations; (2) contracted with Prentice-Hall for a health-&-exercise book due this fall; (3) been approached to write a syndicated column; (4) been asked to put her exercise routine on records; and (5) has become a valuable TV property of Corinthian, which has signed her to a long-term contract, plans also to distribute her show overseas.

The syndication success of *The Debbie Drake Show* is, of course, unusual. There are many local TV shows, and few ever become anything more than a local favorite. But our chart of station-originated shows now in syndication (p. 3) proves this show's experience is no longer unique.

The shortage of top-quality first-run film shows in syndication has helped the cause of station-originated shows, but it isn't just a case of independent stations—the biggest consumers of syndicated programs—selling to each other to fill a Hollywood-created gap. A case in point is *Great Music from Chicago*, a 60-min. serious-music show taped & syndicated by WGN-TV Chicago and which recently wrapped up its 2nd production season. Currently, *Great Music* is seen in 25 markets. Said Bradley Eidmann, mgr. of the independent station's syndication offshoot: "We're not just doing business on *Great Music* with non-network stations. Of our 25 station customers, 20 are network affiliates like WEWS Cleveland, KPRC-TV Houston and WSM-TV Nashville. We don't feel we are competing with syndicated film shows like *Sea Hunt*. Our show is being bought by stations concerned not merely with attracting an audience but with building an image."

*(Continued on p. 4)*

# Station-Originated Shows Available in Syndication

| TITLE | DESCRIPTION | ORIGINATION | SYNDICATOR | MINUTES | EPISODES | MARKETS | FILM/TAPE |
|---|---|---|---|---|---|---|---|
| *Alex In Wonderland* | Discussion | WNTA-TV N.Y. | NTA | 60 | 13 | 3 | Tape/kine |
| *American Civil War* | Documentary | Westinghouse Bcstg. Co. | Trans-Lux | 30 | 13 | 110 | Film |
| *Paul Coates Show* | Interview | KTTV Los Angeles | KTTV Program Sales | 30 (5 a week) | 200+ | Not disclosed | Tape/kine |
| *Consult Dr. Brothers* | Psychological advice, self-help | WNBC-TV N.Y. | ABC Films | 5<br>15 | 195<br>65 | 42 | Tape/kine |
| *Cowtown Rodeo* | Western sports | WFIL-TV Philadelphia | Official Films | 30 | 26 | 14 | Tape/kine |
| *Debbie Drake Show* | Exercises, beauty tips | WISH-TV Cleveland | Banner Films | 15 | 250+ | Over 70 | Tape/kine |
| *Divorce Court* | Factual drama | KTTV Los Angeles | Storer Programs Inc. | 60 | 130 | 28 | Tape/kine |
| *Frontiers of Knowledge* | Educational | WFIL-TV Philadelphia | Trans-Lux | 30 | 12 | 6 | Tape/kine |
| *Funny World* | Documentary | KTTV Los Angeles[1] | KTTV Program Sales | 5 | 130 | Not Disclosed | Film |
| *Great Music from Chicago* | Symphonic music | WGN-TV Chicago | WGN-TV Program Sales | 60 | 2 series of 26 | 25 | Tape/kine |
| *Intertel* | Documentary | Westinghouse Bcstg. Co.[2] | Westinghouse Bcstg Co. | 60 | 12 | 24 | Film |
| *Life Is Worth Living (Bishop Fulton Sheen)* | Inspirational | WNTA-TV N.Y.[3] | NTA | 30 | 26 (Vol. I)<br>52 (Vol. II) | 13 | Tape/kine |
| *Medicine 1961* | Medical documentary | KRON-TV San Francisco | Screen Gems | 60 | 12 | About 90 | Tape/kine |
| *Henry Morgan & Co.* | Discussion | WNTA-TV N.Y. | NTA | 90 | 52 | None | Tape/kine |
| *Open End* | Panel discussion | WNTA-TV N.Y.[4]<br>WNEW-TV N.Y. | NTA<br>NTA | As reqd. (Old)<br>120 (New) | 52 | 8 | Tape/kine<br>Tape/kine |
| *Outdoorsman* | Hunting & fishing | WGN-TV Chicago | WGN-TV Program Sales | 30 | 104 | Regional deals being discussed | Tape/kine |
| *Play of the Week* | Drama | WNTA-TV N.Y. | NTA | 120 | 64 | 49 | Tape/kine |
| *PM East & PM West* | Entertainment-variety | Westinghouse Bcstg. Co. & KPIX San Francisco | Westinghouse Bcstg. Co. | 90 (5 a week) | In production since June 12 | 12 | Tape/kine |
| *Public Affairs Specials* | Documentaries | WNEW-TV N.Y. | Banner Films | 60 | 9 | Not disclosed | Tape/kine |
| *Quickie Quiz* | Educational | KTTV Los Angeles | KTTV Program Sales | 1 | 260 | Not disclosed | Film |
| *Reading Out Loud* | Educational | Westinghouse Bcstg. Co. | Westinghouse Bcstg. Co. | 30 | 13 | Not disclosed; Sustaining only | Tape/kine |
| *Sincerely, Maria Palmer* | Self-help advice | KTTV Los Angeles | KTTV Program Sales | 5 | 130 | Not Disclosed | Tape/kine |
| *Twelve Hour Grind* | Sports events (Sebring Race) | WFIL-TV Philadelphia | WFIL-TV Philadelphia | 30 | One-shot | 22 | Film (b&w or color) |
| *Mike Wallace Interviews* | Interview | WNTA-TV N.Y. | NTA | 20 | 117 | 7 | Tape/kine |
| *Watkins Glen Races* | Sports events (auto race) | WFIL-TV Philadelphia | WFIL-TV | 30 | One-shot | None | Film (b&w or color) |
| *Way Of Thinking* | Public affairs | WNEW-TV N.Y. | Banner Films | 30 | 39 | 22 | Tape/kine |
| *WPIX Spectaculars* | Documentary | WPIX N.Y. | Durham-Telefilm | 60 | 5 | 70-80 | Tape/kine |
| *Zoorama* | Educational | KFMB-TV San Diego | Peter Robeck & Co. | 30 | 39 | 10 | Tape/kine |

[1]Co-produced with Jim Hawthorne Productions.
[2]Produced in association with NET, Canadian Bcstg. Corp., Australian Bcstg. Commission, and Associated-Rediffusion Ltd. of Great Britain.
[3]Produced in association with Society for the Propagation of the Faith.
[4]Produced in association with Talent Associates and Pamandia Productions (Old Series). Produced with David Susskind (New Series).

*(Continued from p. 2)*

Local pre-occupation with image-building lies behind the syndication strength of a number of shows hatched by local TV outlets of station groups. Examples: Westinghouse Bcstg. Co.'s filmed *American Civil War*, WFIL-TV Philadelphia's *Frontiers of Knowledge*, the internationally-produced (in part, by WBC and NET) *Intertel*, NTA's *Open End* and *Play of the Week* and the WPIX N.Y.-produced series of 60-min. filmed documentaries. Although there's clearly a market for such shows (judging from sales results), few old-line film syndicators are attempting to supply it, apart from Screen Gems' *Medicine 1961* (which started as a local documentary on KRON-TV San Francisco), and a few other filmed public-affairs series.

———■———

**President Kennedy & TV:** "The President rates television very high, both as a political & a cultural force. He watches whenever he has time. We put on several reports of the President in the first 6 months of the year. He saw them and asked several members of his staff, including Pierre Salinger, whether they had seen them, too. When they said they had not, he was not at all pleased. If he doesn't see something which involves him, he usually hears about it from someone else, usually his father, who is a great TV & radio fan. As a participant, President Kennedy is very professional. He is never flustered and uses the medium in the manner of a man who is fully alive to its power to enhance a man's reputation or destroy it. I feel, personally, he could use some guidance on his delivery during a set speech from the White House."—NBC correspondent Sander Vanocur in *N.Y. Herald Tribune.*

**Western Goes Daytime:** To the daytime situation-comedy reruns next season, ABC-TV will add a he-man touch in the form of reruns of Rory Calhoun's *The Texan.* What ABC knows and what recent ARB figures confirm: Although shoot-'em-ups are regarded by many as masculine program meat, more women than men watch Westerns. A January 1961 ARB audience composition study revealed that in the 9.6 million homes tuned to the average network Western, 7.6 million of the viewers were women (vs. 7.5 million men, 4.3 million children and 1.9 million teenagers). The evening rating record for *The Texan* (when it was on NBC) proved the show's "strong feminine appeal," added ABC. Replacing *The Gale Storm Show* (Mon.-Fri. 11-11:30 a.m.), *The Texan* will ride between *I Married Joan* and *The Bob Cummings Show.*

**Dr. Frank Baxter:** "I find much on the schedule of the commercial stations that seems to me to be worth the attention & respect of any viewer, no matter how critical or sophisticated. All 3 major networks have presented excellent programs on international affairs and on domestic problems. The special reports by these networks are socially valuable and entertaining, too. One does not want a diet of 'egghead' TV, of course—but a balanced diet. Ideally there should be a choice for the viewer at every hour—between escape and easy entertainment *and* a program somewhere that could 'entertain' a grown-up mind with something a little better."—*N.Y. Herald Tribune.*

**Testmonials for "Community Needs":** WJXT Jacksonville, proud of its local public-affairs series, *Project 4*, has issued an offset booklet reproducing laudatory letters received by the series. Among those included are letters from the Florida State Dept. of Education, Board of Public Instruction of Duval County, National Council on Crime & Delinquency, the Urban League, Jacksonville U.

**Juvenile Merry-Go-Round:** ABC-TV's recent decision to drop its proposed daytime public-affairs shows for kids—*Discovery* (Vol. 17:33 p11)—put somewhat of a damper on post-NAB convention enthusiasm for high-class children's shows (Vol. 17:22 p4). But last week a round of new juvenile shows was dropped into the network fall schedules (2 were in the news & public affairs area):

ABC-TV—A "legitimate news show beamed toward younger interests" was blueprinted by ABC news & special-events vp James C. Hagerty. Tentatively titled *American Newsstand*, the 10-min. show will be slotted daily at 4:50 p.m. as a segment of Dick Clark's *American Bandstand.* Under the direction of a young trio of ABC newsmen—Roger Sharp, David Jayne and William Lord—*Newsstand* will utilize student editors as guest commentators and editorial aides. ABC fall kiddie fare will also include a hocus-pocus series titled *Magic Ranch.* Although live-TV production today can approximate many optical tricks of film, *Magic Ranch* (which showcases magicians in a dude ranch setting) will use "no camera trickery."

CBS-TV—The network will carbon-copy one of its more popular adult programs, *Video Village.* The Jr. edition, which premieres Sept. 30 (10-10:30 a.m.) is a Heatter-Quigley-CBS production featuring Monty Hall, Eileen Barton and Ken Williams.

NBC-TV—As its reply to pleas from FCC Chmn. Minow for more informational programming, NBC plans a news series for teen-agers titled *Update* to debut Sept. 16. Each week the 30-min. daytime series will feature student reporters interviewing a prominent person in the news. Associate producer James Lebenthal is now scouting young people for student reporter segments at the 10th annual national student leadership conference in Denver. Last week he reported, "a bright youngster may be able to bring out facts that experienced newsmakers may miss."

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**Astaire Previews Alcoa Shows:** A 21-city closed-circuit telecast of ABC-TV's *Alcoa Premiere* will be staged Sept. 12 for the press & personnel of Aluminum Co. of America. Host-narrator of the October 10 debuting series: Fred Astaire, who will present footage from forthcoming shows "as well as more informal film taken on the set during shooting." The sponsor hopes to demonstrate the "flexibility & variety" of the drama series, made possible, according to Alcoa, by the alternating 30-min., 60-min. length of the Tuesday-night show.

**Canon 35 "Study" On Again:** Newark lawyer John Yauch is the new chairman of the American Bar Assn.'s Canon 35 Committee. He was named at the ABA's St. Louis convention, where no action was taken to liberalize the rule against coverage of court proceedings by microphones & cameras (Vol. 17:33 p11). Yauch said that he would favor relaxation of Canon 35 to permit pool coverage of trials by one mike & one camera. He also suggested that his committee examine the situation in Colorado & Texas courts, where trial broadcasts are permitted in limited circumstances.

## Technology

**Grizzly 54, Where Are You?** In co-operation with the National Science Foundation, the National Geographic Society has undertaken a project to equip the most dangerous bears in Yellowstone National Park with miniature radio transmitters—to spot & keep track of the grizzlies in the wilderness.

## Networks

**Network Sales Season Winds Up:** The logjam of uncommitted TV budgets, broken a fortnight ago by a major series of NBC-TV buys made by Beech-Nut (Vol. 17:33 p9), was busily whizzing down the sluiceways of all 3 network sales depts. last week. Each estimated that it had passed the 95%-sold level for the last quarter of 1961. "We're now as near S.R.O. as we're likely to get," said one CBS source.

How many of the buys represented sizable bargains, as compared with prices back in Jan.-Feb., was something no network sales executive cared to talk about. Most were just glad to take a breather—and to look forward to another sales round at mid-season when some contracts expire and the first program replacements are due.

The most significant sales-policy change was made by CBS-TV, which finally threw in the towel in its efforts to sell its last remaining availabilities as major program segments. Everything in nighttime inventory—*CBS Reports, Eyewitness to History, Twilight Zone, Pete & Gladys*, etc.—was suddenly tossed on the counter in minute-availability packages, and in some cases at marked-down prices. Result: a rush of CBS business from Procter & Gamble, Polaroid, Best Foods, American Motors, Smith, Kline & French, Vick Chemical and Mobil Oil.

This last advertiser, another of the firms which had held back a major TV budget until the last moment, has allotted $3.2 million (about half of its annual ad billings) to a 21-program barrage of minute buys, with the TV billings divided evenly between ABC-TV and CBS-TV. It will be the first Mobil Oil TV campaign to be handled by Ted Bates, which took over the account July 1.

### What Bates Seeks for Mobil Oil

The Bates buying formula so far for Mobil Oil: to pick shows on their potential for reaching "one adult male viewer per household." The ABC schedule: *Cheyenne, New Breed, Ben Casey, Bus Stop, Adventures in Paradise, Roaring 20s, Ozzie & Harriet, Target—Corruptors, The Hathaways, Straightaway, Naked City*, American Football League games and the 6-6:15 p.m. newscast.

Beech-Nut Life Savers Inc., meanwhile, announced details of its NBC-TV daytime-nighttime buy. It includes participations in *Saturday Night at the Movies, International Showtime, Cain's Hundred* and *The Dick Powell Show*. Beech-Nut will also sponsor *The Bob Newhart Show* about once a month. Daytime buys include *The Price Is Right, The Loretta Young Theatre, Here's Hollywood* and *From These Roots*, and 15-min. segments of *Truth or Consequences* and *Young Dr. Malone*.

Also joining the buying scramble last week was Union Carbide, which—for "Eveready" flashlights & batteries—signed for participations in 10 network series and backstop coverage on 475 radio stations in 311 market areas. Union Carbide's program list, bought by William Esty, was, like Mobil Oil's, something of a network cross-section: *Saturday Night at the Movies, NCAA Football Warmup, Lawrence Welk, C.I.C.* (a 2-part special), *SurfSide 6, Robert Taylor's Detectives, Target—Corrupters, Laramie, Outlaws* and a one-shot World Series special.

Other late sales news: With all the sales action going on last week, NBC-TV was finally able to hang out the S.R.O. sign on one of the fall season's programming innovations—*Saturday Night at the Movies*, a feature showcase of post-1948 movies & minute participations. Underlining the general trend toward magazine-concept TV buying, *Saturday Night at the Movies* has 12 national advertisers signed for the final quarter of this year.

### Network Television Billings

June 1961 and January-June 1961

For May report, see TELEVISION DIGEST, Vol. 17:30 p7

**Nets Ran 8% Ahead in First Half:** Network TV's June 1961 gross time billings rose 13.1% to $59.9 million from $53 million for the same month last year. And an 8.2% increase was reported by TvB for the first half of this year, with Jan.-June billings totaling $363.9 million compared with $336.3 million for the like 1960 period.

ABC set the pace for percentage gains in the 6-month period, with a 23% jump to $94.6 million. NBC also posted a healthy percentage gain, increasing billings 12.6% to $136.3 million. CBS, lagging behind NBC in monthly billings since the year began, was the only network to show a loss—billings for the half-year period moved down to 3.9% to $132.9 million from the $138.4 million mark that was set in 1960.

Biggest billing boom showed up in the daytime (Mon.-thru-Fri.), with a Jan.-June jump of 23.2% to $102 million and a 24.4% increase (to $17 million) for the month of June alone. Daytime for the entire week was up 20.8% in the first half and 23.4% during June.

NETWORK TELEVISION
(by Networks)

| | June 1961 | June 1960 | % Change | Jan.-June 1961 | Jan.-June 1960 | % Change |
|---|---|---|---|---|---|---|
| ABC | $15,233,000 | $11,948,700 | +27.5 | $ 94,636,040 | $ 76,950,570 | +23.0 |
| CBS | 21,787,201 | 22,062,832 | — 1.3 | 132,939,527 | 138,351,109 | — 3.9 |
| NBC | 22,874,326 | 18,959,323 | +20.6 | 136,293,905 | 120,992,398 | +12.6 |
| Total | $59,894,527 | $52,970,855 | +13.1 | $363,869,472 | $336,294,077 | + 8.2 |

1961 NETWORK TELEVISION TOTALS BY MONTHS

| | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| January | $15,898,310 | $22,894,855 | $23,031,118 | $61,824,283 |
| February | 14,939,180 | 20,928,850 | 21,203,055 | 57,071,085 |
| March | 16,577,140 | 23,085,353 | 23,952,458 | 63,614,951 |
| April | 15,791,220 | 21,989,913 | 22,003,383 | 59,784,516 |
| May | 16,197,170 | 22,253,355 | 23,229,565 | 61,680,110 |
| June | 15,233,000 | 21,787,201 | 22,874,326 | 59,894,527 |

NETWORK TELEVISION
(by Day Parts)

| | June 1961 | June 1960 | % Change | Jan.-June 1961 | Jan.-June 1960 | % Change |
|---|---|---|---|---|---|---|
| Day | $19,545,824 | $15,844,295 | +23.4 | $121,247,708 | $100,340,957 | +20.8 |
| M-F | 16,967,590 | 13,644,364 | +24.4 | 102,034,395 | 82,841,803 | +23.2 |
| S-S | 2,578,234 | 2,199,931 | +17.2 | 19,213,313 | 17,499,154 | + 9.8 |
| Night | 40,348,703 | 37,126,560 | + 8.7 | 242,621,764 | 235,953,120 | + 2.8 |
| Total | $59,894,527 | $52,970,855 | +13.1 | $363,869,472 | $336,294,077 | + 8.2 |

Note: These figures do not represent actual revenues inasmuch as the networks do not divulge their actual net dollar incomes. The figures are compiled by Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on the basis of one-time network rates or before frequency or cash discounts.

Live Coming to Life: Although CBS-TV's nighttime fall schedule consists mainly of film shows (77% film, by one recent estimate), live TV is not being overlooked in the network's planning. There's considerable expectation that CBS will go ahead with 1962 plans for a $12.5 million live-TV studio addition to the CBS Production Center on W. 57th st. There are also indications that the 2 labor unions chiefly concerned with N.Y. live TV at CBS—NABET and IATSE—are taking a "positive" attitude toward CBS efforts to bring N.Y. production costs into line with the lower live-TV costs of Hollywood. At one time, CBS had nearly 2 dozen live studios in operation in N.Y.; currently, there's about half that number. Of CBS's present live-shows roster, 75% are produced in N.Y. and this percentage is likely to be maintained even if there's a sizable increase in live 1962-63 programming.

## NETWORK SALES ACTIVITY

### ABC-TV

Ludens (J. M. Mathes) part. eff. Jan. 3.
*Maverick*, Sun. 6:30-7:30 p.m.; *Naked City*, Wed. 10-11 p.m.; *The Steve Allen Show*, Wed. 7:30-8:30 p.m.

Endicott-Johnson (Hicks & Greist) part. eff. March 28.
*The Steve Allen Show*, Wed. 7:30-8:30 p.m.

Minnesota Mining & Mfg. (MacManus, John & Adams) part. eff. Nov. 27.
*Ben Casey*, Mon. 10-11 p.m.

Procter & Gamble (Grey) full-sponsorship eff. 1962.
*Osear Awards.*

Mobil Oil (Ted Bates), participations eff. Sept.
*Cheyenne*, Mon. 7:30-8:30 p.m.
*The New Breed*, Thu. 9-10 p.m.
*Ben Casey*, Mon. 10-11 p.m.
*Bus Stop*, Sun. 9-10 p.m.
*Adventures in Paradise*, Sun. 10-11 p.m.
*Roaring 20's*, Sat. 7:30-8:30 p.m.
*Ozzie & Harriet*, Thu. 7:30-8 p.m.
*Target: The Corrupters*, Fri. 10-11 p.m.
*The Hathaways*, Fri. 8-8:30 p.m.
*Straightaway*, Fri. 7:30-8 p.m.
*Naked City*, Wed. 10-11 p.m.
*ABC Evening Report*, Mon.-Fri., 6-6:15 p.m.
AFL Games, 15 Sun. afternoons, Sept. 10-Dec. 17.

Columbia Pictures (Donahue & Coe), part. eff. fall.
*ABC Evening Report*, Mon.-Fri., 6-6:15 p.m.

### NBC-TV

International Latex (Reach-McClinton) part. eff. Sept. 30 & Dec. 16.
*Saturday Night at the Movies*, Sat. 9-11 p.m.; *Tall Man*, Sat. 8:30-9 p.m.

Derby Foods (McCann-Erickson) part. eff. Sept.
*International Showtime*, Fri. 7:30-8:30 p.m.

American Motors (Geyer, Morey, Madden & Ballard) part. eff. Oct.
*Tall Man*, Sat. 8:30-9 p.m.

Pillsbury (Campbell-Mithun) part. eff. Sept.
*Outlaws*, Thu. 7:30-8:30 p.m.; *Michael Shayne*, Fri. 10-11 p.m.

Helena Rubenstein (L. W. Frohlich) part. eff. Sept. 16.
*Daytime programming*, Sat.

Quaker Oats (J. Walter Thompson) part. eff. Sept. 16.
*Daytime programming*, Sat.

Beech-Nut Life Savers (Young & Rubicam), part. eff. Sept.
*Daytime programming*, Mon.-Fri.
*Saturday Night at the Movies*, Sat. 9-11 p.m.
*International Showtime*, Fri. 7:30-8:30 p.m.
*Cain's Hundred*, Tue. 10-11 p.m.
*The Dick Powell Show*, Tue. 9-10 p.m.
*The Bob Newhart Show*, Wed. 10-10:30 p.m.
*Thriller*, Mon. 10-11 p.m.
*Outlaws*, Wed. 7:30-8:30 p.m.
*The Tall Man*, Sat. 8:30-9 p.m.
*Laramie*, Tue. 7:30-8:30 p.m.
*The Jaek Paar Show*, Mon.-Thu., 11:15 p.m.-1 a.m.

### CBS-TV

Mobil Oil (Ted Bates), participations eff. Sept.
*Pete & Gladys*, Mon. 8-8:30 p.m.
*Iehabod & Me*, Tue. 9-9:30 p.m.
*Cheekmate*, Wed. 8:30-9:30 p.m.
*CBS Reports*, Thu. 10-11 p.m.
*Investigators*, Thu. 9-10 p.m.
*Frontier Cireus*, Thu. 7:30-8:30 p.m.
*Twilight Zone*, Fri. 10-10:30 p.m.
*Eyewitness*, Fri. 10:30-11 p.m.

## The FCC

**ABC Urges Drop-in Speed:** ABC is so anxious to get going in 3rd-channel vhf drop-in markets of Syracuse, Rochester and Grand Rapids that it's willing to put up money to finance "interim" TV station operations, AB-PT Pres. Leonard H. Goldenson told FCC.

In a letter to the Commission commenting on its final allocations actions assigning Ch. 9 to Syracuse, Ch. 13 to Rochester and Ch. 13 to Grand Rapids (Vol. 17:31 p2), Goldenson offered network financing—"with the Commission's approval"—for any authorized temporary setups.

Noting that FCC "will welcome & give consideration to the issuance of special temporary authorizations" pending any comparative hearings for applicants for the new channels in the 3 cities, Goldenson said "it is of first importance" that the STA process be expedited, that it could be speeded by giving grants to "interim" combines of contestants.

"The large number of inquiries which we have received since your decisions were announced on July 27, 1961 indicate that the Syracuse, Rochester and Grand Rapids assignments will be eagerly sought after with the result that in every instance there will be several mutually-exclusive applications for the new channel," Goldenson wrote.

The rush was started by Anthony R. Tyrone of New Rochelle, N.Y., who filed an application for the Rochester grant & STA under the business name of Channel 13 of Rochester. He is exec. vp & 24.5% stockholder of Denver's Hamilton Management Corp., which sponsors the publicly-held mutual fund, Hamilton Fund Inc. Also filing last week was Rochester's WVET-TV for Ch. 9 in Syracuse.

Proposing STA grants to joint organizations whose operations would have ABC's financial backing, Goldenson offered FCC some "thoughts" on forming the combines:

(1) "Participation in the organization should be open to all applicants in the comparative hearing, but should not be mandatory. Any applicant should be permitted to elect not to participate, but this should not preclude the other applicants from going forward."

(2) "Those applicants who do participate should share equally in the financing, the losses or the profits, and should have equal representation on the governing board of the organization."

(3) "The officers & principal members of the staff of the temporary operation should be selected by its board of directors and preferably should not include any persons associated with any of the applicants. This is important to avoid jockeying for position among applicants, and perhaps some comparative advantage accruing to an applicant who succeeded in infiltrating the temporary operation."

(4) "Although the operation is to be temporary, the transmitter site selected & the transmitting installation should be permanent—that is, the one to be used by the eventual winning applicant."

(5) "If the applicants cannot agree on the selection of the best transmitting site, perhaps it could be arranged that an engineering committee of the Commission's chief engineer and the applicants' consulting engineers could be given authority to make the necessary determinations."

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**Defense Conference Set:** The 3rd annual Defense Communications Seminar for FCC's National Industry Advisory Committee will be held this week in Washington. Defense Comr. Bartley & alternate Defense Comr. Lee will moderate the restricted, closed-door sessions Aug. 22-23 in the Departmental Auditorium.

**Minow Is Uplifted:** TV "wasteland" explorer & missionary-reformer Newton N. Minow, who was the butt of running gags & gibes on NBC-TV's hour-long Jimmy Durante special Aug. 9, thinks the show was just fine.

FCC's Chairman took time out to watch the program while on his vacation speech-making trip to ABA's St. Louis convention (Vol. 17:33 p4). He was surprised & pleased to find himself virtually co-starred with Durante, Bob Hope and Garry Moore.

Although Minow is in dead earnest about TV's programming faults & fissures, he was: (1) Captivated by Durante's opening lines dedicating the beer-brewer-sponsored show to Minow & "uplifting the quality of television." (2) Convulsed by Hope's crack at a chubby elevator girl, "That's what Newton means by TV's vast waistline." (3) Cheered by Moore's song, "It's been an uplifting show and I'd like to say I hope Newt had a laugh or a smile."

The FCC Chairman promptly got off a fan letter to "Dear Jimmy, Bob and Garry": "Your show last night not only uplifted television—it lifted the country's spirits in the midst of the summer doldrums. And many thanks for all the plugola for the FCC. We're glad to be a part of your show anytime." The special received mixed reviews.

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**Amendments Amended:** FCC's new rules governing public notices by stations which file broadcast applications (Vol. 17:32 p9) have been revised again. Acting through Comr. Bartley, the Commission amended the rules to set up cut-off dates for viewers & listeners to give "facts" about the stations to FCC. The deadlines: "30 days after the renewal application was tendered for filing & 30 days after the date of release of Commission's order specifying the time & place of commencement of the renewal hearing." Other amendments substituted "tendered for filing" for "filing" in the rules.

**Landis Lambastes Lawyers:** Attorneys practicing before FCC & other federal regulatory commissions can be blamed for many chronic case logjams suffered by the agencies, President Kennedy's special advisor James M. Landis told the D.C. Young Democratic Club. It's a matter of money, he said. "These [procedures] have been stretched out by the bar because they get more pay that way," Landis asserted. "The client likes that—and he pays for it. The attention of the bar, over the last 8 to 10 years, has been spent trying to insure due process, forgetting that a delay is a denial of due process."

**Program-Form Grace Granted:** The deadline for comments on FCC's proposed new program & logging forms has been extended to Oct. 2 from Sept. 7 in response to pleas from broadcasters that they need more time to demonstrate faults in the plan. "We want to have the benefit of actual experience in testing the forms rather than speculation," Broadcast Bureau Chief Kenneth A. Cox told us. He pointed to plans of the Ga. Assn. of Bcstrs. to conduct tests (Vol. 17:33 p2) and said the commission also was counting on test findings from NAB and such individual stations as KWTV Oklahoma City.

**WINS Explains Payola:** Seeking renewal & sale to Storer Bcstg. Co. for $10 million, radio WINS N.Y. has filed a 41-page letter responding to FCC's query on payola charges. The station said record payola, if any, was taken by employes without the knowledge of management, and it's taking strong measures to prevent such practices.

**Money Bill Signed:** The fiscal-1962 independent offices appropriations bill (HR-7445) carrying FCC's full $12.5-million budget was signed Aug. 18 by President Kennedy.

## Congress

**Mack Fights FCC Plan:** Deintermixture proposals by FCC (Vol. 17:31 p2 *et seq.*) will be opposed down the line by Rep. Mack (D-Ill.), 2nd ranking majority member of the House Commerce Committee, which oversees the FCC.

"I deplore the Commission's action because it is discriminatory against those communities which the FCC would reduce to dependence upon the inferior type service provided through uhf channels," Mack said, complaining in particular about Champaign, Ill. deintermixture which would deprive WCIA of its Ch. 3.

He added that he was getting a lot of mail from back home protesting FCC's plan. Samples: Letters from Pres. William J. Kuthfuss of the Ill. Agricultural Assn., who reported his members were "disturbed," and from Shelbyville Mayor William E. Lecrone, who said his community would suffer "a great loss."

Meanwhile Conn. Gov. John N. Dempsey, embarking on a campaign to save WTIC-TV Hartford from deintermixture loss of its Ch. 3 (Vol. 17:33 p3), met in Washington with his state's Congressional delegation. He reported it backed him unanimously. "We hope to end the punishment & shameful harassment of Ch. 3," Dempsey said.

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**Another Space Go-Around:** The Senate Commerce Communications Subcommittee under Sen. Pastore (D-R.I.) will take off this week on another exploration of satellite-communications problems. Picking up where Senate Small Business & House Space Committees left off 2 weeks earlier (Vol. 17:33 p5), Pastore scheduled Aug. 23-24 sessions on space & spectrum issues on which he had already heard FCC testimony (Vol. 17:32 p4). Scheduled witnesses: Aug. 23—NASA administrator James E. Webb, Asst. Attorney General Lee Loevinger, OCDM dir. Frank Ellis. Aug. 24—spokesmen for State & Defense Depts. Pastore's hearing agenda includes further study of a resolution (S. J. Res. 32) by Sen. Hartke (D-Ind.) to set up a special 4-man spectrum-control commission. Hartke has asked President Kennedy to establish the group by executive order in the event Congress fails to approve his plan this session. In a related development, the White House meanwhile approved a go-ahead later this year for Project West Ford—experimental launching of a space vehicle to spread a communications-relay girdle of tiny copper wires 2,000 miles above the earth. The test-band plan, adopted by Vice President Johnson's National Aeronautics & Space Council, was proposed 2 years ago.

**Kefauver to the Rescue:** CBS-TV's game-telecast contract with the National Football League, thrown out by U.S. District Court in Philadelphia as monopolistic (Vol. 17:30 p3 *et seq.*), would be valid under a bill (S-2427) introduced by Sen. Kefauver (D-Tenn.). A companion House bill (HR-8757) is sponsored by Rep. Celler (D-N.Y.). The Kefauver measure would amend the antitrust laws to permit TV negotiations between the networks & organized sports—baseball, basketball and hockey in addition to pro football. "Continued individual negotiations by the teams would work a hardship on them and jeopardize the future of organized sports," Kefauver said. Tacked on to his new bill were sections of previously-introduced sports measures protecting minor-league pro clubs and college teams from big-game TV invasions of their home territories. No authorization for such blackouts of TV is provided in the House legislation drafted by Celler. Blackouts are "unnecessary & undesirable," he said.

**ETV Aid Bill Uncorked:** The House Commerce Committee finally voted last week to send a long-stalled federal-aid-to-educational TV bill to the floor, where it ran into another legislative block—a Congressional impasse over the administration's general school program (Vol. 17:30 p2).

The Committee headed by Rep. Harris (D-Ark.) unloosed a compromise $25-million matching-grant ETV measure (HR-132) by Rep. Roberts (D-Ala.), acting 2 months after it had been endorsed by the Communications Subcommittee chaired by Rep. Moulder (D-Mo.). In March the Senate approved a $51-million ETV-aid bill (S-205) by Sen. Magnuson (D-Wash.). Harris pushed the Roberts plan through to the floor after failing at repeated closed sessions of the Committee to stir up much enthusiasm for it over objections raised—or indifference expressed—by Republican & Southern Democratic members who take dim views of any govt. subsidies for schools.

The final closed-session committee vote to endorse the measure was understood to have been 21-3.

The Roberts bill has administration backing, but it bore no legislative priority tag—and chances that it will clear the House itself before Congressional adjournment remained dim. The White House & Democratic leaders will have their hands full trying to salvage sections of the administration's omnibus school-aid plan which was stopped by the House Rules Committee in July.

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**Design Piracy Deplored:** Industrial designs for products ranging from corsets to TV consoles, and from ladles to lighting fixtures are subject to increasing piracy, Chmn. George Lucas Jr. of N.Y.'s National Committee for Effective Design Legislation told a Senate hearing. Testifying before the Judiciary Patents Subcommittee, he supported a bill (S-1884) co-sponsored by Sens. Hart (D-Mich.), Wiley (R-Wis.) and Talmadge (D-Ga.) to provide 5-year patent protection for developers of "original ornamental designs for useful articles." Milwaukee designer Jack Waldheim told the Subcommittee that design thieves used to be regarded as outcasts of industry. "But pride has diminished, and stealing another man's product of the mind is too frequently accomplished without condemnation and even with the approval of society," he said. Speaking in behalf of Walt Disney Productions, ex-Ga. Gov. Ellis Arnall praised the bill for making it possible for copyright owners to rely on design protection while not losing copyright protection. It could lead to reciprocal agreements providing international protection for designs for Disney animated characters, Arnall said.

**Sabotage Bill Cleared:** The House Judiciary Committee has endorsed a Senate-approved measure (S-1990) broadening federal prohibitions against malicious damage to communications facilities (Vol. 17:30 p14). The bill, held up for several weeks by the Committee for staff analysis, was cleared to the House floor unchanged. It provides sabotage penalties of $10,000 fines and/or 10-year prison terms. The measure gained impetus from the dynamiting in May of 2 western telephone microwave relay stations. Court psychiatric tests have been ordered for 2 suspected saboteurs scheduled for trial in Nov. in Carson City, Nev.

**Ad Curbs Modified:** Senate & House conferees have agreed to amendments to a bill (HR-7851) which was originally designed to bar defense contractors from charging the govt. for any advertising (Vol. 17:29 p13). The compromise measure permits govt. reimbursement to contractors for ads to recruit personnel, obtain scarce items, enlist sub-contractors.

## Stations

**Meyner's WNTA-TV Antitrust Angle:** N.J. Gov. Robert B. Meyner is trying to enlist U.S. Attorney General Robert F. Kennedy in his fight against NTA's proposed $6.2-million sale of WNTA-TV Newark-N.Y. to Educational TV for the Metropolitan Area (Vol. 17:28 p4).

In another move in Meyner's campaign to block the sale and keep WNTA-TV's Ch. 13 for home-state viewers, N.J. Attorney General David D. Furman wrote Kennedy Aug. 15 challenging the validity of participation by ABC, CBS and NBC in the NTA-ETMA deal. Furman demanded to know whether the networks' offer to contribute $2 million toward the purchase price of the station wasn't in violation of federal antitrust laws. He also asked whether the Justice Dept. had investigated & approved the deal —and if so, what legal grounds were cited.

There was no immediate response from Kennedy to the Furman letter. Justice Dept. sources acknowledged that it had been received, but told us at last week's end that "it's still under study."

Meanwhile Meyner made it clear that he wasn't opposed to ETV as such, despite his efforts to hang on to his state's only commercial vhf outlet. He met with members of the N.J. Educational TV Corp., and announced his endorsement of its plan to set up a uhf ETV station at Montclair State College, financed by $500,000 in contributions from local school districts.

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**Spokane Stations Sold:** Midwestern newspaper publisher-telecaster Morgan Murphy has expanded his broadcasting operations into the Northwest with the $3.25-million purchase of KXLY-TV (Ch. 4) & KXLY Spokane from co-owners Joseph Harris & Norman E. Alexander. The Harris-Alexander group, which bought the Spokane stations in 1954 for $1.72 million, retains its KELP-TV & KELP El Paso. The Murphy group, whose newspaper chain stretches into La. from Wis. & Minn., has interests in WEAU-TV Eau Claire, Wis.; WISC-TV Madison, Wis.; WLUC-TV Marquette, Mich., and radio KVOL Lafayette, La., which is a TV applicant. Blackburn & Co. handled the Spokane deal, in which KXLY-TV was priced at $2.6 million and KXLY at $650,000.

**IBFM Elects Officers:** H. W. Dornseif (WCCO-TV & WCCO Minneapolis-St. Paul) has been elected pres. of the newly-formed Institute of Bcstg. Financial Management. Incorporated in May, IBFM will serve as an idea exchange and exploratory body for problems & methods in broadcasting financial affairs. Other officers: vp, Thomas E. Carroll (WFBM-TV Indianapolis); treas., Richard S. Stakes, (WMAL-TV Washington, D.C.); and Joseph J. Madden (MetroMedia) is in charge of membership. In addition to these 4, directors include Joseph K. Mikita (Westinghouse), Charles A. Hart (radio WHDH Boston), Edward Mitchell (WPIX N.Y.), A. B. Suhor (WDSU-TV New Orleans), Aubrey H. Moore (WRAL-TV Raleigh-Durham), John E. Hinkle (WISN-TV Milwaukee), Norman C. Hadley (CBS), E. S. Zimmerman (Crosley), Richard C. Percival (KRNT-TV Des Moines), Richard M. Thomas (radio WJR Detroit), Julianna Royal (KCOP Los Angeles).

**Fetzer Gives Tower to Music Group:** Fetzer Television has contributed to the National Music Camp at Interlochen, Mich. a 450-ft. antenna tower once used by its WWTV Cadillac-Traverse City, Mich. The camp will use it for the transmitting antenna of its educational stereo FM station.

**Upcoming Stations:** In our continuing survey of upcoming stations, here are the latest reports from principals:

KTPS (Ch. 62, educational) Tacoma, Wash. is retaining its Sept. programming target. Its 1-kw RCA transmitter has been installed and all construction work for studios has been completed in a vocational school there. An RCA 12-gain antenna has been installed on a 450-ft. tower. Kenneth Williams has been named engineer & instructor in charge by the grantee Tacoma School Dist. No. 10.

WYAH-TV (Ch. 27) Portsmouth, Va. has changed its target for non-commercial operation to Oct. 1, reports M. G. Robertson. He is pres. of the grantee Christian Bcstg. Network Inc. It is acquiring the plant of off-air WTOV-TV (Ch. 27) which has a 1-kw RCA transmitter. Harvie Ulaff, ex-WCMS Norfolk, will be chief engineer, with Neil Eskelin as program director.

KICU-TV (Ch. 43) Visalia, Cal. is installing its 12-kw GE transmitter and expects to have it ready by early Oct., says owner Norwood J. Patterson. A specific target hasn't been set for operation as an independent outlet, but it is expected to be "the latter part of September or the first of October." Patterson also controls San Francisco radio KSAN and owns the former plant of off-air KVVG (Ch. 27) Tulare-Fresno, which has a 100-ft. guyed tower at Eishon Point. Jim Ayers, ex-KJEO Fresno, will be chief engineer. Base hour not set, rep has not been chosen.

WEPA-TV (Ch. 66) Erie, Pa., which becomes an NBC-TV affiliate Oct. 1 (Vol. 17:30 p8), awaits change to Ch. 24 before it will go ahead, according to owner Alfred E. Anscombe. He also is waiting for Ch. 24 before proceeding with his CP for WBJA-TV (Ch. 56) Binghamton, N.Y.

* * *

CKOS-TV-2 (Ch. 7) Carlyle Lake, Sask., planned as a satellite of CKOS-TV (Ch. 3) Yorkton, Sask., has a target in "latter August," says George S. Skinner, technical dir. of CKOS-TV. The building is ready for a 2-kw RCA transmitter which is due to arrive soon. The station will use a 680-ft. Utility tower. Resident staff will consist of Frank White, a salesman, and a technician. CKOS-TV, which also operates satellite CKOS-TV-1 (Ch. 8) Dauphin, Man., has a $175 hourly base rate. Reps are Devney-O'Connell and Stovin-Byles Ltd.

CHSJ-TV-1 (Ch. 6) Bon Accord, N.B. is still hoping to start Sept. 25 as a satellite of parent CHSJ-TV (Ch. 4) St. John, N.B., reports W. A. Piekarski, project engineer. Work on the transmitter house at a site 8 mi. SE of Perth, N.B. is nearing completion and 5-kw Canadian GE transmitter is to be installed in mid-August. It expects to have a 500-ft. tower purchased from Ocean Steel & Construction Co. Ltd., St. John, ready for use by Sept. 25. It will operate as an unattended automatic repeater and will be sold as a bonus to CHSJ-TV which has a $375 hourly rate. Reps are Weed and All-Canada.

CKRT-TV (Ch. 7) Riviere-du-Loup, Que. has changed its target to Oct. 15 for starting as a CBC-TV French-language affiliate, reports Luc Simard, pres. of radio CJFP Riviere-du-Loup, owner of CKRT-TV. A 5-kw Canadian Marconi transmitter is scheduled to arrive Sept. 15. It will have a 170-ft. Wind Turbine tower with a 3-bay Alford antenna. Base hour will be $144. Reps will be Young and Joseph A. Hardy.

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Canadian Stereo Budding: Canada's Dept. of Transport has stereo standards under consideration, presumably will give the green light shortly. CFRB-FM Toronto is reported equipped & ready to start when authorized.

'Twas No "Victory," says WCKT: The recent claim by WTVJ Miami (Vol. 17:31 p11) that it had won an editorial battle over rival WCKT because of the reinstatement of Miami City Mgr. Melvin A. Reese was denied subsequently by the latter station's mgr. Charles Kelly. Their community-service documentaries, said Kelly, had been "critical of the lack of action on slums by city officials which included Mr. Reese, but none was singled out . . . Mr. Reese was not shown nor mentioned in the first program, and references to him and his appearance occupied little more than 60 sec. in the follow-up program . . . WCKT's criticism was directed toward the entire body politic & the indifferent public. At no time, either on the air or off, did WCKT ever say that either of the anti-slum documentaries was 'the filmed report which resulted in the firing of City Manager Reese.' "

"Mass Communications": Edited by Wilbur Schramm, Dir. of the Institute for Communications Research, Stanford U. (695 pp., U. of Illinois Press, Urbana. $6.50). In this useful addition to any book shelf of basic works on TV-radio & advertising, Schramm traces the development of mass communications, its structure & function, content, audiences, effect and ultimate responsibilities. This revised edition of Schramm's original 1949 work covers its field through essays by sociologists, economists, teachers and professional mass communicators, including Walter Lippmann, Paul F. Lazarsfeld, Terry Ramsaye and Margaret Mead. Of interest to TV program planners are the complete texts of NAB's TV Code and the production guidelines of the Motion Picture Assn. of America.

A Sail for Sales: It's likely to draw little more than a cold look from the Internal Revenue Service, but another big party for N.Y. timebuyers was in the works last week, this time with Metropolitan Bcstg. Co. as host. Unlike Westinghouse's TvAR, which tossed a fancy bash for buyers earlier this month at N.Y.'s new Hotel Summit (Vol. 17:32 p17), Metropolitan invited 200 ad agencymen to an Aug. 21 combination moonlight cruise, buffet, cocktail function and gambling party (roulette, blackjack, etc. played with $500 in phoney money given to each guest). Reason for the party: A new 20-min. presentation on Metropolitan's WIP Philadelphia as "an adult, responsible station." Bonus for WIP: Guests will find it difficult to skip out on the sales pitch, since the party is scheduled to be held aboard an excursion steamer, the S.S. Hudson Belle.

Who Pinched the Red Carpet? Washington police have wound up one piece of unfinished business left over from the NAB convention in May. After 3 months of sleuthing, they recovered a stolen $800 red carpet which had been rolled out at the Sheraton Park Hotel for President Kennedy, who addressed the opening convention session (Vol. 17:20 p8). The detectives also arrested a former moving-van helper in whose attic the VIP carpet was found. He pleaded guilty to petty larceny, was ordered to pay a $150 fine or spend 6 months in jail.

MGM-TV Eyes Portland Station: Following "exploratory" talks in Portland, Ore. regarding the possible acquisition of KPTV, an MGM task force reported its findings & recommendations to the board last week. MGM, seeking to enter the station field, sent a group headed by MGM-TV business-affairs dir. Jay Rabinovitz to Portland for inspection and informal discussions. Whether the talks turn into full-scale negotiations depends on the decision of the board. A company source denied reports that MGM-TV was also interested in acquisition of KCOP Los Angeles.

**Canadian FM Allocations Revised:** FCC has released a letter to Canada's Dept. of Transport describing the border allocations situation and stating that a recently revised Canadian assignment plan is acceptable. The letter said that present notification procedures will be continued pending completion of FCC's study of U.S. assignment principles. The Commission said it expected that neither country would object to new assignments if they did not exceed 100 kw and 2,000 ft. and if the following minimum spacings were observed: co-channel, 220 miles; 200 kc removed, 100 miles; 400 kc, 45 miles; 600 kc, 35 miles. The letter and new Canadian table of assignments are FCC Public Notice 8947, available from the Commission.

**Hurricanes Sponsored:** The Florida Defense Network has scored what it believes is a "first" by placing its hurricane-season weather broadcasts under commercial sponsorship. Said Fla. Assn. of Bcstrs. Pres. Lee Ruwitch (WTVJ Miami exec. vp): "As far as we know, this is the first time that broadcasts by a state defense network have been sponsored." D. W. Onan & Sons, makers of electric generators, will sponsor the 5-min., 11 a.m., Mon.-Fri. weathercasts through the hurricane season. The broadcasts originate from the U.S. Weather Bureau and National Hurricane Center in Miami and are relayed throughout the state via the defense network.

**Wrong Switch:** Washington viewers of NBC-TV's *Thriller* on WRC-TV Aug. 15 heard these snatches of dialogue during a tense scene: First voice: "Use Washington self-rising flour." Second voice: "Do it again." First voice: "Hey, are we live?" It was 5 minutes before WRC-TV engineers got *Thriller* back on its proper audio course from a switch-over to a rehearsal of a commercial.

**How to Dramatize Being "Tops":** To symbolize its claim of being "tops," CTV Television Network Ltd. has issued a 10-inch-square promotion piece featuring an 8-pointed star—one for each station in the network: CFTO-TV Toronto, CJOH-TV Ottawa, CFCF-TV Montreal, CJCH-TV Halifax, CHAN-TV Vancouver, CFCN-TV Calgary, CFRN-TV Edmonton, CJAY-TV Winnipeg. A die-cut hole at each set of call letters contains a top for recapping bottles.

**Gift to Conn. ETV:** Travelers Bcstg. Service Corp. (WTIC-TV & WTIC Hartford) donated $30,000 to the Conn. Educational TV Corp. recently toward operation of the state's ETV network, which has CPs granted for WCTB Bridgeport, WEDH Hartford and WCTN Norwich. Travelers is also offering to discuss placing transmitter facilities for WEDH atop WTIC-TV's Talcott Mountain.

**BPA Expects 500:** The 1961 Seminar of the Broadcasters Promotion Assn., set for the Waldorf Astoria in N.Y. Nov. 6-8, anticipates attendance by more than 500 delegates, although the organization presently has only 380 members (an all-time high). Non-members may attend the Seminar, three-fourths of which will be devoted to discussion panels.

**Promotion Piece:** WBTV & WBT have issued a "rocket's-eye view" of the Charlotte, N.C. market area. Unfolded, the piece—half map, half illustration—presents a 29x22 view of the stations' 150-mile-wide market area.

**Film Promotion:** WVEC-TV Hampton, WTAR-TV Norfolk and WAVY-TV Portsmouth, Va., have combined to produce a 15-min. color film to educate advertisers on the merits of their market.

## Film & Tape

**Wolper Documentaries in Small Boom:** Wolper Productions is engaged in unprecedented activity in a field still fairly new to Hollywood—documentaries. Pres. & exec. prod. David L. Wolper has, in recent days, signed 4 producers and 8 film editors to work on his productions.

The lineup: "The Rafer Johnson Story," a 60-min. special for BBDO, being produced by Mel Stuart for Wolper-Sterling Productions; 38 half-hour segments of *The Story Of*, for Ziv-UA; "Hollywood: The Talkies," a 90-min. sequel to "Hollywood: The Golden Years," to be aired on NBC-TV Nov. 29 for P&G.

In addition, *Fiorello LaGuardia*, pilot of a proposed biographical series for Official Films, has just been delivered to Official, and three 60-min. documentary specials for *Du Pont Show of the Week* on NBC-TV are being readied. Five more specials are in negotiation.

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**More Post-1948s for TV:** Allied Artists, one of the few large motion-picture firms not active in TV programming or distribution, will soon take its first direct TV plunge. We learned last week in N.Y. that AA's first move will be with a small package of post-1948 features, several of which are in color. Titles rumored to be in the package: "Friendly Persuasion" and "Love in the Afternoon" (both starring the late Gary Cooper). So far, several Allied Artists pictures have managed to filter into TV distribution, primarily through M&A Alexander, but the deal will mark AA's first major effort under its own banner.

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**Columbia Sells Sunset Studio:** Appel Development Co. and Larry Slaten have purchased for $900,000 the 2.9-acre Hollywood studio. The deal represents a "substantial profit," said studio sources. Under its terms, Columbia Pictures may occupy the studio until Jan. 15, 1962. The bulk of Columbia's TV-film (via subsidiary Screen Gems) & movie production is done in the main studio at Gower Street. Columbia bought more property near this studio at the same time it disposed of the Sunset lot. Meanwhile, a report that Red Skelton's studio is for sale was denied to us by Joe Ross, Skelton's attorney, who remarked dourly, "Actors shouldn't be in this [studio] business . . . That [denial] doesn't mean we wouldn't sell if somebody came along with a price we couldn't resist," he added.

**Screen Gems** grossed $8 million in overseas sales during the fiscal year ended June 30, 1961—a 40% increase over the previous fiscal year. These were the figures revealed at SG's recent full-scale international sales convention (Vol. 17:32 p15). Included on the sales scorecard were pre- & post-1948 Columbia Pictures features and some 60 TV series sold in 50 foreign countries for a total of 15,000-20,000 half-hour episodes. Future plans discussed at the week-long meeting: (1) Overseas distribution of outside properties. (2) Foreign station ownership. (3) The establishment of a $250,000 International Development Fund to aid in foreign co-productions. In addition, SG will offer production & technical assistance.

**Screen Actors Guild** board has voted unanimously to support AFTRA in its strike against the Los Angeles radio station, KFWB, closely following the same action by Screen Extras Guild (Vol. 17:33 p8). The strike began July 11 over wages & other benefits.

**International Video Tape** has moved into a new production center at 5907 West Pico Blvd., Los Angeles.

## HOLLYWOOD ROUNDUP

MCA, owner of Revue Studios, largest TV-film production company in Hollywood, has launched an ambitious expansion program which encompasses construction of new buildings & stages, and entrance into movie production on a large scale. Reportedly there may be a complete separation between MCA and Revue, with MCA brass moving completely into the studio operation. Revue is already razing a mountain on its 400-acre studio to make room for a 1,600-car studio parking lot & service station. Also planned are an administration building, another stage, and a new commissary.

**Warner Bros.** is ahead of its production schedule, has finished 15 segments of *77 Sunset Strip*, and 13 each of *SurfSide 6* and *Hawaiian Eye*, exec. producer Howie Horwitz tells us. *Strip* sidelights: Victoria Shaw, wife of Roger Smith, makes her TV debut in a currently shooting episode opposite her husband; Efrem Zimbalist Jr. is the only actor on screen in the just-finished segment, "Reserved for Mr. Bailey."

**RKO General Acquires 34 Foreign Movies:** The package of overseas product will be marketed under the title, "International Film Festival for Television" by the sales office of Ideal Pictures. The movies include "The Truth About Women," starring Laurence Harvey, Julie Harris, Eva Gabor; "The Wild Blue Road," Yves Montand and Alida Valli; "Bread, Love and Dreams," Gina Lollobrigida and Vittorio De Sica.

**Four Star Television** sold 156 segments of film to P&G for telecasting in Canada. The sale involved 52 episodes of *Dick Powell's Zane Grey Theater*, 52 *Captain of Detectives*, and a combined total of 52 *The Tom Ewell Show* and *The Law & Mr. Jones*. Four Star has also sold 38 episodes of *Stagecoach West* to Japan.

**MGM-TV** has finished 31 episodes of its 4 series for the coming season—a studio record for advance production. Production has been completed on 8 segments each of *Cain's Hundred*, *Dr. Kildare* and *Father of the Bride* and 7 of *National Velvet*.

**Screen Gems** will pilot *Medicine Man* this fall. Exec. producer Harry Ackerman has assigned scripters Jay Sommers & Joe Bigelow to develop the series.

**Vi-Way Productions** will film 39 color adventure episodes during a 2-year voyage aboard a converted minesweeper owned by Artie Wayne, company chief.

**M. & A. Alexander Productions** has sold its cartoon-comedy package, *Q. T. Hush*, in 63 markets.

**People:** Bob Wells has been signed by Hubbell Robinson Productions as exec. prod. of a 60-min. special, "The Sound of the 60's," to be shown on NBC-TV in October with Westinghouse sponsoring. Robinson & Dore Schary are co-producers . . . **Ed Jurist** has been named producer of *One Night Stand*, Warner Bros. TV project . . . **William Kronick** has joined Wolper Productions as a producer-director of its *The Story Of* series for Ziv-UA . . . **Leonard Freeman** has been named producer of *Route 66* . . . **Jerry Kurtz**, ex-Official Films, has been named sales vp for Television Enterprises Corp., which is opening offices in N.Y. at 333 West 56th St. . . . **Jack Mulcahy** has joined Wolper Productions as production mgr. on *The Story Of* series.

## NEW YORK ROUNDUP

**Add Syndication Sales:** Ziv-UA has scored 41 sales for its off-NBC-TV package *Bat Masterson* . . . ITC has added 5 stations to its *Whiplash* roster, upping the domestic market total to 73. The show has also been sold in 51 foreign countries and debuts Oct. 15 on Canada's new CTV network, sponsored by Procter & Gamble. New U.S. sales: WFBM-TV Indianapolis, WNHC-TV New Haven, WBIR-TV Knoxville, WHAS-TV Louisville, KOOK-TV Billings and KXLF-TV Butte . . . **Screen Gems** has signed a 4th regional sponsor for *Shannon*—Procino-Rossi Corp. —upping the market total to 96 . . . **Seven Arts** has sold its first group of post-1950 Warner Bros. features to WBIR-TV Knoxville and KBOI-TV Boise, upping the market total to 103 and its 2nd group to WFMY-TV Greensboro and WILX-TV Onondaga, raising the total to 38 . . . **Ziv-UA** has now sold *Everglades* in 23 markets... **Trans-Lux** has sold its 700-episode *Encyclopaedia Britannica* Film Library to Taft Bcstg. Co. for telecast on its stations beginning Sept. 1.

**Official Films** has scored "a sale a day" in the month since it released package of 4 off-network series—*Peter Gunn*, *Mr. Lucky*, *Yancy Derringer* and *Wire Service*. The market total is now 31, with newest sales to KYW-TV Cleveland, WJBK-TV Detroit, KMSP-TV Minneapolis, WTTV Bloomington, WAGA-TV Atlanta, WDSU-TV New Orleans, WTVJ Miami, WTTG Washington, WDEF-TV Chattanooga, WNEP-TV Scranton, WBNS-TV Columbus. Official also made a world-wide distribution deal last week with Fremantle International for the 4 above-mentioned series and *The Du Pont Theater*. Other Official news last week—the appointment of Stan Byrnes as Midwestern sales mgr.

**Ziv-UA Goes Long-Hair:** N.Y. maestro Anthony Amato will produce a Ziv-UA pilot for a projected series of 60-min. TV adaptations of celebrated operas. "The close-up style & technique already developed so strikingly by Amato in the intimate Town Hall setting will lend themselves particularly well to [TV]," said Ziv-UA.

**ITC Canadian network** & station sales totaled $1.5 million for the January-June 1961 period, "an all-time record," according to sales vp Abe Mandell. Sales to CBC and CTV included *Whiplash*, *Ghost Squad*, *Sir Francis Drake*, *The 4 Just Men* and an 8-episode ATV package called "Drama Specials." On the syndication side, ITC scored 132 station sales comprising 3,243 half hours and 412 full-hour episodes. "This marks a 110% increase over the corresponding period in 1960," said Mandell.

**MGM-TV** has signed motion-picture producer Joe Pasternak ("The Great Caruso," "Where the Boys Are") as exec. producer of *The Fairest Lady of Them All*, a 60-min. drama series being offered for the 1962-63 season. The show will deal with the stories of famous immigrants who have contributed to the greatness of this country.

**People:** **Barry Wood**, exec. producer of NBC-TV's *Bell Telephone Hour*, will become a partner in Henry Jaffe Enterprises . . . **Producer Alan Neuman** has joined N.Y.'s Arnold Michaelis Productions as producer-dir. of *Adlai Stevenson Reports*, a public-affairs show set for fall on ABC-TV . . . **John B. Spires**, ex-MCA-TV foreign sales mgr., has joined MGM-TV as European & U.K. sales dir.

## Advertising

ARB Expanding: American Research Bureau, with financial support already assured from at least one network (CBS-TV), will expand its present multi-city Arbitron "instantaneous" measurements to a full national service next month. Starting Sept. 24, Arbitron will supply overnight ratings & audience data for nighttime (7:30-11 p.m.) network shows for an initial run of 26 consecutive weeks. The measurements, said an ARB executive in N.Y., "Will be as fast as Trendex and will cover the same national ground as Nielsen's U.S. report." Arbitron will use its present meter-wired home panel as a sample plus telephone coincidental surveying until more Arbitron meters are installed. The national sample, said ARB, will average 1,000 homes per half-hour period. Arbitron's multi-city reports will be suspended.

Columbia Pictures Buys Network TV: Early this week, Columbia Pictures and ABC-TV will take the wraps off "a new advertising concept involving the use of network TV by a motion-picture company." The film firm has bought participations in *ABC Evening Report* (Mon.-Fri. 6-6:15 p.m.)—a rare, if not the first, network TV advertising to be undertaken by a member of the spot-TV conscious motion-picture industry. The fall campaign was placed through Donahue & Coe. The new concept, industry sources speculate, will be some form of institutional advertising or a "roundup" commercial, previewing several soon-to-be-released films. Although the Columbia Pictures off-shoot, Screen Gems, is among the most active telefilm producers, neither Columbia nor SG will play any production role in the news series.

UA Buys Spots to Sell Movies: For the 2nd time in as many months, United Artists has poured its promotional dollars for a new theatrical release into spot TV (Vol. 17:27 p11). An August 25-31 campaign on WNBC-TV N.Y. will plug the August 30 N.Y. opening of "The Young Doctors" via a saturation schedule of fifteen 20-60-sec. spots throughout the broadcast day. The station will aid in the promotion effort with a running message flashed on its Times Square electric sign, including the names of the 2 theaters where the film can be seen.

Adman on "Prize" Commercials: "I watched 45 minutes of the American TV Festival's Best Commercials of 1960, and I . . . wondered who judged those films. They couldn't be advertising men. If they were, they didn't seem very proud of their profession. And they couldn't be businessmen, either. Most of those commercials wouldn't sell a hill of beans, as the old saying goes."—Don P. Nathanson, pres., North Advertising, in *Advertising Age*.

**Ad People:** Charles C. Barry, Young & Rubicam TV-radio dept. dir., named a senior vp . . . **John T. Bunch** elected a vp, BBDO . . . **William F. Heimlich**, ex-OCDM public-affairs dir., named ANA vp . . . **Emerson Foote**, McCann-Erickson, reappointed chmn., Advertising Federation of America education committee. **George W. Head**, National Cash Register Co., appointed chmn., membership committee. **Kenneth Laird**, Tatham-Laird, chmn., finance committee. **Burton E. Hotvedt**, Brady Co., continues as chmn., legislative committee.

### *Obituary*

Theodore Lee Brantly, 68, ad consultant with Geyer, Morey, Madden & Ballard, and former ad dir. & vp, Crowell-Collier, died Aug. 15 in Stanford Hospital. He is survived by his wife, 3 daughters, a brother, sister, 9 grandchildren.


**Television Digest**

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JAMES T. QUIRK, *Business Manager*
BENJAMIN MILLER, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
HAROLD B. CLEMENKO, *Managing Editor*
DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
*Associate Publisher*

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
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Hollywood 5-5210
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**Personals:** Simon B. Siegel promoted from financial vp, AB-PT, to exec. vp, continuing as ABC exec. vp . . . **Edwin T. Vane** promoted from audience-promotion mgr. to daytime program-operations mgr., NBC-TV . . . **Don Hamilton** named CBS News business-affairs dir., succeeded as business-affairs dir., CBS-TV Sports, by **Martin Carmichael**.

Gerald J. Leider promoted from special-programs dir. to new post of program-sales dir., CBS-TV . . .**Richard (Dick) P. Morgan**, ex-CBS Films, named business affairs dir., CTV Network, Canada . . . **Charles L. King Jr.** appointed local sales mgr., KTRK-TV Houston . . .**Royal E. Blakeman**, N.Y. TV attorney, and **Loren L. Ryder**, Ryder Sound Services, elected co-chmn., National Academy of TV Arts & Sciences legal committee.

**Sherman C. Hildreth**, technical facilities dir. of NBC's o&o stations, transferred from N.Y. to Washington as operations dir. of network's WRC-TV & WRC . . . **Keith Miller** named gen. sales mgr., KTNT-TV Tacoma-Seattle . . . **Howard D. Duncan Jr.**, ex-gen. mgr., WEHT Evansville, Ind., named gen. sales mgr., KGUN-TV Tucson. **Pat Reed** named promotion-publicity mgr., KGUN-TV . . . **J. J. Bernard** resigned as vp-gen. mgr., KTVI St. Louis.

**Joseph Novik**, ITA's exec. representative in Washington, and **Eliot S. Baker**, industrial & govt. sales mgr., elected vps, ITA Electronics . . . **Carl I. Sisskind** resigns as press asst. to Sen. Allott (R-Colo.) to join WIBW-TV & WIBW Topeka as news dir. . . . **Warren C. Zwicky**, whose Washington law firm Jones & Zwicky has represented Storer Bcstg. Co., leaves firm Sept. 1 & joins Storer's legal dept. as Washington staff attorney . . . **Thomas J. White** and **Roger O'Sullivan** elected senior vps, Avery-Knodel . . . **A. B. Chamberlain**, CBS-TV engineering dir., will retire Sept. 1 . . . **Irwin W. Unger**, ex-Headley-Reed, named to head Select Stations Representatives new Chicago office (333 North Michigan Ave.).

### *Obituary*

Thomas Reddy, 43, vp of Whitehall Stations and veteran TV & radio announcer, drowned August 13 during a nighttime swim at Fenton Lake near Flint, Mich. He had been the first announcer on the radio *Dragnet* series, had also appeared on the Jackie Gleason, Jan Murray and Cliff Arquette shows. Surviving: his wife and 6 children.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**TV SET MARKET—PRESENT & FUTURE:** The report of Frank Mansfield, EIA Marketing Data Policy Committee chairman, which predicted 1961 TV production at more than 6.2 million and warned of possible TV set shortages in the fall (Vol. 17:31 p16), contains much food for thought about the present & future of the TV market. Some noteworthy highlights from the report and its statistical tables:

(1) Changing nature of the market. It hardly needs to be stated that today's market is almost entirely a replacement & 2nd-set market. "During the early '50s, we were able to sell some 15-17% of the non-TV homes their first TV set in any particular year," said Mansfield. "During the middle '50s, demand increased to a point where we were frequently able to sell somewhere between 18% & 25% of these non-TV homes in a year . . . The percentage of non-TV homes buying a set during 1958 dropped to 17%. In 1959, it was only 10% and last year the figure was 5%." At the same time, the percentage of U.S. non-TV homes dropped from 100% in 1946 to 12% at the end of 1960.

"What this means in simple English is that we are probably approaching ultimate saturation," Mansfield continued. "We can predict with a fair degree of certainty that TV saturation may ultimately settle down in the neighborhood of 90-92% . . . Should this be cause for alarm to the TV manufacturing industry? Most definitely not. In fact, many industries have thrived for many years on a 'saturated' market. Fortunately, things wear out—even automobiles, refrigerators & TV sets. Fortunately, also, the American standard of living requires more & more of better products. Even the demand for multiple-set ownership has now arrived at a point where the ratio of TV sets to TV homes is slightly more than 1.15 and its rate of growth is at least 2.2% per year."

Breaking down last year's retail sales of about 6 million sets, Mansfield estimates nearly 3.5 million were sold as replacements, as opposed to about 2.6 million that weren't replacements. The non-replacement category breaks down this way: 1,450,000 to multi-set homes (2nd or 3rd sets), 1,090,000 to new TV homes, 100,000 to commercial establishments. For 1961, out of predicted retail sales of 6,220,000 sets, Mansfield breaks down the market into 3.8 million replacements, 2,420,000 others (1,220,000 for multi-set homes, 1.1 million for new TV homes, 100,000 for commercial establishments).

(2) Replacement, or set scrappage, rate. In 1961, approximately 6.8% of all sets in use (Mansfield estimates there will be 58 million by year's end) will be replaced. This will be an all-time high in number of sets replaced, although not in terms of percentage of total sets in use. These year-by-year set scrappage (replacement) figures are indicated by Mansfield (with % of total sets in use replaced):

| | | | | | |
|---|---|---|---|---|---|
| 1949 | 3,000 (0.3%) | 1953 | 911,000 (4.2%) | 1957 | 2,745,000 (6.4%) |
| 1950 | 27,000 (0.7%) | 1954 | 1,492,000 (5.5%) | 1958 | 2,010,000 (4.3%) |
| 1951 | 100,000 (1.0%) | 1955 | 2,836,000 (8.7%) | 1959 | 3,109,000 (6.2%) |
| 1952 | 275,000 (1.8%) | 1956 | 1,400,000 (3.7%) | 1960 | 3,425,000 (6.5%) |
| | | | | 1961 | 3,800,000 (6.8%) |

It's obvious from these figures that replacement rate is determined by factors other than merely the age of existing set. These presumably include economic conditions, features of new sets, etc. (note contrast between 1955 & 1956 replacements).

(3) Projections for the future. Mansfield sees both production & retail sales leveling off after this year to relative stability, production sticking between 6,340,000 & 6,490,000 units annually through 1970, while retail sales vary only from 6,200,000 to 6,350,000 with year-end inventories holding at about the 2,160,000 level.

Interesting speculation is Mansfield's appraisal of TV import market. He sees steady increase, with imports reaching about 10% of retail market by 1967 and rising slightly through 1970. He puts 1961 retail

sales of foreign-made TV sets at about 40,000, and speculates they will more than double to 90,000 in 1962. His projection of total retail TV sales & retail sales of imported sets (in parentheses) for 1963 through 1970:

| | | |
|---|---|---|
| 1963 ..... 6,200,000 (170,000) | 1966 ..... 6,350,000 (440,000) | 1969 ..... 6,300,000 (670,000) |
| 1964 ..... 6,270,000 (240,000) | 1967 ..... 6,350,000 (530,000) | 1970 ..... 6,250,000 (720,000) |
| 1965 ..... 6,350,000 (350,000) | 1968 ..... 6,250,000 (630,000) | |

(4) Current sales patterns. Updating Mansfield's figures (which ran only through May) to cover preliminary 1961 first-half data, we see that retail TV sales have picked up briskly. On a seasonally adjusted annual rate, sales fell to a 2½-year low point in 1961's first quarter—an annual rate of 5.4 million sets. Sharp reversal came in 2nd quarter, with sets selling at annual rate of nearly 7.5 million sets—making it the best quarter (in rate of retail sales) in years. Even taking into consideration 1961's slow first half, the 6-month retail sales were running at an annualized pace of better than 6 million (Vol. 17:33 p16).

Spotting the retail pickup, manufacturers have begun releasing the brakes on production which they applied suddenly last year when market softened. In both May & June, monthly production exceeded that of the comparable 1960 month, but as of the year's mid-point, cumulative production still trailed last year. In fact, as of August 11, output still lagged behind 1960, but only by 35,520 sets.

Retail sales for 6 months were also still behind last year at the 6-month mark—but only by the very slight margin of 18,343 sets. But this year differs from last in that TV retail picture now is of a rising market, as opposed to a declining one last summer & fall.

By stepping up production in May & June, manufacturers were able to increase total trade inventories from 1,630,000 at end of first quarter to about 1,832,000 at end of 2nd quarter. But stocks still aren't high enough to supply demand if sets continue to sell at present rate (or even somewhat lower). Difference between the picture at mid-year 1960 and at mid-year 1961 is this: As of end June 1960, total industry inventories were 2,419,000 sets, and sales were declining; overproduction not only threatened, but was a fact. As of this mid-year, inventories were down to around 1,832,000 while sales were on a rising trend. This is reasoning behind Mansfield's prediction of shortages.

**TV-RADIO PRODUCTION:** EIA statistics for week ended Aug. 11 (32nd week of 1961):

| | Aug. 5-11 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV ..... | 122,504 | 107,362 | 89,430 | 3,407,385 | 3,442,905 |
| Total radio ..... | 296,165 | 283,260 | 243,351 | 9,101,823 | 9,927,602 |
| auto radio ..... | 88,680 | 96,002 | 82,720 | 2,892,447 | 3,821,165 |

**Transistors Up 46.4% at Half:** Paced by booming business in June, transistor sales during 1961's first 6 months climbed 46.6%—to 88,682,882 units from 60,485,683 in 1960's first half. But dollar value gained only 2.7% (to $157.1 million from $152.9 million)—reflecting the ever-tightening profit squeeze in the semiconductor industry.

June unit sales surged 72.1% ahead of June 1960—17,899,005 units vs. 10,392,412. Despite the sales gain, June's dollar volume declined 4.4% to $26.1 million from $27.3 million in the year earlier. June was 1961's best month in unit sales, supplanting leader March (15,129,273), although June dollar volume trailed both March ($29.8 million) & April ($27.4 million).

Here are EIA's official tabulations of transistor performance at 1961's midway point:

| | 1961 | | 1960 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January ..... | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February ..... | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| March ..... | 15,129,273 | 29,815,291 | 12,021,506 | 28,700,129 |
| April ..... | 15,072,064 | 27,388,278 | 9,891,236 | 23,198,576 |
| May ..... | 15,128,181 | 25,113,042 | 9,046,237 | 24,714,580 |
| June ..... | 17,899,005 | 26,148,746 | 10,392,412 | 27,341,733 |
| TOTAL ..... | 88,682,882 | $157,120,149 | 60,485,683 | $152,932,961 |

**The Millionth Nuvistor:** RCA Electron Tube Div. celebrated the production of its millionth thimble-sized receiving tube by releasing a statement by div. vp-gen. mgr. Douglas Y. Smith in which he predicted that the nuvistor's size & power consumption can be further reduced.

**10th FM-Stereo Market Opens:** Los Angeles became the nation's 10th FM-stereo market Aug. 16 when International Good Music's KFMU began stereocasting. It is also the 6th station on the air using RCA FM-stereo equipment. KFMU obtained FCC type acceptance of its stereo equipment Aug. 14. The Los Angeles station's initial stereo schedule calls for a nightly 2-hour musical concert, 8-10 p.m., Mon.-Fri. Starting this week (Aug. 26), KFMU will add a 2-hour stereo concert Sat., 1-3 p.m. The station reported that on the day following its debut stereocast, it received more than 100 congratulatory phonecalls.

The 9 other stereocasters: WEFM & WKFM Chicago, WGFM Schenectady, KLSN Seattle, KIXL-FM Dallas, WDTM Detroit, WBNS-FM Columbus, O., WSPA-FM Spartanburg, S.C., KPEN-FM San Francisco.

■

**RCA's "Universal" Silicon Transistor:** A "workhorse" transistor that can perform the functions of upwards of 40% of the more than 2,000 transistor types now on the market has been developed by RCA and will be unveiled this week at the WESCON Show in San Francisco. The silicon transistor, Type 2N2102, will become available commercially early next month, priced in the $12 range in production quantities. Semiconductor & Materials Div. mktg. mgr. T. R. Hays said: "We have succeeded in wedding triple diffusion & planar manufacturing techniques in a single transistor."

**Sylvania Adds 3 TVs:** Over the weekend, Sylvania dropped in 3 new TV sets "to round out the 1962 line in specific areas of styling & pricing which have come into demand since its introduction" in June (Vol. 17:22 p18). Also added were a stereo hi-fi phonograph console (Model 45C31, $185), a similar console with AM/FM tuner (Model 55C31, $255), and 3 clock radios from $29.95 to $39.95.

The 3 TVs are a 19-in. lowboy consolette (Model 19L17, $249.95), a 23-in. table with metal cabinet (Model 23T41, $219.95) and a 23-in. lowboy console (Model 23L47, $329.95). The consolette is Sylvania's first 19-in. model with a transformer chassis. The new TVs use bonded shield picture tubes; the consolette & console feature "Velvetone" types.

The TVs are now being shipped in quantity from the factory; stereo consoles will become available next month.

■

**Trade Personals:** Robert L. Shaw, ex-Du Mont-Emerson exec. vp, and formerly pres., Sylvania Home Electronics Corp., named asst. to Admiral Sales pres. Carl E. Lantz.

F. R. Kappel, AT&T pres., promoted to chmn., continuing as chief exec. officer of the company. **E. J. McNeely** promoted from exec. vp to succeed Kappel as pres. **W. C. Bolenius**, an exec. vp, named vice chmn. **J. E. Dingman**, vp & chief engineer, appointed exec. vp, replacing McNeely . . . **Webster H. Wilson**, pres. & chief exec. officer, Hazeltine Corp., elected also chmn., succeeding the late W. A. MacDonald (see below) . . . **John E. Johnson** returns to RCA as staff vp, headquartering in Boston, after a year as vp, Itek . . . **Martin Minney** resigns as vp-gen. counsel, Ampex Corp. to return to private law practice . . . **John J. Moran** elected exec. vp, Sigma Instruments.

**James D. McLean** resigned as pres., General Dynamics/Electronics div. of General Dynamics Corp. . . . **Jack T. Anderson** resigned as mktg. vp . . . **W. P. Gullander**, exec. vp of the parent company, becomes acting pres., GD/E. No replacement set for Anderson . . . **Donald S. Parris**, veteran dir. of electronics div. in Commerce Dept.'s BDSA, shifted to industrial equipment div. as acting dir., **E. MacDonald Nyhen** replacing him as acting electronics div. chief . . . **W. Herbert Lamb** promoted from head of Sylvania's microwave-device operations & picture-tube operations, in the electronic tube div., to vp of the new microwave-device division.

**Brig. Gen. Bernard M. Wootton** (ret.), recently assigned to Air Force communications in the Pacific area, joins Northrop's Page Communications Engineers as exec. dir. of contract services . . . **William R. Donnelly**, ex-Chrysler International, S.A., treas., named finance vp, Gabriel . . . **Thomas P. Collier**, Motorola International pres., elected dir., EIA's international dept.

**Jerrold R. Bucher** of Corning Glass and **Frederick A. Weiss** of Western Electric appointed members of National Defense Executive Reserve by Commerce Secy. Luther H. Hodges . . . **A. R. Gaus** named exec. vp, P. R. Mallory's new subsidiary, Reduction & Refining Co. **Stuart Lasdon** appointed production vp. **Lloyd Lasdon** named sales & development vp.

■

***Obituary***

**William A. MacDonald**, 65, Hazeltine Corp. chmn., died Aug. 11 at his home in Locust Valley, N.Y. He began his career in electronics as a radio operator for Marconi Wireless in 1913, later was an RCA engineer, and joined Hazeltine in 1924 as its chief engineer—and first employee. He was granted 110 U.S. & foreign patents, and during World War II, was awarded a Presidential citation.

## Finance

**Mergers & Acquisitions:** Westinghouse has acquired **Thermo King** (Vol. 17:28 p17), Minneapolis maker of refrigeration equipment for trucks, trains and missiles, by exchanging 7 shares of Westinghouse common for each 9 shares of Thermo King • **National Video's** Puerto Rico affiliate, Rico Electronics, has incorporated a new wholly-owned subsidiary, **Caribbean Electronics**. The new company will occupy an 11,500-sq.-ft. plant which will be erected adjacent to Rico's present facility. National Video Pres. Asher J. Cole said "this expansion is necessitated by the increased demand for National Video cathode-ray tubes"—sales of which have about doubled over the past 6 years. Caribbean Electronics has been granted a 10-year expansion tax exemption • **Stewart-Warner** has acquired for cash the **Aero Division of the Cornelius Co.**, Minneapolis • **Republic's** board has approved the merger of **America Corp.** (Pathe Labs, other subsidiaries) on the tentative basis of one share of Republic common for each 3 shares of America (Vol. 17:33 p18). The merger & terms are subject to the approval of stockholders of both companies. Republic plans to submit the proposals to its stockholders first, in about 2-3 months. If the merger is approved, Republic Chmn.-Pres. Victor Carter would become chairman of the merged concerns; America Pres. Gordon K. Greenfield would be president • **Ling-Temco Electronics** and **Chance Vought** merged Aug. 15 (Vol. 17:28 p17), were immediately hit by an antitrust suit against the amalgamation—filed by the Justice Dept. in Dallas Federal District Court. The govt. contends the consolidation would tend to lessen competition substantially. Judge J. E. Estes scheduled an injunction hearing Sept. 11 on govt.'s request.

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, August 17, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 18 | 17½ | 19⅜ |
| Adler Elec. | 19 | 18¼ | 20⅛ |
| Aerovox | 11¼ | 11¼ | 12⅝ |
| Allied Radio | 27½ | — | — |
| Astron Corp. | 1⅞ | 1⅞ | 2¼ |
| Babcock | 27½ | 26½ | 28⅞ |
| Baird Atomic | 16½ | 16¼ | 17¾ |
| Cannon Elec. | 26½ | 23 | 26¼ |
| Capehart | 8⅝ | 9½ | 10½ |
| C-E-I-R | 48 | 43 | 49¼ |
| Chicago Aer. | 26½ | 25½ | 28¼ |
| Control Data | 94 | 94 | 99 |
| Cook Elec. | 11⅜ | 10⅜ | 11⅜ |
| Craig | 13¾ | 13¾ | 15⅛ |
| Crosby Tel. | 4¾ | 4¾ | 5½ |
| Dictaphone | 38 | 37 | 39⅞ |
| Digitronics | 26½ | 25 | 27¾ |
| Eitel-McC. | 16½ | 15¾ | 17 |
| Elco Corp. | 11½ | 11 | 12⅝ |
| Electro Instr. | 17½ | 16½ | 18⅞ |
| Elec. Voice | 10 | 9½ | 10¾ |
| Elec. Assoc. | 29¼ | 28 | 30⅜ |
| Elec. Cap. Corp. | 35¼ | 33½ | 36⅛ |
| Erie Resistor | 12 | 12½ | 13⅝ |
| Executone | 16 | 16 | 17½ |
| Farrington | 14¼ | 15 | 16¼ |
| Foto Video | 5¼ | 5 | 6⅛ |
| Four Star | 19¾ | 18¾ | 20⅝ |
| Gen. Devices | 10¼ | 9⅞ | 10⅞ |
| G-L Elec. | 8¾ | 8¼ | 9⅛ |
| Goodwill Sta. | 10½ | 10½ | 11½ |
| Granco Prod. | 9¼ | 2¾ | 3-5/16 |
| Gross Tel. | — | 23¼ | 25⅜ |
| Hallicrafters | 24 | 22¾ | 24⅝ |
| Hathaway | 21¾ | 21½ | 23⅝ |
| High Voltage | 145 | 150 | 165 |
| Infrared | 16¾ | 17 | 18⅞ |
| Interstate Eng. | 17½ | 16¾ | 18 |
| Ionics | 28 | 28 | 30⅞ |
| Itek | 43 | 38 | 42 |
| Jerrold | 8⅛ | 8⅞ | 9¾ |
| Lab for Elec. | 45½ | 42½ | 45⅝ |
| Leeds & North. | 37½ | 36¼ | 39 |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Lel Inc. | 6½ | 7 | 8⅛ |
| Magna Th. | 3⅜ | 3¼ | 3-11/16 |
| Magnetics Inc. | 10 | 9½ | 11 |
| Maxson | 19¾ | 19 | 21 |
| Meredith Pub. | 39 | 38 | 41⅜ |
| MetroMedia | 15½ | 15½ | 16⅝ |
| Microdot | 27½ | 25¾ | 28 |
| Milgo Elec. | 20 | 19½ | 21½ |
| Narda Micro | 6½ | 6¼ | 7⅛ |
| Newark Elec. | 13¼ | 12 | 13¾ |
| Nuclear Chi. | 42½ | 43 | 46⅝ |
| Official Films | 3¼ | 3½ | 3-15/16 |
| Pacific Aut. | 4¾ | 4¾ | 5½ |
| Pacific Merc. | 6⅜ | 6½ | 7⅞ |
| Philips Lamp | 138¼ | 139 | 144 |
| Pyramid | 2 | 2 | 2½ |
| Radiation | 26¼ | 24 | 26¼ |
| Rek-O-Kut | 2¾ | 2⅞ | 3-7/16 |
| Research Inc. | 4½ | 4⅜ | 5 |
| H. W. Sams | 41½ | 41½ | 44⅞ |
| Sanders Assoc. | 57 | 55 | 59 |
| H. Smith | 9¾ | 9 | 10½ |
| Soroban | 52 | 50 | 54¼ |
| Soundscriber | 9½ | 9¼ | 10½ |
| Speer Carbon | 31¼ | 32½ | 34⅝ |
| Sprague | 83 | 84½ | 88¾ |
| Sterling | 2⅞ | 2¾ | 3-7/16 |
| Systron-Don. | — | 36½ | 39⅜ |
| Taft Bcstg. | 18⅛ | — | — |
| Taylor Instr. | 48 | — | — |
| Technology | 6¼ | 6⅛ | 7 |
| Tele-Bcstrs. | 1⅜ | 1¼ | 1⅞ |
| Telechrome | 8¼ | 7½ | 8⅝ |
| Telecomp. | 6½ | 6⅜ | 7 |
| Time Inc. | 85 | 84 | 87¾ |
| Tracerlab | 9⅞ | 9½ | 10½ |
| United Art. | 6¾ | 6⅝ | 7⅝ |
| Vitro | 25 | 22⅝ | 24¼ |
| Vocaline | 2⅜ | 2⅜ | 2⅞ |
| Wells-Gardner | 31 | 31½ | 34 |
| Wilcox Elec. | 10¼ | 10 | 11 |
| Wometco | 24½ | 24½ | 26¾ |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| American Bosch Arma | 1961—6 mo. to Jun. 30 | $ 71,177,596 | — | $ 1,204,143 | $0.62[1] | 1,902,041 |
| | 1960—6 mo. to Jun. 30 | 65,686,052 | — | 1,008,822 | .51[1] | 1,885,254 |
| Andrea Radio | 1961—6 mo. to Jun. 30 | 3,055,807 | — | 126,727 | .50 | 251,036 |
| | 1960—6 mo. to Jun. 30 | 3,718,889 | — | 131,953 | .53 | 250,700 |
| Bendix | 1961—9 mo. to Jun. 30 | 570,167,511 | $34,947,318 | 17,685,660[2] | 3.29 | 5,381,019 |
| | 1960—9 mo. to Jun. 30 | 606,009,118 | 35,827,009 | 17,359,408 | 2.23 | 5,367,881 |
| | 1961—qtr. to Jun. 30 | 197,475,022 | — | 5,186,041[2] | .96 | 5,381,019 |
| | 1960—qtr. to Jun. 30 | 206,972,416 | — | 5,682,715 | 1.06 | 5,367,881 |
| Capitol Records | 1961—year to Jun. 30 | 48,364,719 | — | 1,815,523 | 3.93 | — |
| | 1960—year to Jun. 30 | 46,368,096 | — | 1,796,233 | 3.77 | — |
| Walt Disney Productions | 1961—9 mo. to Jul. 1 | 43,852,820 | 5,201,083 | 2,373,083 | 1.46 | 1,626,023 |
| | 1960—9 mo. to Jul. 2 | 33,821,606 | 848,151 | 323,151 | .20 | 1,626,023 |
| Eitel-McCullough | 1961—6 mo. to Jun. 30 | 13,165,833 | 278,657 | 42,707 | .02 | 1,838,538 |
| | 1960—6 mo. to Jun. 30 | 15,554,220 | 577,923 | 184,433 | .10 | 1,832,706 |
| Electronics Corp. of America | 1961—6 mo. to Jun. 30 | 3,106,271 | 137,016 | 68,116 | .07[1] | 744,863 |
| | 1960—6 mo. to Jun. 30 | 3,167,714 | 202,274 | 105,174 | .12[1] | 735,328 |
| Erie Resistor | 1961—26 wks. to Jul. 2 | 12,156,000 | — | 251,000 | .25 | 798,806 |
| | 1960—24 wks. to Jun. 12 | 12,499,000 | — | 192,000 | .18 | 798,806 |
| Esquire Radio & Electronics | 1961—6 mo. to Jun. 30 | 1,382,691 | 9,815 | 6,871 | .02 | 417,650[3] |
| | 1960—6 mo. to Jun. 30 | 1,706,531 | 64,993 | 38,693 | .09 | 417,650[3] |
| Ling-Temco Electronics | 1961—6 mo. to Jun. 30 | 70,847,881 | — | 827,379 | .32 | 2,569,208 |
| | 1960—6 mo. to Jun. 30 | 76,120,306 | — | 1,437,076 | .59 | 2,432,776 |
| | 1961—qtr. to Jun. 30 | 36,010,381 | — | 217,596 | .08 | 2,569,208 |
| | 1960—qtr. to Jun. 30 | 42,480,837 | — | 1,124,372 | .46 | 2,432,776 |
| National Co. | 1961—6 mo. to Jun. 30 | 3,658,439 | — | 12,949 | .01[1] | 802,779[3] |
| | 1960—6 mo. to Jun. 30 | 6,094,858 | — | 230,429 | .28[1] | 802,779[3] |
| Paramount Pictures | 1961—6 mo. to Jun. 30 | — | — | 4,420,000[4] | 2.62 | 1,684,481 |
| | 1960—6 mo. to Jun. 30 | — | — | 3,732,000 | 2.23 | 1,673,231 |
| | 1961—qtr. to Jun. 30 | — | — | 1,970,000[5] | 1.17 | 1,684,481 |
| | 1960—qtr. to Jun. 30 | — | — | 2,033,000 | 1.22 | 1,673,231 |
| Silicon Transistor | 1961—6 mo. to Jun. 30 | 956,000 | 137,000 | 69,000 | .13 | 516,250 |
| | 1960—6 mo. to Jun. 30 | 513,000 | 105,000 | 53,000 | .11 | 501,000 |
| Speer Carbon | 1961—6 mo. to Jun. 30 | 12,108,099 | 1,267,706 | 569,706 | .61[1] | 881,700 |
| | 1960—6 mo. to Jun. 30 | 13,620,894 | 2,652,940 | 1,222,940 | 1.37[1] | 881,400 |
| | 1961—qtr. to Jun. 30 | — | — | 305,326 | .33[1] | 881,700 |
| | 1960—qtr. to Jun. 30 | — | — | 650,040 | .73[1] | 881,400 |
| Texas Instruments | 1961—6 mo. to Jun. 30 | 119,860,000 | 13,282,000 | 6,374,000 | 1.60[1] | 3,935,494 |
| | 1960—6 mo. to Jun. 30 | 116,051,000 | 16,352,000 | 7,921,000 | 2.00[1] | 3,923,687 |
| | 1961—qtr. to Jun. 30 | 60,883,000 | 5,545,000 | 2,601,000 | .65[1] | 3,935,494 |
| | 1960—qtr. to Jun. 30 | 59,853,000 | 7,862,000 | 3,991,000 | 1.01[1] | 3,894,388 |

Notes: [1]After preferred dividends. [2]Includes non-recurring net of $3,215,287 (60¢ a share) on sale of Elliott-Automation shares. [3]Outstanding June 30, 1961. [4]Before investment profit of $422,000. [5]Before investment profit of $22,000.

Reports & Comments Available: RCA, review, Halle & Stieglitz, 52 Wall St., N.Y. 5 • "The New Defense Posture," pamphlet, Purcell & Co., 50 Broadway, N.Y. 4 • Admiral, review, F. P. Ristine & Co., 15 Broad St., N.Y. 5 • Raytheon, discussion, Hill, Darlington & Grim, 40 Wall St., N.Y. 5 • Precision Transformer, study, John R. Boland & Co., 30 Broad St., N.Y. 4 • Arvin Industries, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • IBM, analysis, F. S. Moseley & Co., 50 Congress St., Boston 2 • GT&E, analysis, Laird, Bissell & Meeds, 120 Broadway, N.Y. 5 • Precision Specialties, offering circular, Harrison & Co., 67 Wall St., N.Y. 5 • Transitron Electronic, profile in August 12 *Business Week* • Spencer-Kennedy Labs, report, Draper, Sears & Co., 50 Congress St., Boston 2 • General Instrument, memo, Uhlmann & Co., Board of Trade Bldg., Kansas City 5, Mo.

Realtone Electronics Corp., N.Y. distributor of Japanese-made radios, plans a public stock offering of 100,000 common shares at $4 per share through Lieberbaum & Co.

## Recent Stock Issues

| *Stock* | *Offering Price* | *Aug. 17, 1961 Bid* | *Asked* |
|---|---|---|---|
| Electronic Instrument | 7½ | 9 | 10 |
| Precision Specialties | 3 | 3 | 3⅝ |
| Q-Line Instrument | 4 | 9 | 10¼ |
| Taffet Electronics | 3 | 6 | 6⅞ |
| Transcontinent TV | 12½ | 9⅞ | 10⅞ |

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| AB-PT | Q | $0.25 | Sep. 15 | Aug. 25 |
| AT&T | Q | .90 | Oct. 2 | Sep. 1 |
| Andrea Radio | Q | .12½ | Sep. 15 | Sep. 1 |
| Disney Productions | Q | .10 | Oct. 1 | Sep. 15 |
| Famous Players Canada | Q | .37½ | Sep. 9 | Aug. 23 |
| Federal Pacific Elec. | Q | .05 | Sep. 15 | Sep. 1 |
| Hazeltine | Q | .20 | Sep. 15 | Sep. 1 |
| Indiana General | Q | .15 | Sep. 11 | Aug. 28 |
| Minnesota Mining | Q | .17½ | Sep. 12 | Aug. 25 |
| Paramount Pictures | Q | .50 | Sep. 22 | Sep. 5 |
| Time Inc. | Q | .75 | Sep. 11 | Aug. 25 |

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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**COLLINS WARNED ON LIQUOR ADS:** Senate Commerce Committee Chmn. Magnuson (D-Wash.) & Communications Subcommittee Chmn. Pastore (D-R.I.) last week served stern notice on NAB Pres. Leroy Collins that broadcasters had better keep hard-liquor advertising off air—or else.

Legislative & FCC reprisals against any breakdowns in NAB Code prohibitions banning liquor commercials were threatened by Magnuson & Pastore in their Aug. 23 letter to Collins. They said issue "is of grave importance to the American public."

Senate's chief TV-radio overseers were incensed by trade-press reports that Publicker Industries Inc. had started test campaigns on 28 radio & 2 TV stations—none reported to be NAB member or Code subscriber—for Old Hickory & White Label whiskies. Publicker doesn't belong to Distilled Spirits Institute, which also has code rule against liquor commercials. DSI Pres. Robert C. Coyne said he'd welcome Senate inquiries about his organization's policy, that he agreed "the public interest" isn't served by whiskey ads on TV screens.

Magnuson & Pastore were "surprised & amazed with the current flock of stories about the attempts to break down this hard-liquor barrier by certain broadcasters," they told Collins. They added: "In these trying times with criticism of the broadcast industry mounting—particularly in the programming field—it would

be foolhardy to permit the provision of the broadcasting Code regarding hard-liquor advertising to become meaningless."

Bills making broadcast liquor advertising illegal crop up in Congress again & again, but have been beaten down following NAB assurances that "industry was capable of handling the situation itself," letter reminded Collins. Magnuson & Pastore warned: "We stand ready to move ahead with appropriate legislation in the event self-regulation proves to be ineffective." Also: "We propose to call upon the Federal Communications Commission to take into consideration the type & kind of advertising broadcast by a licensee when it considers that license for renewal."

There was no immediate response from Collins. He was on vacation last week at his Gulf of Mexico summer place south of Tallahassee. But NAB hq staffers in Washington got busy right away gathering documentation for reply which is expected to show: (1) Recurrent attempts by liquor-industry mavericks to breach broadcasters' anti-whiskey barrier always have petered out. (2) Nearly all stations which accept liquor commercials are non-NAB mavericks. (3) NAB can be counted on to continue to hold line without Congressional or FCC reinforcements.

Publicker wasn't worried about the lawmakers' warning. The Philadelphia distiller's ad mgr. John Schwed told us that spot announcements for Old Hickory are "now on the air on 60 radio & 2 TV stations," some of the outlets having carried the business since July. Publicker "expects more large-market TV stations to take the business," he indicated, since "there hasn't been a single complaint from the public." In N.Y., the Ellington Agency (which handles the Publicker account, with Philadelphia's Al Paul Lefton Agency) declined to comment on future Publicker TV-radio plans.

**AFA BLASTS FTC'S DIXON:** Under heavy fire from industry, advertising policeman Paul Rand Dixon last week joined broadcast program policeman Newton N. Minow in front policy-battle lines of New Frontier's combat zone.

FTC Chmn. Dixon was subjected to withering attack in House Commerce Committee hearings for seeking legislation giving his agency peremptory power to stop ads suspected of being fraudulent.

Advertising Federation of America denounced proposal as scheme to subvert U.S. Constitution & traditions of Anglo-Saxon justice—even as FCC Chmn. Minow has been accused by such critics as communications lawyer W. Theodore Pierson (Vol. 17:32 p1) of trying to violate First Amendment and Communications Act through program censorship.

"It is violative of the fundamental American concept that no citizen shall be deprived of liberty or property without due process of law," said AFA's gen. counsel John J. Ryan in opposing bill (HR-1233) by Rep. Steed (D-Okla.) to permit FTC to issue cease-&-desist orders in fraud & monopoly cases (Vol. 17:33 p6).

Measure wanted by Dixon would impose "moratorium on personal liberty," Ryan told Committee headed by Rep. Harris (D-Ark.), protesting that "under our American system of jurisprudence, such a procedure has no precedent." He said FTC would have "absolute power to enjoin the activities of any person, natural or corporate, whenever in its sole discretion it shall deem this advisable."

FTC & other proponents of Steed bill argued briskly that cease-&-desist weapon is needed by agency to halt illicit business practices that otherwise would go on—unchecked—while FTC went through cumbersome processes of tedious litigation.

But Ryan said advertisers should be presumed innocent until shown to be guilty of bad practices. "The specter of the star chamber must loom again in one's mind, for by this procedure the citizens' rights become so ephemeral as to be non-existent for all practical purposes," he testified.

Tragic consequences of cease-&-desist actions against upright advertisers were pictured by Ryan this way: "If it should be decided after a full hearing that the respondent, whose business & prestige were destroyed by the granting of such a temporary injunction, was guiltless, then he must bear that destruction stoically for the law gives him no redress. If the 5th Amendment to our Constitution means anything, it means that no bill should ever become a law which permits such a thing to happen to an American citizen."

U.S. Chamber of Commerce also attacked Steed bill. In letter to Harris, C. of C. said measure represents "radical departure" from judicial principles: "The Commission would be authorized to function as the accuser, prosecutor, judge, and jury—with no opportunity for appealing its decision to a court."

NAB presented no testimony & submitted no policy statement on bill during hearings.

**STREAMLINED FCC APPROVED:** In one-two fashion, House & Senate last week signed, sealed and delivered to President Kennedy their substitute for his plan to reorganize FCC (Vol. 17:34 p2).

There was no whisper of opposition to conference report on bill (S-2034) by Sen. Pastore (D-R.I.), which had undergone slightly differing revisions in its earlier passage through both chambers.

Compromise agreement on final form of measure was approved Aug. 22 by perfunctory voice vote in House, which had split 198-150 in first action on Communications Act amendments to simplify Commission procedures. Senate followed suit same day.

"This legislation will serve to increase the efficiency of the FCC as well as permit the utilization of new procedures that may serve as a guideline for other administrative agencies," Pastore said in brief speech preceding final vote. He promised to get "early report" from FCC on how setup works.

Modifications in FCC-drafted Pastore bill were spelled out in conference report (H. Rept. No. 996) presented to House by Commerce Committee Chmn. Harris (D-Ark.) in preparation for concurring vote. House conferees bowed to Senate negotiators on 2 points. Senate conferees lost argument on another.

Stricken from House version was proviso that Commission could limit its reviews of decisions by delegated panels or staffers to cases involving "general communications importance." Opponents of provision pointed out that case litigants could always raise issues of "importance" in demanding reviews—thereby costing Commission more time than language was intended to save.

Explicit Senate language forbidding lower-level panels to pass on exceptions to decisions they themselves make was incorporated in edited amendments. Harris said House language—"reading it as a whole" —implied as much, but Senate's proviso made it "abundantly clear."

Minor squabble over qualifications of FCC staffers entrusted by Commission with delegated review functions in adjudicatory cases was settled by conference adoption of most of House phraseology. Such employes must "be qualified, by reason of their training, experience, and competence, to perform such review functions." Their salaries must "in no event" be less than those of staffers whose decisions are reviewed. They can't be assigned other work "inconsistent" with review duties. And "so far as practicable," review assignments must be rotated.

**BOOM IN NETWORK NEWS SALES:** Once the ugly duckling of network sales departments, news & public affairs programming will be something of a gilt-feathered swan this fall. All 3 networks have lined up sponsors, or have deals pending, for virtually entire roster of informational shows. The rundown:

**ABC-TV:** For a network which began moving ahead seriously in the news area less than 2 years ago, ABC has made some rapid strides. Late last week, ABC was close to a sponsor sale with its new "Midday Report" (1:25-1:30 p.m.), had signed Lehn & Fink for "American Newsstand" (4:50-5 p.m.), Columbia Pictures (see p. 7) and Squibb for "Evening Report" (6-6-15 p.m.), and Sunoco for "Final Report" (11-11:15 p.m.). Bell & Howell will sponsor the Tue. 10-11 p.m. "Close Up" documentary series, Ralston Purina has "Expedition" (2 out of 3 Mondays at 7-7:30 p.m.), and a sales deal was in the works for "Adlai Stevenson Reports." Sun. 3-3:30 p.m.

**CBS-TV:** Long identified with prestige news programming, CBS continues to attract sponsors with its "news image." On a Monday-Friday basis, CBS is discussing daytime sponsorship deals on its 11:55 a.m.-noon & 3:55-4 p.m. news strips, and expects that "Douglas Edwards & the News" (7:15-7:30 p.m.), currently sponsored by Whitehall, Carter, Goodyear, Philip Morris & Schlitz, will be sold out. AT&T and Mobil Oil are among the sponsors of "CBS Reports," Thu. 10-11 p.m.; Prudential again will sponsor "20th Century," Sun. 6-6:30 p.m.; Liggett & Myers and American Cyanamid have bought "Eye-Witness," Fri. 10:30-11 p.m. CBS is still looking, however, for clients for "Washington Conversation," "Look Up & Live," and "Calendar."

**NBC-TV:** Sales level of shows produced by NBC News is "unprecedented," said NBC-TV sales vp Don Durgin last week. In fact, the network's full inventory of weekly & daily news or public-affairs programs is now wholly or partially sponsored, and half of the network's 40 prime-time news specials have been signed by major advertisers. (Not counted in above: "Meet the Press," Sun. 6-6:30 p.m., which is produced by NBC News but sold by stations on local co-op basis.) On Monday-Friday basis, "Day Report" (12:55-1 p.m.) is sold to General Mills, "Afternoon Report" (4:55-5 p.m.) to Mogen David, and "Huntley-Brinkley Report" (6:45-7 p.m.) to Texaco & R. J. Reynolds. Mutual of Omaha has bought "Chet Huntley Reporting," Sun. 5:30-6 p.m.; Quaker Oats & Beech-Nut have bought participations in "1, 2, 3—Go," Sun. 6:30-7 p.m.; Douglas Fir Plywood Assn. & Pittsburgh Plate Glass will sponsor "David Brinkley's Journal," Wed. 10:30-11 p.m.; Gulf Oil has signed "Frank McGee's Here & Now," Fri. 10:30-11 p.m.; and Helena Rubenstein will sponsor the Sat. 12-12:30 p.m. "Update."

**RCA'S 'ANGEL' ROLE IN LOCAL COLOR:** Color programs sell color sets—this has long been basic dogma at RCA. There's no secret about NBC-TV's extensive 1961-62 color program plans. But not so well known is fact that RCA, for past 3 years, has been playing a role as financial "angel" to U.S. stations—network affiliates & independents alike—which schedule live & film color shows locally.

Plan is highly flexible in application and is handled through RCA distributors. A typical operation might work out like this: (1) Distributor & station manager sit down and go over station's local schedule. (2) RCA man notes what film & live programs, feature packages, etc. are presently on, or are available to, the station in color. (3) RCA then offers to aid color programming, particularly if station is willing to expand it.

RCA assistance can come in various ways, and it's not a form of "payola." A few variations: (1) Defraying the extra cost of color film prints (usually $35-40 per 30-min. episode), either through program sponsorship or cash payment to cover difference between b&w and color prints. (2) Heavy promotion of station's color shows through RCA dealer advertising, store promotions and displays.

Some 60-70 stations are involved in current deals with RCA distributors to support local color. RCA is careful not to play favorites; the deal is open to any station which has color originating equipment and wants to take a real plunge into local colorcasting. Exactly what form the deal will take locally is pretty much up to the station involved.

There's only a limited amount of color film packages available in syndication to stations. Most first-run & off-network syndication shows are filmed in b&w, although a few—such as MGM-TV's "Northwest Passage"—can be had (for the added print costs) in color. There is, however, a growing number of color cartoon shows ("Felix the Cat," "Clutch Cargo," "Space Angel," etc.) in syndicated distribution, and almost all major packages of post-1948 movies contain a number (as many as half) of color features. RCA's local color support is already playing a role in stepping up the amount of color film available, and in promoting local live colorcasts.

This support will become increasingly important this fall, when TV dealers will have color sets available from all but 2 major manufacturers (Motorola & Westinghouse). RCA's announcement of 3 "color nights" this fall and the firing of the opening gun in Zenith's color-TV merchandising—introduction of a line of 10 sets of its own design (see p. 15)—should help provide color momentum.

## The FCC

**PROGRAM-FORM TESTS START:** Dry-run tests of what broadcasters must go through to comply with FCC's proposed program-form & logging rules (Vol. 17:36 p7) have been started by the Ga. Assn. of Bcstrs. at radios WDEC Americus & WCON Cornelia.

In preparation for the 7-day experiment at daytimer WDEC, owner-mgr. Charles Smith spent 8 hours designing a log form 11½ inches wide, got set with a stopwatch—and an extra employe paid by the GAB—to see how long it will take to fill it out in comparison with old forms. Full-timer WCON used WDEC's forms for its 24-hour operation tests.

Reporting these preliminaries, GAB Pres. H. Randall Holder (radio WGAU Athens) said: "We are elated over the [FCC's] decision to postpone the deadline for comments on the program form until October, and we think the nation's broadcasters will provide the FCC with the information to gain eventual re-revision of the form."

A full report of the findings at WDEC & WCON will be made Sept. 15 in Atlanta at a Southeastern seminar scheduled by the GAB at the Biltmore Hotel. Early reservations for the seminar came in from 7 states.

Meanwhile, broadcasters' comments on the Commission's proposals—not due until Oct. 2—began flowing in.

In one of them, owner-gen. mgr. Luther W. Martin of radio KTTR Rolla, Mo. said "FCC has overstepped its Constitutional authority." He told the Commission that he & his small staff "are unalterably opposed to even polite censorship in any form, and the attendant increase in reporting red tape that would be forced upon us."

In another, Pres. William C. Grove of radios KRAL Rawlins, Wyo. & KSID Sidney, Neb. said he didn't think he could operate under the increased burden of labor called for by FCC. He suggested that stations billing less than $150,000 annually and/or employing less than 20 full-time staffers be permitted to carry on under existing rules.

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**NAB Likes STL Rules:** Proposed changes in FCC rules to permit multiple use of studio-transmitter & relay systems (Vol. 17:32 p10) will provide improved radio service, NAB assured the Commission in comments filed by counsel Douglas A. Anello & Robert V. Cahill. They asked, however, that FCC spell out rule language covering multi-program inter-city use of relay channels and specifying that AM & FM as well as TV could be used on one microwave frequency.

**Old Payola Rules Dropped:** Just for the record, FCC has "terminated the proceedings in Docket 13389." They involved proposed rules on payola which were drafted by the Commission as a result of House exposés of disc-jockey hanky-panky (Vol. 16:6 p3). FCC pointed out that its own efforts to control payola practices had been superseded by the Pastore-Harris Act of 1960.

**Logging Test Sought:** KKTV Colorado Springs-Pueblo has asked FCC for permission for experimental automatic logging operations, using RCA prototype equipment. The test would be made in co-operation with NAB.

**Tall-Tower Routine:** "Interim procedures" to be followed by applicants for antenna permits under the Federal Aviation Agency's modified new air-hazard rules (Vol. 17:32 p9) have been outlined by FCC. The Commission said that until final FAA-FCC agreements on clearance routines are reached, applicants filing after Aug. 21 must: (1) "Comply with FAA requirements concerning notice of construction or alteration." (2) Submit 5 copies of FCC's forms 301 or 340, along with necessary exhibits—including a statement that notice has been given to FAA or that such a notice isn't required by FAA. Meanwhile, FAA made one of its first tall-tower determinations under the new rules. Chief Oscar W. Holmes of the Agency's obstruction evaluation branch cleared construction by the Washington Post Co. (WTOP-TV Washington) of a 203-ft. translator antenna near Lewes, Del. Holmes said the tower will "exceed the inner conical surface criteria" for air clearance to Rehoboth Airport, but will have "no adverse effect" on air traffic.

**Traffic Signal Changes:** Proposed FCC rule-making to reserve frequencies for radio-controlled traffic signals was hailed at a Washington convention of the Institute of Traffic Engineers as promising an end to much confusion. Speakers at the sessions cited cases in which traffic signals have been disrupted by interference from radio-operated model airplanes & garage doors. Comments on the Commission's proposals are due Sept. 15. In another speech at the engineers' convention, Commerce Secy. Luther H. Hodges envisioned accident-free highways along which electronic devices would steer automobiles and regulate their speeds. He said the govt. has made no decision yet on whether to operate an electronic-highway test strip (Vol. 17:26 p18).

**ETV Stations Excused:** FCC's controversial program-form proposals, on which comments from broadcasters are due by Oct. 2 (Vol. 17:34 p7), don't apply—at least for now—to educational TV & radio stations. In answer to a query from the National Educational TV & Radio Center, the Commission said comments from non-commercial stations & educational programmers "will not be expected." At the same time FCC "reserved the determination of steps to be taken" on program forms & logging rules for educational licensees.

**Revocation Recommended:** In an initial decision, FCC hearing examiner Jay A. Kyle has urged that the license of radio KLFT Golden Meadow, La. be lifted on grounds that owner Leo Joseph Theriot "willfully & intentionally" violated Commission rules. For one thing, Kyle said, Theriot maintained no full-time first-class engineer at the station in the shrimp-fleet harbor town.

**ETV Protest Planned:** The Joint Council on Educational Bcstg. plans a court of appeals protest against FCC's TV allocations proposal for deintermixture & drop-ins (Vol. 17:31 p2 *et seq.*). The appeal will claim that the Commission's plans don't take care of educational TV needs for more vhf assignments.

**Allocations Petitions:** (1) Add Ch. 34 to Binghamton, by CP-holder WBJA-TV, which seeks a change from Ch. 56. (2) Move Ch. 2 from Santa Fe to Albuquerque or assign it to Albuquerque-Santa Fe, by KOAT-TV (Ch. 7) Albuquerque. (3) Add Ch. 25 to Hamilton, Ala., by prospective applicants Rankin Fite & Robert H. Thomas of Hamilton.

**TV Application:** For Ch. 23 Philadelphia, by N.Y. necktie manufacturer Bernard Rappaport. Total application now stand at 82 (20 uhf).

## Congress

**Space 'Grab' Charged:** Congressional debate on White House-FCC plan for private ownership & operation of a U.S. satellite communications system (Vol. 17:31 p3 *et seq.*) was heated up last week by a charge that big companies dominated by AT&T are bent on space theft.

"The tremendous lobbying effort that is going on behind the scenes to put this grab across before the public awakens to its dangerous implications is the reason why Congress should air the situation thoroughly," said Rep. Lane (D-Mass.).

Professing inability to understand why the govt. would think of turning over the space system to "a group of American international communication companies, under the domination of [AT&T]," Lane protested:

"The spatial network belongs to all the people of this planet. For the sake of peace, it cannot be entrusted to an all-powerful private monopoly, or consortium, that by its very nature places the profit motive above all other considerations."

Coming to AT&T's defense was Rep. Barry (R-N.Y.), who accused the govt.—as represented by the Justice Dept.—of ganging up on the giant company instead of giving it any monopoly in space. He said that antitrust chief Lee Loevinger's statements regarding possible action to force divestiture of AT&T overseas operations—and thereby make it ineligible to participate—were "utterly irresponsible."

Barry said Loevinger's statements "should be reviewed at the highest level," that they did nothing to advance "the economic & social welfare of the country."

Meanwhile the Senate Commerce Communications Subcommittee headed by Sen. Pastore (D-R.I.) wound up inconclusive hearings on the White House-FCC proposals and on a resolution (S. J. Res. 32) by Sen. Hartke (D-Ind.) to set up a 5-man spectrum commission (Vol. 17:34 p7).

Testimony which added little to their previous statements was given by such administration spokesmen as NASA administrator James E. Webb, Defense Dept.'s Dr. Harold Brown & Adm. Maurice E. Curts, the State Dept.'s Philip J. Farley and the Justice Dept.'s Loevinger.

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**Anti-Minow Speech Seconded:** Washington communications lawyer W. Theodore Pierson's denunciations of FCC Chmn. Minow & his program-reform policies at Northwestern U. (Vol. 17:32 p1) have won the enthusiastic endorsement of freshman Sen. Miller (R-Ia.). Characterizing Pierson's broadcasting-symposium speech as "a very excellent paper," Miller (a Notre Dame law professor before he went into politics) inserted the full text in the Aug. 22 *Congressional Record.* It ran 3½ pages. Just to make sure nobody in Congress missed the Pierson speech, Rep. Michel (R-Ill.) inserted the text again in the Aug. 23 *Record.* Michel used Pierson's criticism of Minow as a springboard for another attack on the FCC chairman for his participation in oral arguments in the Moline Ch. 8 case (Vol. 17:31 p4 *et seq.*). Minow didn't vote in the Commission's award to Moline TV Corp. But Michel said again that Minow should have disqualified himself entirely because of his political association with Richard Stengel, a Moline TV Corp. principal.

**Danny Kaye Cited:** A special gold medal would be awarded to entertainer Danny Kaye under a Congressional resolution proposed by Sen. Javits (R-N.Y.). Javits said Kaye's work for the United Nations Childrens Fund (UNICEF) made him "a tremendous goodwill ambassador."

**Bookie Broadcasters:** FCC engineer Albert G. Gilbert, assigned to the Commission's Miami office, told Senate racket investigators that bookies could teach broadcasters a thing or two about electronic communications. Testifying before a Govt. Operations Subcommittee headed by Sen. McClellan (D-Ark.), he said bookies use all the latest electronic gadgets to keep up with—and anticipate—race-track developments. One "perfectionist" in the bookie business is radio expert Sergei Kirpatowsky, who devised special transmitting-receiving equipment for men who operate gambling services, Gilbert reported. Another racket-hearing witness was self-taught Brooklyn electronics specialist Emmanuel Mittleman, who told McClellan he was afraid to identify one buyer of a secret radio device he constructed. "I don't want to put myself in further jeopardy," Mittleman said.

**Ham Reciprocity Proposed:** Amateur radio operators would get reciprocal treaty status under a bill (S-2361) co-sponsored by Sens. Goldwater (R-Ariz.) & Schoeppel (R-Kan.). "To foster good will with friendly foreign nations," they urged that the Communications Act be amended to permit FCC to issue operator's licenses to alien visitors to the U.S. so that they may operate ham equipment while here. Such licensing would be conditioned on extension of the "same reciprocal courtesy" to U.S. hams who visit the aliens' countries. Goldwater said his measure would take care of "a serious problem" in Mexican-U.S. relations. Mexico no longer permits U.S. citizens to operate as hams there because Mexican nationals can't do the same here. **Note:** The Aug. 3 *Wall St. Journal* pointed up another source of ill-feeling between the 2 countries in the broadcasting field. A roundup by Neil Maxwell recounted how Mexican radio stations on the U.S. border, unhampered by FCC or NAB codes, beam "highly questionable" commercials to U.S.—thereby "piling up Yankee dollars."

**Sports TV Bill Up:** Chmn. Celler (D-N.Y.) of the House Judiciary Antitrust Subcommittee scheduled an Aug. 28 hearing on his bill (HR-8757) to validate TV contracts between networks & professional sports leagues (Vol. 17:34 p7). The witness list includes NAB's govt. affairs vp Vincent T. Wasilewski, Baseball Comr. Ford Frick, and spokesmen for the National Collegiate Athletic Assn., American Football League and National Football League. Celler introduced his measure after CBS-TV's NFL telecasting agreement was ruled in violation of antitrust laws by the U.S. District Court in Philadelphia.

**Hartford Protest (cont.):** "A great deal of distress & opposition" has been stirred up in his home state by FCC's proposal to shift WTIC-TV Hartford from Ch. 3 to Ch. 76, Rep. Monagan (D-Conn.) told the House. He endorsed a protest campaign started by the *Naugatuck News*, which called on WTIC-TV viewers to inundate Congress & FCC Chmn. Minow with letters demanding that the Commission keep hands off the station.

**USIA Funds Restored:** The Senate Appropriations Committee has voted to approve a $138.9-million budget for USIA operations—$4.1 million more than was allowed by the House (Vol. 17:26 p14), but still $12.5 million under the total recommended by President Kennedy for fiscal 1962. The Committee also had an admonition for USIA dir. Edward R. Murrow. It expressed hope that he "will bring needed improvements and the development of a strong competent agency which will display more initiative & aggressiveness in attacking the evils of Communism and telling the good things about America."

## Advertising

**MORE INFO FOR ADMEN:** A pair of important new services designed to supply TV admen with a new flow of information have been formed by 2 companies:

**American Research Bureau:** With financial support already assured from at least one network (CBS-TV), ARB will expand its present multi-city Arbitron "instantaneous" measurements to a full national service this month. Starting Sept. 24, Arbitron will supply overnight ratings & audience data for nighttime (7:30-11 p.m.) network shows for an initial run of 26 consecutive weeks. The measurements, said an ARB executive in N.Y., "will be as fast as Trendex and will cover the same national ground as Nielsen's U.S. report." Arbitron will use its present meter-wired home panel as a sample plus telephone coincidental surveying until more Arbitron meters are installed. The national sample, said ARB, will average 1,000 homes per half-hour period. Quick processing of the data will be made possible, ARB added, by the use of a CDC 160 computer "which automatically processes & prints the data in the form of rating figures." Arbitron's multi-city reports will be suspended. In N.Y., A. C. Nielsen Co. made no comment on ARB's new service, which is likely to be a national-level competitor of Nielsen's network reports. Last season, ARB gave a national meter-phone coincidental version of Arbitron an 8-week shakedown test.

**Standard Rate & Data Service:** A new firm to "control, co-ordinate and justify TV spot billing on a day-to-day basis" has been formed in N.Y. Following closely the opening of a similar agency, Broadcast Clearing House (Vol. 17:33 p8), Broadcast Billing Co. is a subsidiary of Standard Rate & Date Service. SRDS Pres. C. Laury Botthof said company will use (as will BCH) automated data processing methods to serve stations & agencies. Botthof explained that the new system, now available, is "based on billing by performance rather than by exception; a system more acceptable to advertisers & more economical for stations." Here's what this and other billing agencies will mean: (1) Placing spot campaign management on an immediate basis, (2) speeding collection of receivables, (3) eliminating vast amounts of paperwork with direct cost savings. There's even a chance that a 3rd clearing house for spot billings may be formed soon by a group of ex-Remington-Rand systems experts.

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**BBB Maps 1961-62 Program:** The Better Broadcast Bureau which offers new-business development services for radio has announced plans for a 52-week national selling effort to increase advertiser expenditures and woo dollars away from TV. Pres. Clifford J. Barborka Jr., former vp of John Blair & Co., reported: "BBB is preparing 24 major presentations offering advertisers fully-produced copy platforms, specialized market research studies, and individual plans for each client's marketing & distribution strategy." BBB's objective is to "establish spot radio as a major medium [since] figures show that spot radio is not only unused, but its important media values are going relatively unnoticed," declared Barborka.

**New Reps:** WCHS-TV Charleston, W. Va. to Blair Television Associates Aug. 1 from Peters, Griffin, Woodward Inc. • WSEE Erie, Pa. to Gill-Perna July 1 from Devney-O'Connell • WECT Wilmington, N.C. to Select Station Representatives Aug. 14 from Weed • WAST Albany, N.Y. to Peters, Griffin, Woodward Aug. 1 from H-R.

**'Trading With the Enemy':** First network TV program sponsorship by a motion picture producer begins Sept. 25 with the Columbia Pictures-ABC major advertising liaison (Vol. 17:34 p12). "This brings us a long way from the time, not so many years ago, when Hollywood considered even a 20-sec. spot a wholly unnecessary payment of tribute to the enemy," said Donahue & Coe exec. committee Chmn. Walter Weir, announcing his client's TV plans at an Aug. 22 N.Y. news conference. Adding his amen was Columbia ad vp Jonas Rosenfield Jr., who heralded the move as "a challenge to newspapers, the cornerstone of motion-picture merchandising." He was disturbed, said Rosenfield, "with the sterility of newspapers . . . Undermanned and underspaced, they no longer command the readership or leadership of the past . . . ABC-TV's cooperation is something the newspaper industry should look at and study." (This "co-operation" is expected to take the form of local movie contests, tie-in promotions, guest appearances by cast members on local TV shows, etc.)

A one-month campaign on *ABC Evening Report* will promote Columbia's new release, "The Devil at 4 O'Clock," a Mervyn LeRoy-Fred Kohlmar production starring Spencer Tracy & Frank Sinatra, which will have theatrical playdates in over 100 top markets Oct. 19-30. Columbia reportedly chose the 6-6:15 p.m. newscast because:

(1) An early-evening news show delivers the best-balanced mass audience in terms of age, income and other variables. (2) It will precede both NBC's Huntley-Brinkley (6:45-7 p.m.) and CBS's Douglas Edwards (7-7-15 p.m.) which, slotted within the same 30-min. period, compete for evening news audience. (3) The news show should deliver a 19.1% unduplicated audience weekly, vs. 15% for the average evening entertainment show. (4) The dinner-hour time means TV viewers can still "make the evening movie." Sharing the commercial spotlight with Squibb, Columbia will spend some $250,000 on the month-long campaign. Commercials, varying in length 10 to 90 sec., will be pitched by newsman John Cameron Swayze in trailer form, using footage from the film. (5) With the show's expected (by ABC) 100-station lineup and with charter discounts offered by the network, Columbia's cpm-per-commercial-minute for ABC evening report should average $1.75 (vs. about $4 in the average 30-min. night-time entertainment show). This, ABC-TV sales dept. sources predict, will probably be lower than the fall cpm's on either Huntley-Brinkley or Douglas Edwards.

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**Why TV Really Costs Less:** A million sales impressions would cost an advertiser $3,000 in TV, $8,000 in magazines and $10,000 in newspapers, reports TvB in its latest promotion brochure "The High Cost of TV—The Low Cost of TV." And this, adds TvB, is "assuming the almost impossibly high readership figure of 50% for both newspapers & magazines compared with the actual measured audience of TV."

**Kombo Pitch:** Station rep Avery-Knodel has released a study on its 2-in-1 Midwest station package called "KOMBO-TV." The "call letters" symbolize the fact that advertising on KWWL-TV Waterloo-Cedar Rapids, Ia. and KMMT Austin, Minn. is sold as one buy, with a single rate card for both. Together, the stations claim coverage of 46 unduplicated counties in Ia., Wis. and Minn., to put KOMBO-TV within the top 50 U.S. TV markets.

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**Ad People:** George W. Craigie and Thomas B. Grimshaw elected Ted Bates vps . . . Quentin L. Harvell, ex-Indian Jute Mill Assn., named asst. to AFA Pres. C. James Proud.

## Networks

**Sunoco's Late-Night Clearances:** Although ABC-TV has been able to clear only 70-odd stations for the Sunoco-sponsored *News Final*, the oil firm has given a go-ahead to plans for an 11-11:15 p.m. network newscast. Sunoco and agency William Esty aren't worried about the less-than-full lineup, and aren't even concerned that only one-third of the stations on Sunoco's original list have been cleared. An agency source in N.Y. told us that the newscast series—the first by a network in a late-night slot (apart from special events)—will "certainly pick up more large-market stations along the way."

ABC-TV & Sunoco had expected station resistance to the series from the start. For one thing, it lands outside network-option time (which ends on ABC at 11 p.m.). For another, the series means an automatic displacement of local spot revenue, since many ABC stations have long had their own local newscasts at that hour. To combat resistance, ABC has made several moves. Early in July, news & public affairs vp James C. Hagerty threatened to quit unless more affiliates got on the clearance bandwagon (Vol. 17:27 p10). Appealing to the business acumen of station management, ABC has provided a 3-min. segment within the show for local news & weather, and available for local sale. Additionally, ABC has suggested to stations with sponsored 11 p.m. newscasts that the local shows be revamped to become a local news roundup and be switched (complete with present sponsors) to 11:15-11:30 p.m. to follow the Sunoco show and comprise a 30-min. newscast.

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**What is a Network?** Asked if they had ever heard of the term "television network," 81.4% of Philadelphians questioned by Pulse said yes; 18.6% said no. But of those who said yes, only 51.2% could tell what the term meant. Asked to name networks whose shows they can see, 73.2% named CBS, 71.6% named NBC and 66.8% named ABC. Another question asked what kinds of programs the respondent associated with each network; largest category for each was Westerns (ABC, 32.2%); news & weather (NBC, 29.2%), and soap opera-series type (CBS, 21.8%). Although 25.6% had no preference of network for showing "the best TV programs," NBC led with 28%, followed by CBS 25.8% and ABC with 20.6%.

**Sarnoff Rebukes Pessimists:** NBC Chmn. Robert Sarnoff issued an Aug. 24 open letter to TV editors "tilting at a very chic current cliché . . . that the forthcoming fall TV schedule, presumably because it was 'locked in' so far in advance, will offer nothing new or distinguished." The notion is "naive" and "cockeyed," claimed Sarnoff, pointing to NBC innovations like Joey Bishop & Bob Newhart, Fred Coe adaptations of old Selznick movies, a 60% increase in colorcasting over last season and the "precedent-setting television of major post-1950 Hollywood films in prime viewing time."

**Sarnoff on Politics:** It's time for Democrats & Republicans to get into the electronics age, NBC Chmn. Robert W. Sarnoff says in *McCall's* magazine. Calling on the 2 parties to shorten the 1964 Presidential election campaign from the traditional 4-month period, he urges that national conventions be held in August or September. The old-fashioned campaign has been outmoded by TV, Sarnoff argues, pointing out that in 1960 the candidates could electioneer on both coasts the same day and reach 120,000,000 Americans in 4 hours on 4 evenings.

**Good Summer for Radio Billings:** By contrast to the usual slow sales pace during warm weather, network radio enjoyed a brisk summer sales season. Highlights:

ABC Radio—Including advance sales, the 1961 July-September sales level is up 33% over last year's, we were told by sales dir. James Duffy recently. "In light of advance sales of $2 million, it's probable that our sales figures will increase 30-35% before Sept. 30."

CBS Radio—"We are doing better this summer than last summer by a noticeable margin," said a spokesman.

MBS—Pres. Robert F. Hurleigh reported a 5.5% 1961 billings increase as compared with the same period last year. MBS has, said Hurleigh, "more blue-chip accounts than ever before."

NBC Radio—Vp George A. Graham Jr. reports new & renewal sales for June 19-July 19 exceeded $1.2 million—an increase of 100% over last year's sales total of $617,763. New clients include Bristol-Myers, Standard Brands, Philip Morris and *Reader's Digest.*

## NETWORK SALES ACTIVITY

ABC-TV

Simoniz (Dancer-Fitzgerald-Sample); Rexall Drug (BBDO); Bristol-Myers (Ogilvy, Benson & Mather); Houbigant Sales (Ellington); Warner-Lambert Pharmeceutical (Lambert & Feasley); McCall (Grey); Clairol (Foote, Cone & Belding); Smith-Corona-Marchant (BBDO); Ralston Purina (Guild, Bascom & Bonfigli), part. eff. Sept. & Oct.
*Daytime programming*, Mon.-Fri.

Polaroid (Doyle Dane Bernbach) part. eff. Oct. 14.
*Lawrence Welk*, Sat. 9-10 p.m.

Sun Oil Co. (William Esty) full-sponsorship eff. Oct. 2.
*ABC Final Report*, Mon.-Fri. 11-11:15 p.m.

CBS-TV

Best Foods Div. Corn Products (Lennen & Newell); American Motors (Geyer, Morey, Madden & Ballard), part. eff. Oct. 5 & 12.
*Frontier Circus*, Thu. 7:30-8:30 p.m.

Kellogg (Leo Burnett); Luden's (J. M. Mathes), Eldon Industries (Kenyon & Eckhardt), part. eff. Sept. & Oct.
*Daytime programming*, Mon.-Fri.

NBC-TV

Keystone Camera (Bresnick), part. eff. Nov.
*Tall Man*, Sat. 8:30-9 p.m.; *Thriller*, Mon. 10-11 p.m.

Walt Disney Productions (no agency), part. eff. Sept.
*Laramie*, Tues. 7:30-8:30 p.m.

International Latex (Reech, McClinton); Helene Curtis (McCann-Erickson), part. eff. Jan. & March.
*Saturday Night at the Movies*, Sat. 9-11 p.m.

Mennen (Grey), part. eff. Sept.
*Laramie*, Tue. 7:30-8:30 p.m.; *The Outlaws*, Thu. 7:30-8:30 p.m.; *Whispering Smith*, Mon. 9-9:30 p.m.

Quaker Oats (J. Walter Thompson), part. eff. Oct. 8.
*One, Two, Three—Go!* Sun. 6:30-7 p.m.

Mogen David Wine (Edward H. Weiss), full sponsorship eff. Oct.
*NBC News Afternoon Report*, Mon.-Fri., 4:55-5 p.m.

Andrew Jergens (Cunningham & Walsh); Procter & Gamble (Compton), part. eff. Sept. & Nov.
*Daytime programming*, Mon.-Fri.

Coca-Cola, Minute Maid div. (Ted Bates), full-sponsorship eff. Jan. 1.
*Tournament of Roses*, Mon. Jan. 1, 11:30-1:45 p.m.

Helena Rubenstein (L. W. Frohlich) part. eff. Sept. 16.
*Update*, Sat. 12-12:30 p.m.

## CATV

**H & B Buys Canadian CATVs:** H & B's acquisition of properties in Canada, its first move outside the U.S., brings its investment in CATV to a figure approaching $10 million, according to Pres.-Chmn. David E. Bright.

The latest H & B acquisitions: Madawaska Community Ltd., which serves Edmundston, New Brunswick, and MCL's Aroostook Community TV Inc., which servies Madawaska, Clair and Fort Kent, Me., along the international boundary. They have approximately 2,600 subscribers.

Bright said H & B today is the nation's largest owner and operator of CATV systems, and that other acquisitions are planned, as well as construction of new systems. H & B now operates in Washington, California, Arizona, Idaho, Colorado, Iowa, Alabama, New Jersey, Maine & New Brunswick.

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**TelePrompTer Adds 2 CATVs:** TelePrompTer Corp., which now owns & operates 9 CATV systems, has purchased the Northern Community System Inc., carrying U.S. & Canadian networks in Michigan's Upper Peninsula, and Johnstown (Pa.) Cable TV Inc., one of the newest U.S. systems (which began operation in Sept. 1960). Combined purchase price was approximately $775,000.

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**NCTA Committees Named:** The National Community TV Assn. has reorganized its committee structure with appointments of these chairmen by the board at recent sessions in Chicago: Jim Lenaham, Coos Bay, Ore., membership. Jack Crosby, Del Rio, Tex., budget & audit. Fred Goddard, Aberdeen, Wash., industry relations. Fred Stevenson, Rogers, Ark., public affairs. J. R. Willis, Granite, Okla., regional & state. Courtney Kirkseen, Phoenix, Ariz., information. Kip Fletcher, Pottsville, Pa., standards. J. Holland Rannells, Cumberland, Md., convention. R. L. Stoner, Le Grande, Ore., safety. Gene Schneider, Casper, Wyo., constitution & bylaws. Ed Whitney, Phoenix, industry advisory. NCTA Chmn. Glenn Flinn also announced appointments of George J. Barco (Meadville, Pa.) & Al Ricci (Keene, N.H.), to the board's exec. committee.

**Motel Chain Plans CCTV:** Holiday Inns of America, owners & franchisers of 200 U.S. motels, has contracted for an "audio-visual communications center" to be designed & constructed by TelePrompTer Corp. A pilot installation of the system—which provides large-screen TV and slide & motion picture projection for convention presentations—was demonstrated to Midwest industrial leaders at a Holiday Inn at Gary, Ind. last week. "These systems are being considered for installation in 25 key locations," reported Holiday Inns Chmn. Kemmons Wilson.

**CATVs Win Tax Case:** The Pennsylvania Sales Tax Board has ruled that CATV services aren't subject to sales tax under a law passed in 1956. NCTA says it's estimated that the ruling saves the state's system operators some $900,000 which would otherwise be due, in addition to exempting them from future payments. The fight was led by Meadville system operator George Barco and his daughter Yolanda, both attorneys. Barco is an NCTA director and former president.

**Upcoming Canadian CATV:** Edmonton-based Canadian Engineering Surveys is mapping a CATV installation for the new mining town of Thompson, Man. CES has purchased $75,000 of TV-broadcast and cable-distribution equipment from Canadian GE. Thompson's population is approaching 8,000.

## Stations

**1961-STYLE N.Y. RATES:** NBC-TV's N.Y. flagship, WNBC-TV, has issued a new rate card (effective Sept. 1) which may well serve as a model for large-market announcement rate revisions made to reflect changes in viewing patterns. Among interesting provisions in the new rate card (the station's 22nd):

**Time classification:** There's a new letter in WNBC-TV's rate-card alphabet—"Class E." This will cover station-break buys between sign-on and 7:59 a.m. daily and until 5 p.m. on Saturdays & Sundays, in addition to the late-night period between 1:01 a.m. and sign-off. The new classification gives a reduction of 40-55% on announcements as compared with the station's previous rate card.

**Near-prime-time rates:** Since a number of NBC-TV network shows start at 7:30 p.m. and since there's network service after 11 p.m., there been a price hike (up to 40%) in those time periods which land in front of, or following, what is generally considered prime evening time.

**New volume discounts:** Advertisers can now earn weekly continuous discounts by purchasing packages of announcements in multiples of 6, 12, 18, and 24. There's also a 10% discount on 52-week continuous schedules.

**"Double Dividend Plan":** Year-round advertisers are offered a net dividend for announcements placed in the summer (a 13-week period between June & September), with the purchase of 12 or more announcements weekly for 52 weeks firm. This dividend applies to all categories except "Class AAA."

**Announcement pricing:** WNBC-TV's formula for longer station breaks is as follows: (1) 30-sec. announcements are priced at 150% of the 20-sec. rate. (2) 40-sec. announcements are 200% of the 20-sec. rate.

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**Uhf Sale Planned:** Spanish International Bcstg. Corp., in which Mexican broadcaster Emilio Azcarraga is a 20% stockholder, is buying KUAL-TV (Ch. 41) San Antonio from owners headed by R. A. Cortez, who will remain a KUAL-TV stockholder. The reported price: $200,000. Others in the Spanish International group are Frank Fouce, Spanish-language theater operator in Los Angeles, and Edward J. Noble of Mexico City's Noble Advertising Agency. Members of the buying group have applied to FCC for Los Angeles Ch. 34 and plan to explore uhf possibilities in other major markets where there are Latin American audiences. Azcarraga is the only alien associated with Spanish International, and he isn't listed as an officer or director. The Communications Act forbids licensing of any corporation in which an alien is an officer or director or a holder of more than one-fifth of the capital stock.

**Aldred Selling CFTO-TV Stock:** One piece in the puzzle about ABC's reported buy into CFTO-TV Toronto (Vol. 17:33 p9) fell into place last week when CFTO-TV Pres. Joel Aldred filed with the BBG an application for transfer of his 17% stock interest in the Ch. 9 station. The applicant for his stock: ABC. It had been reported earlier that ABC International was picking up Aldred's 17% and an additional 8% from other holders for the maximum 25% interest permitted non-Canadian stockholders. *Toronto Telegram* controls station with 51% stock interest. BBG heard Aldred's application in a closed session and no details were revealed. If ABC is permitted to buy into CFTO-TV, it would mark the first ownership of Canadian TV stock by a U.S. network.

**Payola Tax Indictment:** In what's believed to be the first payola crackdown by the U.S. Internal Revenue Service, a Los Angeles disc jockey has been indicated on charges of evading income tax payments for 1956-58. He's Hunter D. Hancock who surrendered to the U.S. Attorney's Office in Los Angeles following his indictment, and was released on bail pending arraignment Sept. 18.

An IRS special agent in Los Angeles told us 3 other disc jockeys are currently under investigation. The majority of disc jockeys in Los Angeles have been cleared, he said, adding that about 50% of them did accept payola, but most of these reported the payoffs on their tax returns.

As for Hancock, IRS charged he reported a "small percentage" of payola he allegedly received while working for stations KFOX Long Beach, KSON San Diego and KGFJ & KPOP (now KGBS) Los Angeles.

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**TIO Presents 'TV USA':** The functions & objectives of U.S. commercial TV are treated in a new 4-part, slide-illustrated presentation now being distributed by TIO. "The project is designed to assist TIO sponsors to inform interested community groups about the industry's operations, accomplishments and problems . . . It will also be useful for indoctrinating station employes," TIO said. Each of the 30-min. presentations includes color slides, 2 cued-copies of the script, and 100 copies of a pocket-size illustrated brochure reproducing and amplifying the script. The presentation's 4 sections are: (1) "Dimensions," which traces the history, growth and use of TV, and its present physical set-up. (2) "Programming," which treats the sources of programming and its creative-technical aspects. (3) "Advertising," which examines the role of advertising in a mature economy and defines the various forms and costs of TV sponsorship. (4) "In the public interest," which analyzes how TV licensees fulfill their requirement to serve "in the public interest, convenience and necessity," and some of the limitations inherent in serving the public. This last section was previewed at the recent NAB convention and at various broadcasters' state assn. meetings.

**Texas Stations Sold:** Mrs. Lyndon (Ladybird) Johnson's LBJ Co. has sold its KRGV-TV & KRGV Weslaco, Texas. for $1.4 million to Kenco Enterprises Inc., whose vp is asst. secy. Stoddard P. Johnson of KTVU San Francisco. The Vice President's wife is chairman of LBJ Co., which retains its 61% ownership of KTBC Austin and its 29% interest in KWTX-TV & KWTX Waco, whose application to FCC for power, height and site changes has been set for a hearing on "concentration of control" questions (Vol. 17:32 p9). Stoddard Johnson (no relation to the Vice President) will be operating head of the Weslaco stations for Kenco Enterprises.

**Colorado Station Sale:** Metropolitan TV (KOA-TV & KOA Denver) has agreed to purchase for $1,250,000 the assets of Star Bcstg. (KCSJ-TV & KCSJ Pueblo, Colo.), wholly-owned subsidiary of Chicago-based Bankers Life & Casualty. The sale is subject to FCC approval. Metropolitan will operate the Pueblo TV station but will dispose of the AM affiliate because its own radio KOA serves the same general area. Both KOA-TV & KCSJ-TV are NBC affiliates.

**RTNDA Sessions Set:** The annual meeting of the Radio-TV News Directors Assn. will be held Sept. 27-30 in Washington's Statler Hilton Hotel. Invited speakers include President Kennedy, FCC Chmn. Minow, NAB Pres. Collins, ex-Vice President Nixon, ABC's James Hagerty.

## Programming

**'Pogo' on TV's Perils:** "Not all things on TV are bad," cartoonist Walt Kelly assures mothers & fathers in a new illustrated pamphlet, *Pogo Primer for Parents (TV Division)*, published by Health, Education & Welfare Dept. The thing for parents to do, it suggests, is to guide their children's TV viewing but not censor what they see. "Pogo" concludes that TV probably is here to stay in any event, and the govt.'s imprimatur is placed by the HEW pamphlet on this advice: "Your child has many influences and chances are he'll be happy & normal if you make sure they are good ones. TV watching could be a normal part of a balanced whole, just like radio, comic books, formal education and love . . . also milk."

Explaining at a news conference why *Pogo Primer for Parents* had been published, HEW Secy. Abraham Ribicoff said he had been "disturbed at some of the sociological gobbledegook" in many HEW publications, that he thought everyone could understand the new pamphlet.

Cartoonist Kelly told newsmen that his main message was that TV is no babysitter. "Parents should not turn on a TV set and set it to watching their children," he said.

Note: Single copies of *Pogo Primer for Parents* are available free from the Children's Bureau, Dept. of Health, Education and Welfare, Washington 25, D.C. Bulk orders up to 100 copies are 20¢ each, with a 25% discount for orders of 100 or more, available from the Govt. Printing Office, Washington 25.

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More U.S. Shows on British TV: BBC-TV has eased somewhat the unofficial 10%-of-schedule quota long applied to U.S. (and other non-British) telefilm imports. Due mostly to stepped-up purchases of U.S.-made news documentaries, such as NBC's *Project 20* shows and episodes of *CBS Reports*, the amount of foreign fare on BBC-TV has risen to 15%. The new level, although likely to delight U.S. syndicators & distributors, isn't passing unchallenged. A British group which represents the leading TV-film talent & technical unions, the Radio & TV Safeguards Committee, plans to protest the increase & to seek "assurance" that BBC won't boost it any higher. On other British TV fronts, there's evidence that the U.S. trend to nighttime 60-min. film shows is gaining considerable support from commercial TV program contractors. ATV, which owns ITC in the U.S. (next column), plans to have 5 hour-long shows in its Saturday-night and 4 in its Sunday-night schedules. These include a quartet of U.S. shows—*Roaring 20s* (new to British audiences), *77 Sunset Strip*, *Cheyenne* and *Bonanza* (on last season and returning).

"Berlin" Is Verboten: Soviet monitors of Russian-language broadcasts by the Voice of America are jamming nearly all references to Berlin. VOA officials said most of the rest of the broadcasts are allowed by the Soviet Union to go through—"but with a few exceptions, when Berlin is mentioned someone pushes a button."

More Audience for Specials: A leaner specials season in 1960-61 (57 sponsored specials against 1959-60's 95) produced more viewers per special (9.2 average home audience over 8.7), an A. C. Nielsen study reported in Aug. 21 *Sponsor* reveals. The study covers Sept. through April.

New Show for Canada: The new Canadian network CTV Television Network has purchased *West Coast*, a 30-min. variety show, originating at CHAN-TV Vancouver.

**It's Easier to Sell Specials, Says ITC:** Determined to crack the U.S. network-program market with British-produced shows, ATV's American offshoot, ITC, believes the task will be much easier with a package of musical specials than with a week-to-week program series. "Finding time for a 60-min. independently-produced weekly series on all 3 networks is almost impossible, but since networks have a pre-emption privilege it's nowhere near as difficult to persuade a network to bump bread-&-butter shows occasionally," said an executive of ITC's N.Y. office.

The ITC-ATV line of approach to a U.S. network sale is through a series of ten 60-min. specials being taped at ATV's Elstree Studios near London. Hostess of the show is Jo Stafford, and the list of talent due to appear in the series (Peter Sellers, Ella Fitzgerald, Rosemary Clooney, Ed Byrnes, Mel Torme, Kenneth More, Peter Lawford) includes names established on both sides of the Atlantic.

Sales pitches to U.S. advertisers & agencies on *The Jo Stafford Show* specials will probably be launched late in September, coinciding with the start of the show in ATV's London commercial TV schedule. ITC, however, is in no hurry to push the series and feels that British TV ratings (if good) will help break ground with U.S. clients.

ITC meanwhile has other production (and co-production) irons in the TV fire. *Danger Man*, a 30-min. ITC series of the secret-service-in-action type, is currently on CBS-TV, playing a 24-episode run. It will leave the network with the start of the fall season, but will be U.S.-syndicated as a package, with the addition of 15 new episodes to make the usual 39. Also in syndicated first-run distribution this fall will be *Whiplash*, a 30-min. action-adventure series that's a sort of *Wagon Train* with an Australian setting, and *Supercar*, a 30-min. kiddie-appeal show that uses electronically controlled puppets.

In the wings, as potential network or syndication properties, are 2 more film properties—*Sir Francis Drake*, a 30-min. swashbuckler being produced by ITC in England, and *Ghost Squad*, a 30-min. co-production series (with J. Arthur Rank) dealing with a super-FBI group at Scotland Yard. Production co-ordinator Les Harris, once program head of CBS Films but now ITC's production boss in London, is also working on an ITC co-production deal with 20th Century-Fox for at least 2 series. Since ITC-ATV series are virtually assured of an automatic sale, at top prices, to British commercial TV, ITC is thus able to offer film properties to U.S. network buyers "at very competitive prices," we were told.

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Slowdown for CBS "Culture": In the spring of 1960, CBS blueprinted a schedule of "cultural" specials designed to delight the nation's most arty TV audiences (Vol. 16:16 p11). The plan reportedly included an Igor Stravinsky-George Balanchine ballet based on the "Noah" story, an Orson Welles-produced modern-dress version of "Julius Caesar," an American opera by Hollywood composer Alex North, a Leonard Bernstein-Jerome Robbins ballet based on "The Dybbuk," and a Gian-Carlo Menotti musical drama. In the ensuing months, various setbacks and complications have caused the cancellation of at least 2 of these ambitious projects. First, it was the Orson Welles show. Then, last week, CBS announced that the Menotti work, title undisclosed, was also scratched. "We had a difference of opinion about how to proceed—which way to do it," said a CBS program executive. "Mr. Menotti and CBS realized that the play he delivered was not the project we started out to do, so we mutually agreed to call it off."

## Film & Tape

**Four Star Plans 12-15 Pilots:** Four Star TV has at least a dozen pilot projects for 1962-63, and that figure may go to 15 or more eventually. Some of its pilots have already been finished, but most are for fall production.

Here is Pres. Dick Powell's pilot agenda:

**Finished:** *The Boston Terrier*, 60-min. private eye starring Robert Vaughn and produced by Blake Edwards, made too late for the 1961-62 season; *Adam Fable*, adventure show produced by Aaron Spelling and starring Lloyd Bridges, held up until Bridges' contractual commitment with Ziv-UA on *Sea Hunt* expired.

**In Preparation:** 60-min. *Sam Spade* based on the late Dashiell Hammett's legendary private eye (a joint venture with Emanuel Rosenberg & Larry White); *Ensign O'Toole*, comedy based on a William Lederer novel, to star Dean Jones; *The Sea Rover*, contemporary adventure created by Art & Jo Napoleon; *Lum 'n' Abner*, based on the radio comedy; *Attorney General*, 60-min. documentary drama being produced by Arnold Laven, Arthur Gardner & Jules Levy; 2-3 adventure shows being readied by producer Vincent Fennelly; *McKeever & the Colonel*, comedy filmed as 30-min. pilot last season, now being prepared as 60-min. show for NBC-TV; untitled situation comedy to star Mimi Ford & Phil Hines; *Low Man on the Totem Pole*, comedy based on the H. Allen Smith book, co-produced with a company headed by Collier Young, John Newland and Merwin Gerard. Young is exec. producer, Gerard & Newland co-producers.

In addition, several pilots will be showcased on *The Dick Powell Show*, 60-min. anthology series, on NBC-TV next season. Adrian Spies is currently writing an adventure pilot to be seen on this series.

The company has shelved its Esther Williams pilot project, has also dropped plans for a series starring Rossano Brazzi.

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WOR-TV N.Y. is making a summertime rating splash with its post-'48 features, summer-showcased on Tuesday nights as *The Big Preview*. Arbitron ratings for the July 18 (9-11 p.m.) showing of "The Jolson Story" gave it an average quarter-hour audience share of 34% in this 7-station market. A Trendex study conducted the same evening showed that 22% of those viewing had seen the program's 4 previous films on WOR-TV ("The High & The Mighty," "The Barefoot Contessa," "Attack" and "Strangers on a Train"), and 53.8% had televiewed from 1 to 3. Asked about non-TV exposure to "The Jolson Story," 71.1% said they had seen it in theaters but watched it again on TV. The station's conclusion: "The fact that more than 7 out of 10 viewers, with a choice of 6 other channels, preferred to watch it for a 2nd time, is indication of the liking TV viewers have for good motion pictures."

TV Academy's N.Y. chapter will serve as program advisor for WUHF, the city's first uhf outlet, due to begin operations shortly and designed to test for FCC the feasibility of uhf coverage in urban areas. A consultant committee of Academy members will hold initial meetings in early September with executives of WNYC N.Y., the municipal radio station which will program the uhf station. "While the circulation of the station in its inital stages wll be naturally limited, the Academy's governors felt that the opportunity for service to the city and the creation of an experimental area for its various workshops would be excellently accommodated," said ATAS.

**SG Rejects Civil War:** Organized in 1960 B.M. (before Minow) with high hopes of bettering the quality of TV, Company of Writers is leaving Screen Gems with a poor batting average, selling only one of 5 pilot projects. Prominent Hollywood writers formed COW with the expressed belief that what's wrong with TV could be solved by good scripts (Vol. 16:37 p5). Today COW is negotiating for a base elsewhere.

COW members aren't eager to discuss their experiences, but one told us Marion Hargrove had written a good script, *The Perilous Years*, as pilot for a 60-min. Civil War series. It was rejected because "they don't like Lincoln. They won't buy anything with Lincoln in it," the baffled scripter told us.

COW's single deal with SG is for *It's Higgins, Sir*, a half-hour family comedy written by Richard Murphy, based on a radio series of the same name. Sterling Holloway has been signed by SG to star in the series, about an American family which inherits an English butler. The pilot will go into production in September, with Paul Harrison as producer and Harry Ackerman exec. producer.

COW members, in addition to Murphy, Harrison & Hargrove, are Ivan Goff & Ben Roberts, who scripted a half-hour romance-adventure pilot *Montego*, and Liam O'Brien.

**Producer Profit-Sharing Plan:** A new TV-film leasing format, patterned after that used in distribution of movies, has been unveiled by Television Enterprises Pres. Harold Goldman. As announced by the ex-NTA exec. vp, it calls for leasing of programs to stations under deals whereby the producer & distributor share proportionately.

TEC signed its first such deal with WOR-TV N.Y. which bought the company's first series, *Mahalia Jackson Sings*, 78 5-minute shows, for 18 months. Terms call for the station to pay a "substantial" cash guarantee against 50% of all earnings derived by it from the sale of time and program.

TEC deals would vary in different localities, depending on circumstances and conditions. Deals could also be straight sales, if that's deemed best for a certain market. Goldman is currently seeking other programs for production and/or distribution.

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Revue Buys 50% of "Beaver": Gomalco Productions, owned by George Gobel and David O'Malley, got $1 million last week in the sale of its 50% interest in 156 segments of *Leave It to Beaver* to Revue Productions. Creators Joe Connelly & Bob Mosher retain their 50% in the series produced at Revue since its inception 4 years ago. The acquisition follows closely the buyout by Revue's parent company, MCA, of Jack Benny's TV-film company, J&M Productions (Vol. 17:33 p13). Gomalco is planning other TV ventures, including an untitled comedy-variety pilot to star Gobel and a special, "Rip Van Winkle." Gobel is now in N.Y. rehearsing the musical, "Let it Ride" which debuts on Broadway Oct. 6. A deal is being finalized for Gobel to star in a Timex-sponsored special in November.

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CBS Films has sold *Angel*, *Colonel Flack* and *Air Power* to TV stations in Mexico City, upping its total of CBS-originated shows in Mexico to 28. The sales announcement came on the heels of an NBC International-CBS Films hassle over distribution leadership in Mexican telefilm sales (Vol. 17:33 p12). CBS claims 55 half-hour syndicated sales in the 10 Mexican TV markets outside Mexico City.

## NEW YORK ROUNDUP

TV Opera in N.Y.: WOR-TV N.Y., prompted by the the possible Metropolitan Opera live-performance "blackout," has scheduled a fall TV premiere of *The Golden World of Opera*. Originally scheduled for the 1962-63 season, the weekly series of 12 full-length films "insures that opera lovers will not be denied their due this season," said station vp & gen. mgr. Robert J. Leder. Should negotiations between the Met and its musicians prove successful, N.Y. opera lovers "will have a double helping of fine music in the months ahead," Leder added. (And should Ziv-UA sell its proposed opera series in N.Y. [Vol. 17:34 p11] it might be a triple helping.) Each of the "TV firsts" will be performed in its original language with some added English dialogue dubbing, and many of the operas will be colorcast, said Leder.

Talent Associates-Paramount faces a legal problem involving producer David Susskind's plans for a public-affairs series based on events during ex-President Harry S. Truman's political career. Filed in N.Y. Supreme Court last week was a $500,000 action brought by Kameny Film Productions, a N.Y. producer of TV commercials & documentaries. Kameny's complaint: That it originated the idea of a 30-min. Truman series, approached Truman's official biographer (William Hillman), and made a presentation of the idea to TA-Paramount.

Seven Arts' group of 41 post-1950 Warner Bros. features will provide the latter half of a Saturday-night double feature on WNBC-TV N.Y. next season. Like NBC affiliate WIIC Pittsburgh (Vol. 17:30 p9), the N.Y. o-&-o hopes to lure a large lead-in audience from the network's *Saturday Night at the Movies*, a package of post-1948 20th Century-Fox films, with "complementary films" from its local feature library.

Videotape Productions, preparing to move to larger N.Y. facilities leased from NBC, took a production-personnel inventory last week and announced: (1) Its roster of national spot-TV advertisers has doubled during the past year and now numbers "50 blue-chip sponsors." (2) Recent additions to the sales staff and proposed additions in the production area will increase Videotape Productions personnel from 45 to 65 employes.

ABC Films has sold *Ben Casey* to 2 Canadian advertisers for fall debut on 7 CBC o-&-o's and "other Canadian markets to be announced later." Ford Motor of Canada Ltd. and Colgate-Palmolive Ltd. have purchased the 60-min. film show, U.S.-slotted for ABC-TV, on a "national selective basis."

Add Syndication Sales: Ziv-UA scored 11 more sales for *Ripcord*, upping the market total to over 100.

People: Gerald Mandel, ex-Ruder & Finn, joins Sterling TV as dir. of its educational film div. and PR head . . . Alwin Zecha resigns as Screen Gems Far Eastern sales mgr. . . . Jerome Hyams, Screen Gems sales vp, elected a dir. . . . Henry G. Plitt, ABC Films pres., spent last week in Europe overseeing 3 foreign-co-production deals: In London, the 60-min. special starring Paul Anka and co-produced by Granada Films; in Berlin, the pilot for a 60-min. series based on Upton Sinclair's secret-service character Lanny Budd; in Rome, a 60-min. pilot for a Biblical series, produced with Ariana TV Films.

## HOLLYWOOD ROUNDUP

90-Min. Film Series? No soap, says 20th-Fox TV. Every year there are reports that TV-film studios are secretly working on 90-min. weekly film series for the future. These projects invariably are dropped, usually because of the staggering production budgets involved. At 20th, production vp Roy Huggins tells us he's against such series because "There is nothing inherently favorable in the 90-min. form. It would mean a half-hour of padding. Many hour-long shows are padded now; so are many movies and plays."

The Fisher Co., owned by singer Eddie Fisher, has entered the TV production & packaging field, with *J.D.* (Juvenile Division) as its first TV-film series. Bernie Rich has been named an executive in the TV Dept. of the Fisher Co., which has a 4-movie deal with Warner Bros.

Wolper-Sterling Productions' 60-min. special, "The Legend of Rudolph Valentino," has been acquired by Fountainhead Intl. for regional & syndicated distribution.

Four Star TV has set Carolyn Jones, Simone Signoret, James Whitmore, Gilbert Roland & Ricardo Montalban as guest stars on various segments of its *The Dick Powell Show*. Four Star pres.-producer-star Powell has finished 12 of the 60-min. shows . . . Producer Tony Owen *(Donna Reed Show)* is preparing 2 situation comedy pilots for Screen Gems.

Goodson-Todman will pilot *Things to Come*, and has assigned Arthur Weiss to the script . . . Wolper Productions has added to its *The Story Of* series segments about a priest, wrestler, attorney and interne.

Televista Productions is preparing a series called *Meet the Amerieas* . . . CBS-TV has signed Charles Gray as a regular for its *Rawhide* series.

People: John B. Burns, MGM-TV sales vp, is in Hollywood from N.Y. for 10 days of conferences with production vp Robert M. Weitman regarding current production and new properties for 1962-63 . . . Arthur Freed named producer of the 34th annual movie Academy Awards presentation . . . Cran Chamberlin named exec. producer of *Keyhole*, new documentary series being produced by Jack Douglas for Ziv-UA . . . John B. Spires, ex-MCA-TV, named MGM-TV dir. of European & United Kingdom sales . . . Frederic W. Wile, Pacific Coast mgr. dir. of The Advertising Council, named chmn. of Hollywood Motion Picture & TV Museum Commission's committee on affiliations . . . Sandy Howard joins David L. Wolper Productions as producer for its Ziv-UA series, *The Story Of*.

More People: Sylvester (Pat) Weaver, pres. of McCann-Erickson Productions, due in Hollywood Sept. 1 for conferences on the coming season . . . Thomas McAndrews, Ted Bates vp, & Arnold Wester, William Esty vp, head volunteer task forces for the Advertising Council's Western operations . . . William H. Wright named producer of *Follow the Sun* at 20th Century-Fox TV.

### Obituary

Helen Ainsworth, 59, Hollywood agent active in TV-film & movie production, died of cancer Aug. 18 in Hollywood. She created *Wild Bill Hickok*, one of the first TV Western series, which starred her client, Guy Madison.

# Television Digest

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JAMES T. QUIRK, *Business Manager*
BENJAMIN MILLER, *Asst. Business Mgr.*
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HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyott Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 2B, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** Hal Hough, CBS-TV Stations Div. program services dir., elected a vp; **Richard S. O'Brien** appointed CBS-TV engineering dir.; **Kenneth B. Benson** named audio-video engineering dir. . . . **Gerald Rowe** appointed mgr., NBC audience advertising & promotion, succeeded as on-the-air promotion creative services mgr., by **David Bellin.**

**Ralph Radetsky**, KOA-TV & KOA Denver gen. mgr., advanced to Metropolitan TV exec. vp & gen. mgr. of KOA stations . . . **James Theiss** named vp-gen. sales mgr., Blair TV Associates . . . **Don C. Mitchell**, vice-chmn. of General Telephone & Electronics and chmn., Sylvania, elected a dir., Los Angeles Times Mirror Co. (KTTV Los Angeles) . . . **Robert L. Bryan** named sales mgr., WJZ-TV Baltimore, replacing **Robert E. Newsham**, named mgr., TvAR Detroit office . . . **Clyde M. Hunt**, engineering vp of WTOP-TV & WTOP Washington, named chairman of Assn. of Maximum Service Telecasters technical committee, replacing Triangle Stations' **Henry E. Rhea**, who continues on committee.

**J. Michael Early**, New Orleans labor-management consultant, named acting mgr., WWL-TV . . . **Stan S. Wilson** named network operations mgr., Canada's CTV Network . . . **Frank G. Boehm**, ex-Adam Young Companies, appointed research & promotion dir. for the new RKO General National Sales Div.

**Vernon Burns** resigns as managing dir., NTA (U.K.) Ltd., to devote his attention to his own company, Television Programmes (Productions) Ltd.; **J. Remi Crasto**, NTA (U.K.) gen. foreign mgr., elected a director of the London company, and **Sidney L. Simpson** named resident director in U.K. . . . **John J. Reynolds**, ex-CBS-TV information services, named public affairs mgr., WNBC-TV N.Y. . . . **Harry Randall**, ex-Filmways and NBC, named audio-visual materials dir., American Heart Assn.

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**Foreign Group Feted:** The Washington Bcstrs. Club held a buffet party for 20 foreign TV & radio specialists who inspected stations in the area in a State Dept. exchange program administered by Syracuse U.

**Meetings This Week:** Atlantic Assn. of Bcstrs. annual meeting (Aug. 27-29). Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

## Educational Television

**NET Offers Govt. Documentaries:** A 4-episode, 90-min. series utilizing govt.-sponsored films produced by Pare Lorentz will debut on NET's 51 non-commercial stations Sept. 22. Each program in the series, *Lorentz on Film*, contains a discussion between Lorentz & producer Charles Rockwell on one aspect of cinema technique and a complete showing of the film itself. Produced by WGBH-TV Boston, the series includes "The Fight for Life," a medical documentary; "The Plow that Broke the Plains," a comment on the misuse of fertile land; "The River," which deals with Mississippi flood disasters and "Nuremberg."

**Penn State Expands ETV Schedule:** Some 10,000 students will be taught via TV at Penn State U. this fall. The ETV pioneer has scheduled 21 courses for TV presentation in full or part, compared with 17 courses last year. Program supervisor Dr. C. R. Carpenter noted that "our research has uncovered no appreciable difference between televised instruction and conventional classroom instruction, and such opposition as there was in the early days of the experiment is dissipating rapidly."

**NCTA Plans ETV Shows:** Working with the National Assn. of Educational Bcstrs. and National Education Assn., the National Community TV Assn. will bring educational TV programs into towns its members serve. The plan, described by NCTA as "a major breakthrough for upgrading educational standards in thousands of smaller communities," was approved at an NCTA board meeting in Chicago. Homer Bergren of Seattle will co-ordinate the project as NCTA Educational TV Policy Council chairman.

## Auxiliary Services

**Vhf Translator Starts:** KØ2AA Texline, Tex. began July 20 with KFDA-TV Amarillo • K10AW Challis, Ida. started July 30 with KID-TV Idaho Falls • KØ8BE Crooksston, Neb. began Aug. 1 with KPLO-TV Reliance, S.D. • KØ5AF Mina & Luning, Nev., July 7, with KOLO-TV Reno • K12AH Big Piney, Wyo. started Aug. 1 with KID-TV Idaho Falls, Ida. • KØ8BI Osage, Wyo. began Aug. 3 with KTWO-TV, Casper, Wyo. • K13AJ & KØ7AF Ashley, N.D. started July 15 with KFYR-TV Bismarck & KXJB-TV Valley City • K10BJ Silt, Colo. began testing July 20, repeating KREX-TV Grand Junction • KØ2AB Duncan, Ariz. started Aug. 1 with KGUN-TV Tucson • K13BW Lucky McCampsite, Wyo. began Aug. 7 with KTWO-TV Casper • K10AJ Howard, Mont. started Aug. 10 with KOOK-TV Billings • KØ9AY, KØ7BW & K12AU Miles City, Mont. began Aug. 11 with KOOK-TV Billings (KØ9AY picking up signal from K12AU) & KGHL-TV Billings • KØ7BW Westcliffe, Colo. started Aug. 11 with KKTV Colorado Springs • KØ8BJ Dupree, S.D. began Aug. 13 with KOTA-TV Rapid City • KØ9AK, KØ2AG & K11AM Eagle Nest, N.M. started Aug. 1 with KOAT-TV, KOB-TV & KGGM-TV Albuquerque.

**Home Entertainment Inc.**, Martin Leeds' pay-TV system, has filed suit in Los Angeles Superior Court, seeking cancellation of oral agreement for NTA to be exclusive distributor for HE. The suit alleges NTA didn't pay funds which were due, and asks for $31,000 it claims was promised. The action also names NT&T, which owns about 35% of NTA stock, charging it "induced" breach of the contract. Leeds also seeks $500,000 from each defendant for the alleged breach.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**MORE FM-STEREO SETS—AND THE 'MULTIPLEXER':** Major radio-phono manufacturers are giving top priority to production & distribution of FM-stereo receiving equipment—now that stereocasting is rapidly spreading among the top U.S. markets (see p. 15).

Zenith showed its widely heralded FM-stereo line last week in Chicago—and it contained one big surprise which is bound to stir up controversy among competitive manufacturers and audiophiles. It's the "Multiplexer," which, at $99.95, is designed to produce "instant stereo" when used in combination with any conventional FM set. But it's not an adapter, has no connection to the other set nor are any modifications required to the other set.

Here's what Zenith's Multiplexer is, and why it's likely to become controversial: It's a complete monophonic FM set—and then some. A switch permits the selection of both stereo channels combined, left channel only, or right channel only. Its dial has a pilot which lights when stereo station is being tuned, and there's a speaker-phasing switch on back.

For use as companion to standard monophonic FM set, Multiplexer adds either left-channel or right-channel sound—although the standard set provides left plus right. Is this true stereo? Zenith says it is. "The average listener will find it difficult if not impossible to differentiate between an FM-stereo system using the Multiplexer and one using regular FM stereo," says a Zenith spokesman. Another company official adds: "The proof of the stereo is in the listening—and this sounds great." Multiplexer can also be used as monophonic FM radio, or 2 of them can be used together for pure FM stereo.

Zenith also introduced 11 phono consoles with FM stereo built in ($299.95-$875) and 2 "drop-in" AM-FM-stereo tuners for phonos & TV-phono combinations (both $115). At same time, Zenith brought out 4 new TV-phono combos ($625-$895) and 6 phono consoles ($179.95-$450) designed to accommodate the new drop-in tuners, which also will fit in Zenith sets introduced earlier this year.

Zenith is now filling pipelines with its new FM-stereo merchandise, and mass shipments will begin shortly after mid-September.

RCA, meanwhile, budged a couple of inches from its previously announced "adapters-only" policy (Vol. 17:29 p17) and introduced 3 radio-phono combinations (all priced at $399.95) with FM stereo built in. They are currently being shipped. Remainder of RCA's radio-phono line accommodates the $29.95 adapter.

Stromberg-Carlson officially announced—and put a price on—its all-transistorized stereo adapter (Vol. 17:30 p19). Priced at $39.95, the tubeless adapter is designed for "any quality FM tuner" and is slated for national marketing "in the early fall."

**CHICAGO OUTLET DROPS STEREO, BLASTS SET MAKERS:** "Why should we provide program service for them when we don't get any support?" With this rhetorical question, owner Frank S. Kovas of WKFM, pioneer Chicago FM stereocaster, announced he will discontinue stereocasting indefinitely (except possibly for a 30-min. daily program) Sept. 1. He told us his station now has no sponsorship by radio manufacturers, who, however, are buying time on competitive monophonic FM stations.

"If they spent $50 a week with us—the cost of one spot announcement on AM—we'd say at least we're getting something out of stereo, but they're just plain disinterested," said Kovas. "Other FM stations have been writing us to find out our experience in stereo and we're telling them not to go on without sponsorship commitments. At this rate every station in the country is going to drop out. The station has the least to gain from stereo, and if the manufacturers aren't interested, we're not, either." (Chicago's other FM-stereo station, Zenith's WEFM, doesn't sell commercials and has been broadcasting about 30 min. of stereo daily.)

Kovas's blast at set makers was reflected in the apprehension of other would-be stereocasters. However, some speculated that most package radio & phono manufacturers are just beginning to start distribution of FM-stereo equipment, and hoped support from them would be forthcoming when equipment gets into market pipelines.

Stereo will come to the nation's No. 1 market Sept. 7 when WQXR-FM begins regular FM-stereo programming on very limited basis. At this time, 4 of the 5 top U.S. markets will be covered by the new broadcast medium—N.Y., Los Angeles, Chicago & Detroit—leaving only the Philadelphia area, where 4 stations have said they hope to begin in September or October (Vol. 17:32 p20).

But even the N.Y. Times' highly regarded WQXR is treading into stereo very gingerly. It will start with only 55 minutes weekly—10:05-11 p.m. Thursday—under sponsorship of Fisher Radio Co., expanding when public reaction or sponsor demand warrants it. (The station may increase its schedule temporarily Sept. 13-17 for the N.Y. hi-fi show, which will also be serviced with FM stereo by closed-circuit from WLIR Garden City, Long Island.)

Another N.Y. area station, the upcoming WTFM in Fresh Meadows, L.I., which had hoped to be first in the area with FM stereo, has suffered a setback as a result of a concrete drivers' strike. The combination radio station & audio center owned by Friendly Frost stores (Vol. 17:31 p20) had announced plans to be on the air in September, but this is now considered unlikely.

Nation's No. 2 market is due to get its 2nd FM-stereo program source soon. KLMA Los Angeles last week received FCC type acceptance of its stereo-modified RCA transmitter, but hasn't yet announced start of programming. KFMU began stereocasting there Aug. 16 (Vol. 17:34 p14).

**COLOR—ZENITH'S SETS, RCA'S BONDED TUBE:** Two color innovations reached the announcement stage last week: Zenith's line of receivers and RCA's bonded color picture tube.

Showing its 10-set line to distributors last week in Chicago, Zenith made clear that its color sets were engineered & built by Zenith (although RCA picture tubes—including the new bonded tube—are used in them). Promising September delivery, Zenith priced its color sets from $695 (lowboy) to $1,050, with intermediate steps at $775, $795, $875 (2 sets), $900, $950, $975 & $1,000. Five models have remote control (off-on, volume, channel, sound, no remote color functions).

Zenith stressed these points which make its sets different from others on market: (1) New 2-tube color demodulation system. (2) Simplified focus voltage adjustment circuit. (3) "Cloverleaf" convergence assembly for proper color register. (4) Permanent magnet picture-centering system. (5) "Superior" color-killer for b&w reception. (6) Automatic color-level circuit to compensate for variations in color transmission. (7) New color control knob configuration. (8) No printed circuits or printed boards. (9) Removable service-access plate to permit most servicing without removal of chassis.

RCA's new bonded picture tube is used in some of the Zenith color sets; other sets in line use RCA non-bonded tube with "dry seal" safety plate affixed to front of tube by means of vinyl gasket (Vol. 16:48 p15). Zenith's tube-making subsidiary, Rauland Corp., was one of developers of dry-seal process.

RCA's bonded color tube, first forecast in these pages nearly a year ago (Vol. 16:43 p16), is basically same as its new bright sulfide 21-in. round tube, but with etched Pittsburgh implosion plate laminated to front of tube. Most color set manufacturers, including RCA, have already announced they'll use it in higher-priced sets this fall.

Highlighting RCA's intensified color promotion will be 3 "color nights" this fall—designed for evening in-store color demonstrations—RCA announced last week. Scheduled on Wednesdays Oct. 4, Nov. 1 & Dec. 6, each color night will feature 3½ consecutive hours of evening color. Oct. 4 "color night" actually will start in daytime with 3 hours of game & quiz shows followed by opening game of World Series (also color) as prelude to the 3½ evening color hours. RCA distributors, meanwhile, are continuing negotiations with local TV stations for step-ups in non-network color programming (see story on p. 4).

**TV-RADIO PRODUCTION:** EIA statistics for week ended Aug. 18 (33rd week of 1961):

| | Aug. 12-18 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 142,040 | 122,504 | 119,916 | 3,549,425 | 3,565,961 |
| Total radio | 379,898 | 296,165 | 244,600 | 9,481,721 | 10,176,756 |
| auto radio | 124,867 | 88,680 | 76,054 | 3,017,314 | 3,896,853 |

**JULY RETAIL SALES FIRM:** TV & radio retail sales in July held almost exactly to 1960 levels, preliminary figures indicate. Following June's spectacular 31% rise in TV sales and 34% jump in radio sales (vs. June 1960), the figures seemed somewhat anticlimactic.

Actually, July's TV sales of about 386,000 sets were less than 2% below July 1960's figure of 393,000, and 4% above the 1959 figure of 371,000. Despite the drop from 1960, July this year was the 4th best July in retail TV history, exceeded only in 1956, 1957 & 1960. Retail sales for the first 7 months of 1961 totaled 3,025,000, only slightly below the 3,050,000 for the same 1960 period.

Radio retail sales in July 1961 totaled about 704,000 units, very slightly ahead of the 703,000 registered in July 1960, according to preliminary reports, bringing 7-month radio sales to about 5,094,000 vs. 4,451,721 a year earlier.

Distributor sales of both TV & radio were up substantially in July, however—TV rising 8% to 413,000 (vs. 382,000 in July 1960), radio 21% to 763,000 (vs. 632,000).

* * *

**TV-Radio Buying Plans Up:** Consumer electronics represented an oasis of optimism in an otherwise gloomy Federal Reserve Board report on consumer buying plans. Conducted in the 3rd week of July, the survey showed 4.2% of those questioned planned to buy new TV sets within 6 months, compared with 4% in July 1960 (and 4.1% in April 1961). In the radio-phono field, 2.1% of families surveyed in July 1961 indicated buying plans, up from 1.9% a year earlier (2.1% in April 1961). In contrast, these were the figures for other household durables (July 1961 vs. July 1960): Washing machines, 5.1% vs. 5.9%; refrigerators, 4.4% vs. 4%; air conditioners, 1.1% vs. 1.4%; clothes dryers, 1.7% vs. 2%; dishwashers, 0.7% vs. 0.8%. House-buying intentions declined to 5% from 5.4%.

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**RCA's Record Half:** RCA's TV-radio-phono operation racked up its most profitable first half in 10 years during the 6 months ended June 30, Pres. John L. Burns reported last week. Net earnings ran 4% ahead of the decade's previous peak set in 1955. Total home-instrument sales for the half also "were the best for the period" since 1957. Profits from color set sales were reported 45% ahead of 1960's first 6 months.

Dealer-distributor inventories of RCA TVs, radios and phonos are "exceptionally low" and orders for the 1962 lines have been especially heavy, reported group exec. vp & Sales Corp. Chmn.-Pres. W. Walter Watts. "This series of circumstances," he added, "makes us extremely optimistic about the rest of the year."

* * *

**Emerson's Record Radio Sales:** The 1962 line of table & clock radios, introduced in June, is moving at a peak pace, reported Du Mont Emerson sales dir. Arnold Henderson, adding: "Sales through July 31 have already exceeded total table & clock radio sales for the entire July-December 1960 period [and] I have confidence that sales for the current year will easily triple or perhaps quadruple last year's sales for this same period."

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**19-In. TVs in Philippines:** Re our recent item on the introduction of TV-set production in the Philippines (Vol. 17:32 p21), Admiral puts in the claim that its licensee Ysmael Steel Corp. "was the first to go into production. They made their first sets in July 1960, using the 23-in. bonded tube." Ysmael now also produces 19-in. portables.

**PHONO SALES LAG AT HALF:** January-June sales of phonographs were lower—compared with 1960's good first half—EIA retail & factory figures for 1961's first half show. Cumulative retail sales fell 10.8% to 1,664,357 units from 1,865,043 in the same 1960 period. The 1960 retail volume, incidentally, was a healthy 21.8% ahead of 1959's first-half sales of 1,531,276 units (Vol. 16:34 p15).

Factory sales fared no better. The January-June volume totaled 1,498,050 units—down 7.1% from 1,806,871 in 1960's first half.

The downbeat performance was not improved by June sales. Over-the-counter phono purchases dipped 3.9% to 202,133 units from 210,264; factory sales declined 3.4% to 258,703 from 267,700. June also marked the 4th 1961 month which failed to match or top the retail sales of its 1960 counterpart. Only April & May were ahead of 1960.

Although retail sales of stereo phonos declined moderately in June from June 1960 (to 152,950 from 165,339) and monaural sales gained (to 49,183 from 44,925), mono-stereo stabilization seemingly has set in. In 1961's first half, stereo (although down to 1.3 million units from 1.4 million) accounted for 76% of total retail sales, mono 24%. In 1960's first half, the mix was 76.4% stereo, 23.6 mono.

Here are EIA's factory & retail sales figures, month by month, for January-June 1961, with 1960 comparisons:

PHONO FACTORY SALES

| | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,649 | 324,666 | 417,315 |
| March | 62,398 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| May | 53,887 | 142,450 | 196,337 | 36,793 | 146,176 | 182,962 |
| June | 61,533 | 197,170 | 258,703 | 69,293 | 198,407 | 267,700 |
| TOTAL | 361,966 | 1,136,084 | 1,498,050 | 411,361 | 1,395,510 | 1,806,871 |

PHONO RETAIL SALES

| | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| Month | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 105,753 | 271,124 | 376,877 | 150,688 | 368,964 | 519,652 |
| February | 61,646 | 255,722 | 287,368 | 102,063 | 347,860 | 448,128 |
| March | 64,138 | 237,537 | 301,675 | 61,249 | 249,497 | 310,746 |
| April | 56,312 | 182,773 | 239,085 | 41,503 | 152,141 | 193,644 |
| May | 62,328 | 194,891 | 257,319 | 39,734 | 141,080 | 180,814 |
| June | 49,183 | 152,950 | 202,133 | 44,925 | 165,339 | 210,264 |
| TOTAL | 399,360 | 1,264,997 | 1,664,357 | 440,963 | 1,424,080 | 1,865,043 |

New RCA Radios & Phonos: Six new stereo phonos & 3 transistor radios have been dropped into RCA's line. Among the new phonos is a 3rd 2-tiered "hutch" set at $525 (vs. $595 for previously introduced models) and 3 stereo phonos with FM-stereo tuners built in (all $399.95). The other 2 new stereo units are priced at $499.95. New transistor radios: A shirtpocket packed in gift set (with earphone, battery, leather case) at $29.95, a 6-transistor personal set at $29.95 and a 6-transistor portable at $32.95

Clairtone Shows Line: Clairtone Sound Corp., Toronto, formally showed its Canadian-built console stereo line and its German-made Clairtone-Braun radio & radio-phono units last week at the new Summit Hotel in N.Y. Exec. vp David Harrison Gilmour told us that Clairtone now has 200 franchised dealers—top independents, dept. & music stores—and is seeking 150 more for its basic line of 6 stereo consoles at $389-$1195. All sets in the line are made with hi-fi components and carry a 40% dealer markup. A special feature of the line's high end is a wireless remote unit, which controls volume & stereo balance as well as the off-on function. Clairtone also will distribute the German Braun line of transistor radios & small radio-phono combinations in the U.S.

**Zenith-Admiral 'Fringelock' Deal:** Out-of-court settlement of 2 phases of patent litigation between Admiral & Zenith was announced last week by both companies, but the more celebrated legal battle over ultrasonic remote-control units continued.

Three patents were involved in the settlement—2 Zenith patents for a fringe-area anti-rollover circuit which Zenith calls "Fringelock" and one Admiral patent on a spindle for automatic record changers. In Aug. 1960, Oklahoma City Federal Court ruled in favor of Zenith on both claims, as well as the remote-control patent (Vol. 16:36 p12). Admiral had appealed on all counts. Only the remote-control appeal now remains.

Exact industry significance of the recent settlement is difficult to appraise, since details weren't announced. The bare announcement merely said that Zenith will license Admiral under its Fringelock patents and Admiral will license Zenith under patents for its phono spindle "and other TV developments." Agreement upon a "financial settlement for back damages & future royalties"—unspecified—also was reported.

In his 1960 ruling, Oklahoma City Federal Judge Ross Rizley stated that Zenith's Fringelock circuit had been "promptly adopted by virtually the whole TV industry" soon after its invention in 1951. Zenith's patent was granted in 1957.

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**Channel Master Expands Line:** "The world's most powerful all-channel home TV antenna," a group of tube radios and some unique new transistor radios were announced by Channel Master Corp. last week. The new additions: (1) "Crossfire" antenna, using "the new concept of proportional energy absorption" to pull in more signal energy and eliminate outside interference. (2) Redesigned line of single-channel yagi antennas. (3) New chemical process—"E-P-C"—a protective gold coating to combat antenna corrosion. (4) Channel Master's first line of tube radios, including AM, FM-AM & clock sets. (5) Five new special-purpose transistor radios—14-transistor FM-AM, 6-transistor broadcast-shortwave-clock, 10-transistor aircraft-marine-broadcast, 10-transistor "Trans-World," 6-transistor weather. The company now has a line of 15 imported transistor radios.

**Transitron & Western Electric Sign Patent Pact:** Cross-license patent agreement provides for a complete interchange & availability of semiconductor patents between Transitron Electronic and Western Electric. Because of the pact, the latter has withdrawn its patent infringement suit against Transitron and its claims for past damages. Commented Transitron Pres. David Bakalar: "We are pleased with this amiable settlement, particularly since it permits a closer relationship between the 2 companies."

**Parliament Yields:** An FTC order forbidding Parliament T. V. Tube Sales Inc., Chicago, to misrepresent rebuilt TV picture tubes and the age & size of its business has been signed by the firm. Also agreeing to terms of the settlement of FTC's 1960 charges against the company were its officials David Becker, Mort Posen, Jack N. Friedman.

**SMPTE Fellows:** Among members prominent in the TV-electronics industry who have been elevated to fellow membership status: Dr. Jeofry S. Courtney-Pratt, Bell Labs; John A. Flory, Eastman Kodak; Dr. Frank G. Back, Zoomar Inc.; Kenneth Blair Benson, CBS-TV; John H. Jacobs, Bell & Howell; Spencer W. Caldwell, CTV Network (Canada); Kurt Singer, RCA.

**Sylvania Sees Fall Boom:** Sylvania won't be surprised at all if total 1961 TV set sales climb to 6.1-6.4 million units. It won't be surprised because a market-surveying task force just returned from the field found inventories down, demand up and dealer optimism high.

The task force was headed by Sylvania mktg. senior vp George C. Connor and Home Electronics Corp. Pres. Peter J. Grant. Reviewing their conversations with about half of Sylvania's dealers, Connor told us in N.Y. last week that conditions are so propitious that a 10% gain in TV sales will wipe out industry's inventories. "I've never seen a set of circumstances where so much money was being pumped in at every level," he added, analyzing the general business climate.

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**Cole Sees 50% TV Sales Gain:** National Video Pres. Asher Cole believes that TV set sales will climb to a yearly average of 8.5-9 million units between 1962 & 1970. This compares with the annual average of less than 6 million in the past 5 years. Commenting in National Video's annual report (see Vol. 17:28 p20 for fiscal 1961's financial report), Cole said that 2 primary factors assure the sales jump: (1) One million new families are created each year. (2) The annual replacement rate for TVs should increase to 14% in 1962 or 1963, according to latest analysis of set life. (The 14% rate is more than double the 6.8% scrappage figure estimated for 1961 by EIA Marketing Data Policy Committee Chmn. Frank Mansfield [Vol. 17:34 p13].)

**Westinghouse Shakes Up Tube Distribution:** The electronic tube div. last week announced the cancellation of 315 distributor franchises as part of a program to upgrade both distribution & product quality. Said distributor products sales mgr. Fred H. O'Kelley: "The keystone of all future Westinghouse tube merchandising plans & programs is the distributor who recognizes the value of our franchise . . . While there is no thought of exclusive distribution, we intend to be more selective in distributor appointments and will recognize that many distributors are specialists in certain fields." He said Westinghouse plans to offer "several different franchises based on distributor needs & product scope."

**Divestiture Ordered:** Minnesota Mining & Mfg. has been ordered by FTC to sell its Insulation & Wires Distributing Div. in settlement of a 1960 antitrust complaint. The division was acquired in 1956 from Essex Wire Corp., Fort Wayne. At the same time, FTC dismissed a charge that another 1956 acquisition by 3M—Prehler Electrical Insulation Co., Chicago—violated anti-merger regulations. Under terms of the settlement, 3M is forbidden to acquire any interests in any electrical insulation distributor for 10 years.

**Raytheon's Tube Tester:** A 7-ton machine that automatically performs 20 electrical tests on as many as 1,800 miniature electron tubes per hour is now in operation at Raytheon's Newton, Mass. plant. Only 2 persons are needed to operate the Raytheon-developed tester.

**Japanese Importer's Product Mix:** Matsushita Electric Corp. of America, in trade ads urging dealers to carry the entire Panasonic radio line, gives its "projected national average" product sales mix for fall-Christmas 1961: Pocket portables ($24.95-$49.95 list), 46% of its total sales; 2-&-3-band sets ($49.95-$74.95), 14%; FM-AM table ($39.95-$69.95), 24%; FM-AM portables ($79.95 & $99.95), 16%.

**Trade Personals:** Frank M. Folsom, chairman of RCA's exec. committee, elected to board of Schenley Industries Inc. . . . David R. Hull, ex-Raytheon and past EIA pres., elected to Globe-Union board; George C. French, vp of Globe-Union's Centralab Div., and Walter E. Anderson, vp of the Globe Battery div., have resigned from the board.

A. R. Baggs, ex-Magnavox and RCA, joins Trans-American Import-Export Co. (radios) as Eastern div. chief in N.Y. . . . Harold C. Buell, P. R. Mallory vp, named also customer relations dir.

William H. Moore, Packard Bell vp, elected secy. . . . Marc A. de Ferranti resigns as pres. of ITT Europe, his duties taken over temporarily by ITT vp Ellery W. Stone . . . John H. Hauser, ex-CBS Electronics Sales Corp. gen. sales mgr., named consultant to Raytheon Distributor Products Div. . . . Wilbur W. Bailey appointed dir. of plans, Philco Govt. & Industrial Group.

Warren Stuart, Belden Mfg. Co., elected pres., Electronic Industry Show Corp. (Parts Show); H. F. Bersche, RCA, vp; Howard Saltzman, Alpha Wire Corp., secy.; Eric Firth, Elgin National Watch Co., treas. . . . Charles M. Brown promoted to research & engineering vp, Western Union.

James L. Lahey, ex-Thompson Ramo Woolridge, appointed exec. vp, Entron (CATV & closed circuit TV systems) . . . Walter R. Hicks promoted from pres. of Reeves Sound Co. to special projects vp, Reeves Soundcraft . . . Edward R. Graves named field sales mgr., GE defense electronics technical products operation (military best. equipment, closed-circuit TV, etc.).

Ralph Woertendyke, Salina, Kan., elected pres., NATESA, succeeding A. A. Benoit, New Orleans; Frank J. Moch continues as executive dir. . . . Nicola A. Calandrello appointed diode research & development mgr., National Transistor Mfg.

George E. Forsberg elected exec. vp and chief exec. officer of new ITT subsidiary, Surprenant Mfg. Co.; Albert H. Surprenant named chmn.; Louis T. Rader, an ITT group vp, elected pres.; Stanley Luke, vp-gen. mgr.; George M. Herrick, comptroller-treas. . . . Kerry R. Fox named to new post of microwave activities dir., Collins Radio Co. Microwave activities have been integrated into one organization within Alpha Corp., which has been changed from a Collins subsidiary to a division . . . Brig. Gen. Bernard M. Wootton (ret.), who recently joined Page Communications Engineers as contract services dir. (Vol. 17:34 p15), elected a senior vp.

**Capitol Ups Japanese Investment:** Capitol Records, which already has invested some $47,000 in Japan's Toshiba Musical Industry Co. (Vol. 17:32 p21) has agreed to buy a "substantial" interest in the Tokyo concern. Although Capitol's new investment was not disclosed, the U.S. record company holds an option to increase its holdings in TMI to 49% of the outstanding stock.

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***Obituary***

Abraham Blumenkrantz, 63, founder & retired chmn. of General Instrument Corp., died Aug. 18 of a heart attack suffered at the Woodbridge Country Club, New Haven. Blumenkrantz was born in Austria, emigrated to the U.S. in 1913 after his parents died. He started as a $4-a-week sweeper in a machine shop, 10 years later started his own machine shop business, manufacturing variable capacitors for radios, which later became General Instrument. He is survived by his wife, a son, daughter and 2 grandchildren.

**BDSA Reorganized:** Two new offices—one assigned to industrial growth & research, the other to economic programs—have been added by the Commerce Dept. to its Business & Defense Services Administration in a reorganization. Commerce Secy. Luther H. Hodges said one of the aims of the new setup is "to improve the quality" of the govt.'s services to U.S. industry. The reshuffling of functions hasn't affected BDSA's electronics div., but the agency's trade associations staff has been shifted from the Office of Technical Services to Industries Activities Area.

**IATSE Bows to RCA:** "To clear the air" for new White House efforts to eliminate labor disputes at missile sites, IATSE has withdrawn unfair labor practice charges against RCA at Cape Canaveral. The union represents RCA lab technicians at the base who process film. IATSE counsel Bernard Mamet said that the union's case against RCA, lodged in July in a contract dispute, was being dropped "without prejudice" to give federal mediators a free hand in working out missile-base peace terms.

**Progress Toward "Flat TV":** Claiming a breakthrough in the electroluminescence field, Sylvania last week displayed "the world's largest electroluminescent crossed-grid display device" at the Wescon show in San Francisco. The 16x16-in. panel was constructed by joining small electroluminescent panels into a continuous large display. The device demonstrated is not suited for TV, since it has a resolution of only 16 lines per inch, but electroluminescent devices product mgr. Irving D. Greenberg said it demonstrates the feasibility of the modular or building-block approach to large display panels.

**Latin Trade Studied:** The Commerce Dept.'s Business & Defense Services Administration has prepared preliminary reports on a country-by-country survey of present & potential markets for U.S. telecommunications producers in Latin America. RCA's C. F. Fiore assisted U.S. Foreign Service posts in collecting data for Trinidad, Mexico, Jamaica, Surinam (Dutch Guiana), Uruguay, Paraguay, Venezuela, Argentina and Bolivia. BDSA said it didn't plan to publish the findings, but would make information available to interested U.S. companies.

**Gulton Enters Radio Field:** Gulton Industries, Metuchen, N.J. maker of electronic devices, rechargeable batteries, other products, has entered the radio field with a 6-transistor rechargeable radio. The unit, made in Japan but fitted in the U.S. with Gulton nickel-cadmium batteries, is being marketed by subsidiary Gulton International Corp. It's called Ever Play, has a $29.95 price tag, operates 12-15 hours on one battery charge and can be recharged overnight by plugging into a 110-volt AC outlet.

**3M Develops Battery Substitute:** A thermoelectric lamp generator which can substitute for batteries in transistor radios has been developed by Minnesota Mining & Mfg. and is being offered at $49 for Civil Defense applications. The 3½-pound Aztec lamp generates 3-9 volts, will operate for 24 hours on a pint of kerosene or fuel oil.

**Rechargeable Batteries Costly:** Commenting on the mushrooming trend to battery-operated TVs, power tools and appliances, Aug. 17 *Wall St. Journal* noted: "Electric utilities encourage the trend to cordless products because recharging batteries consumes about 10% more electricity than the corded product uses."

**RCA Adds 6th Nuvistor:** The latest addition to the commercial line is a high-mu triode (RCA-6DS4) designed for RF-ampilfier service in TV & FM tuners.

## Finance

**Electronics' Money Lenders:** The number of small business investment companies with a yen to aid budding electronics firms has nearly doubled in the past 3 months, reported Aug. 25 *Electronics*. Since June, 6 new electronics financiers have come into the field—increasing the total to at least 13 with a total initial capitalization of more than $29 million.

San Diego-based Electronics Capital Corp. was the first—and is still the largest—of the electronics-oriented SBICs. It was licensed in June 1959 with an initial capitalization of $18 million. Today, after 26 months of operation, it has a committed investment of some $18.5 million in 20 electronics companies.

The 12 other electronics SBICs: Avionics Investing ($305,000 initial capitalization). Techno-Fund ($303,000). Small Business Electronics Investment ($303,000). Electro-Science Investors ($7,280,000). Weston Electronics Investment ($301,400). Electrical Equities ($306,000). Capital Dynamics ($305,000). Capital for Technical Industries ($518,400). Dynamic Capital ($305,000). Mercury Capital ($300,000). Minnesota Scientific ($500,000). Science Capital ($303,500).

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**ECC Adds to Portfolio:** Electronics Capital Corp., San Diego small-business investment firm, has added a 19th & 20th firm to its portfolio with a $500,000 investment in Regco, Alhambra, Cal. maker of military & industrial power supplies, and a $3-million commitment to Behlman-Invar Electronics, Santa Monica. The investment in Regco comprises a $200,000 long-term loan and the purchase of $300,000 of Regco 8% convertible debentures (convertible to 40% of Regco's common stock). ECC's commitment to Behlman-Invar, supplier of electronic power sources, calls for the purchase of $1 million of B-I's 8% convertible debentures (convertible to approximately 66% of the concern's common stock) and $2 million of 8% long-term notes. ECC's commitments to its 20 portfolio companies total some $18.5 million.

**MPO Videotronics Stock Issue:** A public offering of 60,000 Class A shares of MPO Videotronics went on the market last week at $22 a share through an underwriting group headed by Francis I. duPont & Co. MPO Videotronics plans to use the $1.3 million proceeds to convert leased office space in N.Y. to TV-film studios.

**Guild Films Stopped:** SEC has issued a stop order against Guild Films to suspend a 1960 stock-registration statement in which the federal agency said it found "various deficiencies" (Vol. 17:10 p23). Guild Films was in bankruptcy when SEC started its proceedings against the company in February. Announcing issuance of the stop order, SEC said the "registration statement & prospectus contained untrue & misleading statements of material facts and omitted to state required material facts." The statement had covered a proposed offering of 17,664,891 shares.

**Reports & Comments Available:** Raytheon, discussion, Pershing & Co., 120 Broadway, N.Y. 5 • Decca Records, review, A. C. Allyn & Co., 122 S. La Salle St., Chicago 3 • ITT, profile in Aug. 23 *Financial World*; review, Eastman Dillon, Union Securities & Co., 15 Broad St., N.Y. 5 • MPO Videotronics, prospectus, Francis I. duPont & Co., One Wall St., N.Y. 5 • RCA, study, H. Hentz & Co., 72 Wall St., N.Y. 5.

**Mergers & Acquisitions:** Ampex has sold to Behlman Engineering, Burbank, Cal., its majority interest in Invar Electronics, which it acquired last year as part of its acquisition of Telemeter Magnetics (Vol. 16:27 p18). Behlman and Invar, in turn, have combined into Behlman-Invar Electronics Corp. which has obtained $3-million financing from Electronics Capital Corp. (see next column). Behlman Pres. H. Lewis Behlman Jr. becomes chairman & treasurer of the amalgamated firm; Invar Pres. Ted Kopaczek will be Behlman-Invar's president • Lab for Electronics and Tracerlab stockholders will vote Sept. 19 at special meetings on a proposal to merge (Vol. 17:27 p24). The proposed amalgamation calls for survivor Lab for Electronics to exchange one share of common for each 4½ of Tracerlab's 717,423 outstanding shares • Melpar Inc., Falls Church, Va. will operate Television Associates of Indiana as a wholly-owned subsidiary under terms of a merger agreement with parent Television Associates, Michigan City, Ind. (Vol. 17:27 p24).

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Amphenol-Borg Elec. . . | Q | $0.35 | Sep. 29 | Sep. 15 |
| Arvin Industries ..... | Q | .25 | Sep. 30 | Sep. 5 |
| Canadian Bell Tel. .... | Q | .55 | Oct. 16 | Sep. 15 |
| Electronic Instr. ..... | New | .06¼ | Oct. 4 | Sep. 15 |
| Electronic Instr. B. ... | New | .00⅛ | Oct. 4 | Sep. 15 |
| Globe-Union ..... | Q | .25 | Sep. 9 | Sep. 1 |
| Goodwill Stations ..... | — | .10 | Sep. 12 | Aug. 30 |
| Newark Electronics A . | Q | .06¼ | Sep. 29 | Sep. 15 |
| Philco ..... | Q | .93¾ | Oct. 2 | Sep. 15 |
| Rollings Bestg. ..... | Q | .08 | Oct. 25 | Sep. 26 |
| Sprague Electric ..... | Q | .30 | Sep. 14 | Aug. 30 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, August 24, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica ____ | 17½ | 17½ | 19⅛ |
| Adler Elec. ____ | 18¼ | 20¼ | 22¼ |
| Aerovox ____ | 11¼ | 10¾ | 12 |
| Astron Corp. __ | 1⅞ | 1⅞ | 2¼ |
| Babcock ____ | 26½ | 26½ | 28½ |
| Baird Atomic __ | 16¼ | 15¾ | 17¼ |
| Cannon Elec. __ | 23 | 21½ | 24⅝ |
| Capehart ____ | 9½ | 9¼ | 10¼ |
| C-E-I-R ____ | 43 | 40 | 45⅛ |
| Chicago Aerial _ | 25½ | 24 | 26¾ |
| Control Data __ | 94 | 98 | 104 |
| Cook Electric __ | 10⅜ | 9⅜ | 10⅜ |
| Craig ____ | 13⅜ | 13½ | 14⅞ |
| Crosby Tel. ____ | 4⅜ | 4⅜ | 5⅜ |
| CTS Corp. ____ | — | 20½ | 22¼ |
| Dictaphone ____ | 37 | 36½ | 39⅜ |
| Digitronics ____ | 25 | 24½ | 27¼ |
| Eitel-McC. ____ | 15⅜ | 15⅛ | 16⅝ |
| Elco Corp. ____ | 11 | 10 | 11½ |
| Electro Instr. __ | 16½ | 17 | 19⅜ |
| Elec. Voice ____ | 9½ | 10 | 11¼ |
| Elec. Assoc. ___ | 28 | 27¼ | 29⅝ |
| Electronics Cap. | 33½ | 33 | 35⅝ |
| Erie Resistor __ | 12½ | 13⅜ | 14¼ |
| Executone ____ | 16 | 8 | 8⅞ |
| Farrington ____ | 15 | 15¾ | 17 |
| Foto Video ____ | 5 | 2¾ | 3-15/16 |
| Four Star ____ | 18¾ | 18 | 19⅞ |
| Gen. Devices ___ | 9⅞ | 9⅝ | 10⅜ |
| G-L Elec. ____ | 8¼ | 8½ | 9½ |
| Goodwill Sta. __ | 10½ | 10½ | 11½ |
| Granco Prod. __ | 2¾ | 2½ | 3-1/16 |
| Gross Tel. ____ | 23¼ | 22¾ | 24⅞ |
| Hallicrafters ___ | 22¾ | 24½ | 26½ |
| Hathaway ____ | 21½ | 20 | 22 |
| High Voltage __ | 150 | 158 | 173 |
| Infrared ____ | 17 | 16½ | 18¾ |
| Interstate Eng. | 16¾ | 16⅛ | 17⅜ |
| Ionics ____ | 28 | 28 | 30⅞ |
| Itek ____ | 38 | 33 | 36¾ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Jerrold ____ | 8⅞ | 9⅛ | 10 |
| Lab for Elec. __ | 42½ | 42 | 45⅛ |
| Leeds & North. | 36¼ | 34¼ | 36⅝ |
| Lel Inc. ____ | 7 | 7½ | 8⅝ |
| Magna Theatres | 3¼ | 3¼ | 3-9/16 |
| Magnetics Inc. _ | 9½ | 8¾ | 10 |
| Maxson ____ | 19 | 19¼ | 21 |
| Meredith Pub. _ | 38 | 37 | 40⅜ |
| MetroMedia ___ | 15½ | 14½ | 15⅝ |
| Microdot ____ | 25¾ | 27 | 29⅜ |
| Milgo Elec. ____ | 19½ | 17¼ | 19⅛ |
| Narda Micro __ | 6¼ | 6 | 6⅞ |
| Newark Elec. __ | 12 | 12 | 13⅛ |
| Nuclear Chi. __ | 43 | 41½ | 45⅝ |
| Official Films _ | 3½ | 3⅜ | 3-13/16 |
| Pacific Aut. ___ | 4⅜ | 4⅜ | 5⅜ |
| Pacific Merc. __ | 6½ | 6⅝ | 7⅜ |
| Philips Lamp __ | 139 | 135 | 139¾ |
| Radiation Inc. _ | 24 | 22 | 24⅛ |
| Rek-O-Kut ____ | 2⅞ | 3 | 3-7/16 |
| Research Inc. _ | 4⅜ | 4⅜ | 5⅛ |
| H. W. Sams ___ | 41½ | 39 | 42⅝ |
| Sanders Assoc. _ | 55 | 60 | 64 |
| H. Smith ____ | 9 | 8½ | 10 |
| Soroban ____ | 50 | 49 | 53¼ |
| Soundscriber __ | 9¼ | 9¼ | 10½ |
| Sterling ____ | 2⅞ | 2¾ | 3-5/16 |
| Technology ____ | 6⅛ | 5½ | 6⅜ |
| Tele-Bcstrs. ___ | 1¼ | 1⅛ | 1⅜ |
| Telechrome ____ | 7½ | 7 | 8⅛ |
| Telecomputing _ | 6⅜ | 6⅜ | 7⅛ |
| Time Inc. ____ | 84 | 82¼ | 86 |
| Tracerlab ____ | 9½ | 9¼ | 10¼ |
| United Art. ___ | 6¾ | 6¾ | 7⅜ |
| Vitro Corp. ____ | 22⅝ | 23⅜ | 35⅜ |
| Vocaline ____ | 2⅜ | 2⅜ | 2⅞ |
| Wells-Gardner _ | 31½ | 31½ | 33¾ |
| Wilcox Elec. __ | 10 | 9 | 10 |
| Wometco ____ | 24½ | 25½ | 28½ |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| American Electronics | 1961—6 mo. to Jun. 30 | $ 10,572,471 | $ 65,025 | $ 65,025[7] | $0.06 | 1,177,708 |
| | 1960—6 mo. to Jun. 30 | 13,416,022 | —— | 264,991 | .30 | 877,708 |
| | 1961—qtr. to Jun. 30 | 3,132,913 | 43,403 | 43,403[7] | .03 | 1,177,708 |
| | 1960—qtr. to Jun. 30 | 6,184,026 | —— | 81,196 | .09 | 877,708 |
| Ampex | 1961—qtr. to Jul. 31 | 17,400,000 | —— | 71,000 | .01 | 7,751,772 |
| Story below | 1960—qtr. to Jul. 31 | 17,900,000 | —— | 366,000 | .05 | 7,277,570 |
| Audio Devices | 1961—6 mo. to Jun. 30 | 3,677,089 | 212,023 | 112,023 | .13 | 836,935 |
| | 1960—6 mo. to Jun. 30 | 3,251,954 | 283,012 | 143,012 | .17 | 828,119 |
| Capital Cities Bcstg. | 1961—6 mo. to Jun. 30 | 3,844,512 | —— | 405,559 | .35 | 1,149,798 |
| | 1960—6 mo. to Jun. 30 | 3,725,486 | —— | 455,870 | .40 | 1,149,798 |
| C-E-I-R | 1961—6 mo. to Mar. 31 | 5,364,581 | —— | (154,088) | — | —— |
| | 1960—6 mo. to Mar. 31 | 2,027,477 | —— | (277,948) | — | —— |
| CTS Corp. | 1961—6 mo. to Jun. 30 | 9,581,479 | 1,493,888 | 745,055 | .51 | 1,447,003 |
| | 1960—6 mo. to Jun. 30 | 10,110,070 | 1,659,654 | 781,008 | .57 | 1,372,153 |
| | 1961—qtr. to Jun. 30 | 5,141,619 | 819,247 | 393,812 | .27 | 1,447,003 |
| | 1960—qtr. to Jun. 30 | 5,080,185 | 647,456 | 318,778 | .23 | 1,372,153 |
| El-Tronics | 1961—6 mo. to Jun. 30 | 5,070,000 | —— | 233,000 | .12 | 1,864,714 |
| | 1960—6 mo. to Jun. 30 | 1,370,000 | —— | 47,000 | — | 2,037,910 |
| | 1961—qtr. to Jun. 30 | 2,508,000 | —— | 197,000 | .11 | 1,864,714 |
| | 1960—qtr. to Jun. 30 | 584,000 | —— | (3,000) | — | 2,037,910 |
| Hazeltine | 1961—6 mo. to Jun. 30[1] | 24,155,000 | 1,689,000 | 819,000 | .52 | 1,568,029 |
| | 1960—6 mo. to Jun. 30[1] | 34,197,000 | 2,620,000 | 1,259,000 | .82 | 1,538,826 |
| Lamb Industries | 1961—6 mo. to Jun. 30 | 8,778,054[2] | —— | 79,096 | — | —— |
| | 1960—6 mo. to Jun. 30 | 8,377,980 | —— | 247,369 | — | —— |
| Lynch Corp. | 1961—6 mo. to Jun. 30 | 8,982,215 | —— | 28,785 | .04 | 713,562 |
| (Symphonic) | 1960—6 mo. to Jun. 30[4] | 9,682,940 | —— | (197,890) | — | 713,562 |
| Maxson Electronics | 1961—9 mo. to Jun. 30 | 9,400,935 | —— | 287,642[5] | .38 | —— |
| | 1960—9 mo. to Jun. 30 | 13,667,824 | —— | 191,545 | .26 | —— |
| Meredith Publishing | 1961—year to Jun. 30 | 60,197,137 | —— | 2,514,277[6] | 1.90 | 1,322,936 |
| | 1960—year to Jun. 30 | 59,407,814 | —— | 4,421,030 | 3.34 | 1,299,621 |
| Movielab Film Labs | 1961—6 mo. to Jul. 1 | 2,826,449 | —— | 130,074 | .42 | 312,500 |
| | 1960—6 mo. to Jul. 1 | 2,543,150 | —— | 125,829 | .40 | 312,500 |
| | 1961—qtr. to Jul. 1 | 1,390,069[2] | —— | 60,675[2] | .19 | 312,500 |
| | 1960—qtr. to Jul. 1 | 1,265,021 | —— | 52,561 | .17 | 312,500 |
| Sonotone | 1961—6 mo. to Jun. 30 | 10,236,607 | —— | (180,950) | — | 1,158,745 |
| | 1960—6 mo. to Jun. 30 | 11,133,000 | —— | 302,693 | .25 | 1,148,287 |
| Warner Bros. Pictures | 1961—9 mo. to May 27 | 63,574,000 | 9,583,000 | 4,983,000[3] | 4.42[3] | 1,125,013 |
| | 1960—9 mo. to May 27 | 66,392,000 | 9,077,000 | 4,577,000 | 3.05 | 1,499,000 |

Notes: [1]From SEC report. [2]Record. [3]Before net capital gain of $4,511,000 ($4.40 a share) from sale of one million shares of Associated British Pictures Corp. [4]Restated to include Symphonic Electronic, acquired Sept. 30, 1960. [5]Includes non-recurring income of $112,192. [6]Includes non-recurring gain of $435,392. [7]Earnings not subject to tax because of loss carry-forward.

**Ampex Shows First-Quarter Profit:** After a disastrous 1961 fiscal year (ended April 30) in which it lost $3.9 million (Vol. 17:32 p24), Ampex opened its 1962 fiscal with a first-quarter profit of $71,000 on $17.4 million sales (see financial table). Although earnings were down markedly from the year-ago quarter's $366,000, newly-installed Pres. William E. Roberts told stockholders last week that the May-July performance indicated a reversal of the loss trend. He also noted that the current backlog is $30.6 million, compared with $15.6 million a year ago, and said he is optimistic about Ampex's prospects for the current year. He termed realistic and possibly beatable an earlier forecast of a 10% sales gain and net earnings of $2 million for fiscal 1962.

### Recent Stock Issues

| *Stock* | *Offering Price* | *Aug. 24, 1961 Bid* | *Asked* |
|---|---|---|---|
| Electronic Instrument ..... | 7½ | 8 | 8¾ |
| Precision Specialties ..... | 3 | 3¼ | 3⅞ |
| Taffet Electronics ..... | 3 | 6¼ | 7⅛ |

**Jayark Films Corp.**, N.Y., has applied to SEC (File 2-18743) for registration of a 72,000-share stock offering —50,000 shares to be put on public sale by the TV-film distributing company, 22,000 by present holders including Pres. Reuben S. Kaufman. Pacific Coast Securities Co. is the underwriter of the issue, whose price was unreported in the SEC filing. The statement also covered 10,000 shares underlying 2-year warrants to be issued to the underwriter.

**Tower Communications Co.**, Sioux City manufacturer & erector of broadcasting & microwave towers, plans public sale of 125,000 common stock shares on an all-or-none basis by C. E. Unterberg, Towbin & Co. The price wasn't listed in an initial SEC registration filling (File 2-18746).

**51.7% of Western Electronics Firms Owned Privately:** Western Electronics Mfrs. Assn. survey of its 320 member companies has also disclosed that less than 25% were in existence at the end of World War II, and 57% were founded between 1950-1960. Of the publicly-owned companies, 53% are listed on the N.Y. Stock Exchange, and 40% are traded over-the-counter.

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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### *Congress*

**DODD DOWNGRADES TV VIOLENCE** as cause of juvenile delinquency in Judiciary Subcommittee report to Senate. TV gets only one paragraph in 17-page document (p. 2).

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**FOUR STAR BUYS MARTERTO.** 90 Danny Thomas films, 25% interest in "The Real McCoys" included in $2 million deal (p. 9)

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**SCORE ON TV IMPORTS**—our own guesstimate—is 13,000 sets so far this year, about 10,000 to Delmonico, less than 3,000 to Sony. Step-up seen (p. 12).

**IMPORT CURBS URGED** by EIA and other electronics industry spokesmen as House opens hearings on impact of foreign-made goods (p. 13).

**FIRST 27-IN. BONDED** sets shown by Admiral, using Pittsburgh laminating process, joining Magnavox, Du Mont & Packard Bell in giant-screen field (p. 15).

**$200-MILLION COLOR** industry in '62? RCA Pres. Burns forecasts rise from $100 million in 1960, sees color at $4.3 billion in 1970 (p. 15).

### *Advertising*

**SPOT TV CONTINUES STRONG PACE,** reports TvB. Over $160 million was spent by clients for gross spot TV time in 1961's second quarter (p. 8).

**SPOT TV-RADIO DATA** available to admen is being increased by a trio of new station-level research projects by Westinghouse's TvAR, CBS's KNXT Los Angeles and Henry I. Christal Co. (p. 8).

### *Other Departments*

**NETWORKS** (p. 9). **EDUCATIONAL TV** (p. 11). **STATIONS** (p. 11). **FINANCE** (p.15).


**WESTINGHOUSE LOSES AFFILIATION TAX CASE:** A network contract has "an indeterminable useful life," hence can't be depreciated for tax purposes. So ruled Tax Court Judge Russell Train last week in rejecting Westinghouse Bcstg. Co.'s appeal of a 1957 Internal Revenue Service ruling (Vol. 16:22 p1). IRS has been demanding $985,782 in back taxes for 1953-54 which WBC must pay unless it challenges & wins in Circuit Court of Appeals. Leonard Kust, top tax attorney for parent Westinghouse Electric Co., said decision hadn't been reached on seeking court appeal.

Many other station sales had been negotiated with allocation of part of price to network contract in hopes that WBC would win—eventually producing windfall in tax refunds. Judge Train also ruled against WBC on a 2nd issue—holding that TV spot-announcement contracts "purchased en masse" also have "an indeterminable useful life."

WBC had bought KYW-TV Philadelphia (then WPTZ) in 1953 for $8.5 million. It allocated $5 million to NBC-TV contract, depreciated it on 55-month basis on the assumption the contract would be renewed twice.

NBC-TV canceled contract within 31 months, when WBC & NBC swapped their Philadelphia & Cleveland stations, and WBC then sought 31-month depreciation. Judge Train's opinion stated, in part:

"Only 7 months remained of the then existing term when petitioner [WBC] purchased the contract. Yet petitioner claims it paid $5 million for this contract. It is incredible that petitioner was not reasonably certain of renewals . . . Petitioner's witness stated that 'I don't think any prospective purchaser [of a TV station] would enter into a contract unless he felt he could get a renewal' . . . In fact, petitioner from the first treated this contract for depreciation purposes different from a contract for a term. Petitioner assumed the probability of two 24-month renewals, added that period to the remainder of the term in effect when petitioner purchased the contract, and took depreciation over a 55-month useful life. Even on petition and brief, petitioner expressly concedes that at least the one renewal that took place after it purchased the contract must be added to the useful life of this asset. In so doing, petitioner implicitly concedes that the renewed contract is not a new contract, with its own value and its own useful life, but is a continuation of [the] original contract . . .

"The probability of future renewals is a question of fact. Respondent [IRS] has determined that the contract was reasonably certain of renewal indefinitely and the burden is upon petitioner to prove that determination in error. Petitioner must show more than uncertainty as to the length of the contract's useful life . . . We are not convinced that an industry practice as to valuation of a contract is a sufficient indication of that contract's probable useful life. Insufficient evidence was introduced from which could be calculated either the average useful life of network affiliation contracts or their usual life span.

"In form, the contract was perpetually renewable on the same terms without either party thereto taking any action or attempting to reach a fresh meeting of the minds."

Regarding the claim for depreciation of spot contracts, Judge Train held: "These contracts were not purchased as individual contracts. In fact, the letter purchase agreement did not specify the price for each contract nor even the total basis assigned to them. Petitioner purchased a mass asset whose value will fluctuate as contracts expire and as new contracts are signed. When confronted with this issue, this court has consistently held such a mass asset not depreciable because it did not have a determinable useful life."

**CRIME REPORT DE-EMPHASIZES TV:** Sex & crime on TV, which have won headlines for Sen. Dodd (D-Conn.) & his Judiciary Juvenile Delinquency Subcommittee in series of sensationalized hearings on network programming (Vol. 17:6 p6 et seq.), rate only slight space in his first formal report to Senate.

Rise in juvenile crime is "alarming," Subcommittee says in 17-page roundup review of its findings since Dodd took over chairmanship from late Sen. Hennings (D-Mo.), who died last September. But faults in "family life," schools and juvenile-court probation systems—rather than in TV—are blamed.

TV's bad effects on children are dismissed in one paragraph of document recounting what Dodd & his investigators have learned so far from witnesses at hearings and from answers to questionnaires sent to "psychiatrists, psychologists and criminologists." They were asked to weigh "possible effects of violence & lawlessness in TV programs & motion pictures" among other influences suspected of leading youth astray.

"Answers were not sufficiently documented for specific conclusions," Dodd concludes in Senate report signed by all 7 members of his Subcommittee. "However," report adds, "certain associations between the mass media & real crime were apparent."

Report leaves it at that, although Dodd has no intention of dropping TV subject, which has built-in guarantees of full newspaper coverage. He may resume TV hearings this month, picking up where he left off in July, when he suggested that network shows need FCC censorship (Vol. 17:31 p8). Special TV report may follow the new hearings.

Critical reception was given in House meanwhile to another official document dealing with TV—"Pogo Primer for Parents (TV Division)," published by Health, Education & Welfare Dept. (Vol. 17:35 p10). Pamphlet's cartooned suggestions that TV can be good for children—so long as sets aren't turned into baby-sitters by parents—were greeted with hoots by Rep. Gross (R-Ia.).

"What next?" Gross demanded derisively. "Of all the hundreds of thousands of pamphlets issued through the years by the federal govt., this by all odds must be the silliest & most useless." He said pamphlet "should be insulting to all parents," called for "house-cleaning" of HEW officials responsible for "idiotic" project, asked: "What next can we expect as we march to the new frontier—with our 'Pogo Primers' tucked neatly under our arms?"

"Pogo" cartoon book had at least one defender in House, however. Rep. Blitch (D-Ga.), whose district embraces "Pogo's" Okefenokee Swamp, asked for Rep. Gross's copies to send to her constituents. She told Gross that TV producers "could create nothing so entertaining & so good for the morals of both young & old as the 'Pogo' program for TV."

Note: There were sporadic outbursts against TV programming in Aug. 30 House floor debate preceding passage of legislation (amended S-279) setting up 3-year $30-million matching-grant fund to help communities solve juvenile-delinquency problems through counseling services & demonstration projects. Rep. Bolton (R-O.) said TV was among "channels of youth training" for crime. "We ruin our eyes looking at faulty TV," Rep. Gubser (R-Cal.) complained. Probation officers must compete with "poisonous TV shows," said Rep. Lindsay (R-N.Y.). "Violence on TV has a great deal to do with this condition," said Rep. Smith (D-Ia.).

**FCC ANALYZES 1960 TV FINANCIAL FIGURES:** Steady improvement all along the line —profits up 9.8%—characterized TV industry in 1960, according to final financial data released by FCC last week. Total revenues rose 9% to $1.2686 billion, expenses 8.8% to $1.0245 billion. Profits were $244.1 million.

Increases were across the board. Network time sales improved 5.8% to $471.6 million, spot up 8.3% to $459.2 million, local up 7.6% to $215.8 million. (Balance of revenues came from sale of talent & programs.)

Networks and their 15 o&o's garnered $640.7 million revenues, up 11.2%, profits of $95.2 million, up 8.3%. Our recent report (Vol. 17:33 p1), reflecting industry financial experts' judgment that o&o's are carrying more & more of network load, was borne out by FCC's figures. Network profits were $33.6 million, up only slightly from 1959's $32 million, but their o&o's produced profits of $61.6 million vs. $55.9 million in 1959.

Commission's figures also document sharp increase in network programming costs. Of their $461,170,000 expense in 1960, programming took $376,943,000—compared with 1959's $406,535,000 total expenses and $316,097,000 for programming. Noteworthy is fact that network employment actually dropped from 10,127 to 9,610 while total TV employment rose slightly from 40,270 to 40,612.

Of non-network-owned vhf stations, 81.1% were profitable. The 93 pre-freeze vhfs netted $98.5 million, the 346 post-freeze vhfs $50.1 million. And the uhfs, as a group, finally turned the corner, showing profit of $300,000—though exactly half of the 76 reported losses.

Median profit of the 389 reporting profits was $166,000, compared with $165,000 year before. For the 118 losers, median loss was $44,000, compared with $55,000 in 1959. Thirteen stations had profits of more than $3 million; 9, $2-3 million; 10, $1.5-2 million; 35, $1-1.5 million. Two stations had losses of more than $800,000. There was one loser which grossed between $6 & 8 million—obviously an independent in N.Y. or Los Angeles.

FCC never reveals individual station figures. Closest it comes to it is to lump figures of markets with 3 or more stations and report them market-by-market, breaking down revenues, expenses & profits. Full table, covering 80 such markets, is reproduced on p. 5. For 1959's table, see page 23 of TV Factbook No. 32. Digest of all FCC-TV & radio financial reports since 1946 is carried on page 22 of the Factbook.

**MCA-REVUE DIVORCE NEAR?** Indications are mounting in Hollywood that MCA, world's largest talent agency, is planning to spin off its Revue Productions, largest TV-film production company. Signs that a divorce is in the air come in the midst of an intensified investigation by Justice Dept., whose agents have been quizzing Hollywood TV-film, network & agency executives about ramifications of huge MCA operation.

Moving to Revue Productions would be top MCA officials—Pres. Lew Wasserman & Chmn. Jules Stein, along with Revue Pres. Taft Schreiber. All 3 now have their offices at MCA's Beverly Hills hq. New administration building is blueprinted at Revue, and a studio source told us its plans call for offices for them.

As for Music Corp. of America, the talent agency which gave birth to Revue, it's the belief in the trade that it will be operated by its veteran agents such as George Chasen, M. C. Levee and Ed Henry.

An MCA "spin-off" of Revue would be a case of the tail spinning off the dog, because MCA-Revue's TV-film business now far outweighs its talent-agency business in gross & profit. Out of MCA's $67.3 million gross last year, only $8.7 million came from agency commissions, the remainder from TV-film production & studio rental. Thus "flesh-peddling" actually produced only 13% of MCA's 1960 gross income. If anything, that percentage is likely to drop this year although total gross income is almost certain to rise considerably. MCA is now taking in almost as much annually from producer rentals on its Universal City lot (Revue Studios) or from syndicated sales of the Paramount pre-1948 backlog as it is from old-fashioned agency commis-

sions. Situation in a nutshell: What with all those hard looks from Washington, MCA's talent representation has lately been looking more like the Ancient Mariner's albatross than the goose that laid the golden egg.

MCA Pres. Wasserman declined to confirm or deny the reports of an impending separation, but it's believed that Revue will expand into movie production when & if the move is completed. More stages are planned to take care of the increased production. Universal-International, which sold its studio to MCA several years ago, rents space from Revue now.

Revue is the giant in the TV-film industry, and has 16 series before the cameras this season, far ahead of its nearest competitors, Screen Gems and Warner Bros., which have 8 each. Revue was formed by MCA a decade ago, when there was a void in the TV-film production field. Off to a wobbly start with one series filmed at space rented at the then-Eagle-Lion studios (now Ziv-UA), Revue has steadily prospered and moved to larger & larger quarters, until acquisition of the Universal City lot. But as MCA's production has increased, agency commissions have become relatively static—partially because MCA can't collect 10% from MCA talent appearing in MCA-produced or co-produced shows.

Just how the spin-off would affect the company makes for interesting conjecture. However, the prevalent opinion is that Revue will continue to dominate the field. That's because of Revue's success to date, plus the belief that the key to any company's prosperity is its top personnel, and there is great respect for Wasserman, who is regarded as one of the industry's most skilled executives.

MCA represents many important clients including Marlon Brando, Gregory Peck, Tony Curtis, Jack Benny, Kirk Douglas and Joan Crawford. The all-important question-mark involving such personalities—what happens if there is a divorcement? Trade sources say talent representation contracts signed with MCA are also signed by Wasserman, for the agency. If Wasserman departs MCA for Revue, will the big names remain? It's a pertinent and legalistic problem, and this question may remain unanswered until the divorcement occurs. The answer, of course, will determine whether MCA will continue its domination of the field.

MCA Inc. became a publicly owned corporation Oct. 9, 1959, when it offered 400,000 shares at $17.50 a share (Vol. 15:41 p20). Before the end of 1959, the stock—listed on the N.Y. Stock Exchange—reached a high of 38. In 1960, it ranged from 22¼ to 40⅜, has varied between 36⅜ & 71 this year, closing Aug. 29 at 67¾. It has never paid a dividend.

**JCEB DECLARES WAR ON FCC:** In first such action ever taken by educational telecasters, 8-member Joint Council on Educational Broadcasting went to Court of Appeals last week to start showdown fight with FCC over policies which "obviously favor commercial interest" in vhf assignments.

"Commission has dealt a serious blow to the development of educational TV," JCEB said at full-dress news conference in Washington Aug. 30 following filing by counsel Norman E. Jorgensen of 2 appeals against Commission's master drop-in deintermixture plan (Vol. 17:35 p5).

JCEB itself protested final action by FCC to add Ch. 13 to Rochester, N.Y., and reject pleas by Rochester Area Educational TV Assn. that vhf assignment be reserved for ETV, putting it up for grabs by commercial applicants instead. Companion Appeals Court filing by Penn State U. challenged Commission's short-spaced drop-in of Ch. 8 in Johnstown market.

It isn't enough for FCC to earmark uhf channels for ETV, as proposed in Commission's plan, JCEB said in statement urging more vhf channels. It was released to 9 reporters who turned up for conference with 12 spokesmen for educational organizations who lined up behind namecards at table in Allan Room of plush hq of National Education Association. Organizations ranged from National Educational TV & Radio Center to American Council on Education & State Universities Assn.—representing nearly all of scholastic community.

It's not in public interest for FCC to add 3rd commercial vhf channels to areas already served by 2 commercial vhf stations, JCEB argued. "Quite apart from the critical need for this country to enhance its opportunities for a more productive educational & cultural life, we fail to believe that the problems of commercial TV programming will be solved by enlarging the area of what has been referred to [by FCC Chmn. Minow] as a 'vast wasteland.' "

"Arbitrary & capricious," added counsel Jorgensen. He said Court of Appeals test cases are aimed at reversing FCC's commercial-vs.-ETV policies, bringing Commission back on 1952 beam. In report that year, FCC declared intentions to favor ETV for 3rd vhf assignments in 2-station areas. Court's rulings on appeals "might set some pattern for the future" of educational broadcasting, Jorgensen said.

# TV Station Income and Expenditures for 1960

In Markets with 3 or More Operating Stations — Compiled Annually by FCC Economics Division

| TV MARKETS No. of Stations in Operation in parentheses ( ) | No. Reporting $25,000 or More Time Sales | Time Sales (Before Commissions) | | | Total Stations Reporting | Total Broadcast Revenue (Less Commissions, Plus Talent & Program Sales) | Total Broadcast Expenses | Total Broadcast Income (Before Federal Taxes)† |
|---|---|---|---|---|---|---|---|---|
| | | Networks | National & Regional Advertisers & Sponsors | Local Advertisers & Sponsors | | | | |
| Albany-Schenectady-Troy (3) | 3 | $1,545,430 | $3,504,257 | $1,141,749 | 3 | $5,559,376 | $4,068,257 | $1,491,119 |
| Albuquerque (3) | 3 | 431,304 | 508,211 | 1,059,179 | 3 | 1,897,884 | 1,934,517 | (36,633) |
| Amarillo (3) | 3 | 430,177 | 588,320 | 1,013,561 | 3 | 1,866,699 | 2,050,761 | (184,062) |
| Atlanta (3) | 3 | 1,706,451 | 4,398,754 | 1,920,541 | 3 | 7,403,985 | 5,125,988 | 2,277,997 |
| Bakersfield (3) | 3 | 335,658 | 721,003 | 884,462 | 3 | 1,782,311 | 1,895,386 | (113,075) |
| Baltimore (3) | 3 | 2,114,802 | 6,204,613 | 2,621,699 | 3 | 9,712,385 | 7,008,743 | 2,703,642 |
| Boise-Nampa (3#) | 2 | * | * | * | 2 | * | * | * |
| Boston (3) | 3 | 3,626,556 | 13,869,110 | 5,499,416 | 3 | 20,034,196 | 11,091,579 | 8,942,617 |
| Buffalo-Niagara Falls (3) | 3 | 2,212,806 | 6,908,883 | 2,867,738 | 3 | 10,303,627 | 6,356,053 | 3,947,574 |
| Cedar Rapids-Waterloo (3) | 3 | 817,923 | 1,495,710 | 486,200 | 3 | 2,638,825 | 2,343,345 | 295,480 |
| Charleston-Oak Hill-Huntington, W.Va.-Ashland, Ky. (4) | 4 | 1,207,329 | 1,895,817 | 1,145,921 | 4 | 4,099,285 | 3,619,233 | 480,052 |
| Chattanooga (3) | 3 | 641,772 | 922,137 | 657,363 | 3 | 2,032,832 | 1,819,592 | 213,240 |
| Chicago (4) | 4 | 6,006,769 | 27,932,679 | 8,363,136 | 4 | 41,082,455 | 26,451,764 | 14,630,691 |
| Cincinnati (3) | 3 | 1,966,831 | 5,656,103 | 2,281,394 | 3 | 9,875,078 | 6,375,560 | 3,499,518 |
| Cleveland (3) | 3 | 3,443,895 | 10,391,390 | 3,648,897 | 3 | 16,894,929 | 8,850,107 | 8,044,822 |
| Colorado Springs-Pueblo (3) | 3 | 301,340 | 445,154 | 765,988 | 3 | 1,511,821 | 1,468,587 | 43,234 |
| Columbus (3) | 3 | 1,694,094 | 4,597,430 | 2,101,962 | 3 | 7,970,926 | 5,644,477 | 2,326,449 |
| Dallas-Fort Worth (4) | 4 | 2,073,965 | 5,234,258 | 3,614,757 | 4 | 10,211,021 | 7,418,177 | 2,792,844 |
| Denver (4) | 4 | 1,197,921 | 3,634,025 | 2,459,251 | 4 | 7,009,551 | 5,195,667 | 1,813,884 |
| Des Moines-Ames (3) | 3 | 1,058,590 | 2,387,922 | 685,976 | 3 | 3,707,314 | 3,053,578 | 653,736 |
| Detroit (3) | 3 | 4,442,733 | 10,798,087 | 4,238,898 | 3 | 18,138,798 | 9,912,697 | 8,226,101 |
| El Paso (3) | 3 | 379,903 | 637,577 | 882,895 | 3 | 1,907,287 | 1,913,099 | (5,812) |
| Evansville (3) | 3 | 635,090 | 686,156 | 806,088 | 3 | 1,946,685 | 1,771,345 | 175,340 |
| Flint-Saginaw-Bay City (3) | 3 | 860,222 | 1,579,783 | 623,705 | 3 | 2,754,033 | 2,702,431 | 51,602 |
| Fort Wayne (3) | 3 | 763,227 | 953,474 | 830,550 | 3 | 2,397,023 | 2,046,465 | 350,558 |
| Fresno (3) | 3 | 833,683 | 1,658,056 | 870,139 | 3 | 2,918,192 | 2,887,166 | 31,026 |
| Green Bay (3) | 3 | 908,003 | 912,777 | 844,265 | 3 | 2,517,191 | 2,255,327 | 261,864 |
| Greenville-Spartanburg, S.C.-Asheville, N.C. (4) | 4 | 794,533 | 1,545,104 | 799,944 | 4 | 2,946,452 | 2,346,327 | 600,125 |
| Harrisburg-Lancaster-York-Lebanon (5) | 5 | 1,216,273 | 2,791,432 | 1,148,558 | 5 | 4,325,126 | 3,365,178 | 959,948 |
| Hartford-New Haven-New Britain-Waterbury (5) | 5 | 1,815,167 | 7,016,968 | 1,377,046 | 5 | 8,916,436 | 5,977,667 | 2,938,769 |
| Honolulu (3) | 3 | 303,810 | 1,096,372 | 1,597,892 | 3 | 2,834,574 | 2,542,115 | 292,459 |
| Houston-Galveston (3) | 3 | 1,765,236 | 5,287,955 | 2,306,128 | 3 | 8,162,712 | 5,550,312 | 2,612,400 |
| Indianapolis-Bloomington (4) | 4 | 1,860,406 | 5,406,294 | 2,504,012 | 4 | 9,264,295 | 6,938,635 | 2,325,660 |
| Johnstown-Altoona (3) | 3 | 927,716 | 2,193,441 | 700,278 | 3 | 3,491,713 | 2,065,832 | 1,425,881 |
| Kansas City (3) | 3 | 2,062,289 | 5,606,106 | 1,940,257 | 3 | 8,536,649 | 5,322,988 | 3,213,661 |
| Knoxville (3) | 3 | 712,541 | 1,189,632 | 792,704 | 3 | 2,391,767 | 1,885,560 | 506,207 |
| Las Vegas-Henderson (3) | 3 | 112,706 | 199,434 | 788,047 | 3 | 1,192,189 | 1,232,127 | (39,938) |
| Little Rock (3) | 3 | 686,836 | 1,010,414 | 808,313 | 3 | 2,375,891 | 2,048,294 | 327,597 |
| Los Angeles (7) | 7 | 5,683,471 | 28,012,507 | 17,501,092 | 7 | 45,403,977 | 38,028,854 | 7,375,123 |
| Madison (3) | 3 | 542,521 | 1,065,561 | 559,173 | 3 | 2,049,434 | 1,541,599 | 507,835 |
| Memphis (3) | 3 | 1,687,911 | 3,138,831 | 1,136,359 | 3 | 5,265,453 | 3,319,363 | 1,946,090 |
| Miami (3) | 3 | 1,468,535 | 4,950,197 | 3,004,992 | 3 | 9,247,336 | 6,485,246 | 2,762,090 |
| Milwaukee (4) | 4 | 2,140,931 | 5,877,647 | 2,198,681 | 4 | 9,194,858 | 6,075,645 | 3,119,213 |
| Minneapolis-St. Paul (4) | 4 | 2,432,439 | 5,413,561 | 4,138,632 | 4 | 11,461,224 | 8,817,751 | 2,643,473 |
| Mobile, Ala.-Pensacola, Fla. (3) | 3 | 586,712 | 1,258,125 | 1,002,573 | 3 | 2,786,216 | 2,460,359 | 325,857 |
| Nashville (3) | 3 | 1,287,797 | 1,939,130 | 1,864,890 | 3 | 4,600,650 | 3,612,570 | 988,080 |
| New Orleans (3) | 3 | 1,418,165 | 3,471,747 | 2,229,878 | 3 | 6,407,185 | 5,480,944 | 926,241 |
| New York (7) | 7 | 10,655,920 | 59,628,711 | 12,036,797 | 7 | 75,443,656 | 41,805,975 | 33,637,681 |
| Norfolk-Portsmouth-Newport-News-Hampton (3) | 3 | 1,277,937 | 2,156,036 | 1,603,752 | 3 | 4,730,166 | 3,948,606 | 781,560 |
| Oklahoma City-Enid (3) | 3 | 1,372,358 | 2,833,120 | 1,548,003 | 3 | 5,575,011 | 3,900,339 | 1,674,672 |
| Omaha (3) | 3 | 1,364,627 | 2,360,536 | 1,012,572 | 3 | 4,631,240 | 3,544,498 | 1,086,742 |
| Orlando-Daytona Beach (3) | 3 | 543,365 | 955,742 | 1,040,388 | 3 | 2,405,315 | 2,171,986 | 233,329 |
| Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. (3) | 3 | 601,064 | 1,048,500 | 327,545 | 3 | 1,861,505 | 1,307,927 | 553,578 |
| Peoria (3) | 3 | 709,654 | 1,010,988 | 852,223 | 3 | 2,391,738 | 2,331,370 | 60,368 |
| Philadelphia (4#) | 3 | 5,165,241 | 18,519,832 | 4,758,854 | 4 | 24,928,284 | 16,511,477 | 8,416,807 |
| Phoenix-Mesa (4) | 4 | 781,596 | 1,704,756 | 2,159,037 | 4 | 4,320,086 | 4,128,648 | 191,438 |
| Pittsburgh (3) | 3 | 3,057,425 | 10,726,979 | 3,700,334 | 3 | 15,371,436 | 9,521,980 | 5,849,456 |
| Portland-Poland Springs (3) | 3 | 819,730 | 1,658,969 | 585,972 | 3 | 2,808,653 | 2,420,040 | 388,613 |
| Portland (3) | 3 | 1,560,360 | 4,554,490 | 1,556,302 | 3 | 6,560,160 | 4,636,934 | 1,923,226 |
| Richmond-Petersburg (3) | 3 | 972,911 | 1,321,093 | 820,320 | 3 | 3,255,795 | 2,629,786 | 626,009 |
| Roanoke-Lynchburg (3) | 3 | 871,137 | 1,194,959 | 813,779 | 3 | 2,633,875 | 2,122,928 | 510,947 |
| Rochester (3) | 3 | 1,050,627 | 2,591,360 | 1,002,101 | 3 | 4,109,105 | 3,155,802 | 953,303 |
| Rochester-Austin, Minn.-Mason City, Iowa (3) | 3 | 393,475 | 595,017 | 673,904 | 3 | 1,674,402 | 1,422,429 | 251,973 |
| Sacramento-Stockton (4#) | 3 | 1,065,249 | 3,545,146 | 1,456,378 | 3 | 5,231,848 | 4,880,054 | 351,794 |
| Salt Lake City-Ogden-Provo (5#) | 3 | 968,742 | 1,425,756 | 1,592,506 | 4 | 3,902,662 | 3,600,696 | 301,966 |
| San Antonio (4) | 4 | 1,087,501 | 2,304,452 | 1,349,210 | 4 | 4,138,585 | 3,426,063 | 712,522 |
| San Francisco-Oakland (4) | 4 | 3,499,359 | 9,791,446 | 5,477,362 | 4 | 17,160,853 | 11,473,454 | 5,687,399 |
| Seattle-Tacoma (5) | 5 | 1,829,809 | 5,488,100 | 1,800,445 | 5 | 8,208,204 | 8,234,448 | (26,244) |
| South Bend-Elkhart (3) | 3 | 546,783 | 677,242 | 700,709 | 3 | 1,900,338 | 1,830,816 | 69,522 |
| Spokane (3) | 3 | 709,992 | 2,066,579 | 822,437 | 3 | 3,058,642 | 2,646,434 | 412,208 |
| Springfield-Decatur-Champaign-Urbana-Danville (5) | 5 | 751,926 | 1,639,384 | 1,261,206 | 5 | 3,305,384 | 2,335,973 | 969,411 |
| St. Louis (4) | 4 | 2,595,287 | 8,136,610 | 3,129,008 | 4 | 12,433,587 | 9,631,464 | 2,802,123 |
| Tampa-St. Petersburg (3) | 3 | 1,064,802 | 2,983,439 | 1,739,017 | 3 | 5,274,793 | 3,887,656 | 1,387,137 |
| Tucson (3) | 3 | 358,071 | 504,285 | 1,205,998 | 3 | 1,980,203 | 1,768,061 | 212,142 |
| Tulsa (3) | 3 | 1,143,136 | 2,095,105 | 1,049,366 | 3 | 3,964,970 | 2,991,967 | 973,003 |
| Wailuku (3) | 1 | * | * | * | 1 | * | * | * |
| Washington, D.C. (4) | 4 | 2,342,924 | 7,579,298 | 2,484,541 | 4 | 11,831,164 | 8,943,485 | 2,887,679 |
| Wichita-Hutchinson (3) | 3 | 919,299 | 1,736,103 | 961,386 | 3 | 3,299,,415 | 2,958,000 | 341,415 |
| Wilkes Barre-Scranton (3) | 3 | 896,801 | 1,310,438 | 990,183 | 3 | 3,044,118 | 2,668,764 | 375,354 |
| Youngstown (4#) | 3 | 594,832 | 849,873 | 523,335 | 4 | 1,837,840 | 1,612,363 | 225,477 |
| Total 80 Markets (274) | 266 | $ 112,644,339 | $371,986,488 | $161,750,149 | 269 | $ 602,300,879 | $428,807,690 | $173,493,189 |
| Markets Less Than 3 Stations | | | | | | | | |
| Total 192 Markets (261) | 252 | $ 42,053,199 | $ 87,207,470 | $ 53,933,742 | 261 | $ 171,536,381 | $134,496,655 | $ 37,039,726 |
| TOTAL 272 MARKETS (535) | 518 | $ 164,697,538 | $459,193,958 | $215,683,891 | 530 | $ 773,837,260 | $563,304,345 | $210,532,915 |

†Parentheses ( ) denote loss. #Not all stations in this market operated a full year during 1960. *Data not published for groups of less than 3 stations.

## Congress

**NAB ATTACKS SPORTS BILL:** Professional sports should remain under antitrust regulation, NAB govt. affairs vp Vincent T. Wasilewski insisted last week. He opposed legislative proposals which would permit package TV game deals as against "public interest."

Testifying before the House Judiciary Antitrust Subcommittee on a bill (HR-8757) by Chmn. Celler (D-N.Y.) which would validate terms of the outlawed CBS-TV-National Football League contract (Vol. 17:35 p6), Wasilewski said it would result in "less sports broadcasting."

The only witness against the Celler bill at the one-day hearing, Wasilewski urged that arrangements for sports broadcasts be left under antitrust restrictions:

"We believe that there is such an overriding public interest in the telecasting of professional sports that no law should be enacted which would exempt this aspect of sports operations from the antitrust laws.

"We believe that no blank check should be given to professional sports which would allow them to arbitrarily black out from the air waves, through concerted activity, the telecasting & broadcasting of games which have such great public appeal."

The NAB official, who has been picked by Pres. LeRoy Collins as his next-in-command as exec. vp (Vol. 17:33 p8), acknowledged that there are differences of opinion within the broadcasting industry on the merits of such blank-check blackout legislation. The networks themselves weren't summoned by Celler to testify—and they didn't ask for time on the witness stand.

### NAB's Objections Enumerated

Wasilewski ticked off these objections to the bill:

(1) "Only one network would be allowed to broadcast the games of an individual league, thus eliminating the possibility of 2 networks telecasting different games of the same league in the same area." (2) "The league would have to preclude individual clubs from making telecast arrangements of their own in their respective communities." (3) "It authorizes a league to make one contract for the rights of all its games. This precludes viewing choices by the public."

Wasilewski added that the measure is "obviously in the short-range interest of one network"—ABC-TV, whose telecasting contract with the American Football League hasn't been tested in court. He also agreed with witnesses from professional sports fields that individual clubs probably would get more TV income under package league contracts. But he pointed out that NFL clubs have been getting $3.5 million annually from individual TV contracts.

NFL Comr. Pete Rozelle, supporting the bill, said the CBS-TV antitrust ruling—if left standing—would mean the end of pro football in many smaller cities whose clubs would be deprived of the bigger package revenue. Other witnesses backing Celler's measure included AFL Comr. Joe Foss, William R. Reed of the National Collegiate Football Assn. and Baseball Comr. Ford Frick.

The outlook for enactment at this session of the Celler bill—or any of a flock of similar TV sports measures in the House & Senate—wasn't bright. But if any legislation does get through, it probably will be Celler's. The Senate Judiciary Antitrust Subcommittee headed by Sen. Kefauver (D-Tenn.) has sent 3 bills (S-168, 1856 & 2427) to the full committee—but without recommendation: "We'll probably wait for the Celler bill," a Committee source told us.

**Code Violators Sought:** Sens. Magnuson (D-Wash.) & Pastore (D-R.I.), who threatened legislative and/or FCC reprisals against broadcasters who accept hard-liquor commercials (Vol. 17:35 p1), have been challenged by NAB Pres. LeRoy Collins to name any guilty Code subscribers.

"If you have any specific information of any violation of our Code in this or any other respect, we urgently request that you advise us thereon for our prompt investigation and any needed disciplinary measures," Collins wrote the Commerce Committee's Magnuson & Pastore in response to their Aug. 23 ultimatum to him.

Reporting the exchange of correspondence on the Senate floor, Magnuson said: "The issue is not settled." He assured the Senate "it would be more than serious" if the most recent attempt by a whiskey distiller (Publicker Industries Inc.) to break down broadcasting's voluntarily-raised barriers should succeed.

But at last week's end Commerce Committee staffers assigned to watch the liquor situation on the air told us they had heard of no instance in which any subscriber to NAB's TV or Radio Codes aired Publicker commercials. At NAB hq we were told that reports from Code monitors so far also showed no breach in NAB's line. Publicker has claimed that 60 radio & 2 TV stations—all presumably non-subscribers—carried its advertising.

In his letter to Magnuson & Pastore, Collins said that adherence by Code subscribers to the Codes' liquor ban "is now & has been generally complete [despite] considerable pressure by some distillers & their agents to breach the line." But he acknowledged that "unfortunately all broadcasters do not now subscribe to our Codes."

"With the total industry behind our efforts in these delicate areas, such problems would not arise," Collins said. "I am hopeful that the strengthening of our Code operations and its greatly stepped-up activity in the coming weeks will enable us to impress more clearly on broadcasters the folly of carrying this advertising."

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JFK Backs FTC Bill: "Strong support" for a controversial bill to give FTC power to issue cease-&-desist orders in unfair-practices cases (Vol. 17:35 p2) has been voiced by President Kennedy. In a letter to House Commerce Committee Chmn. Harris (D-Ark.), he said such measures as the bill (HR-1233) by Rep. Steed (D-Okla.) are needed to speed FTC processes & cut down case backlogs. As it is, the President wrote Harris, FTC lacks authority to stop illegal practices until the conclusion of proceedings in cases. "As a result," the letter said, "small businessmen who are so often the target of discriminatory & monopolistic activities are often irreparably injured or destroyed long before the lengthy process of adjudication has been completed."

"Bedside Network" Praised: One of the least-publicized organizations in broadcasting — Veterans Hospital Radio & TV Guild—deserves more public recognition & financial support, Rep. Lindsay (R-N.Y.) told the House. He said the Guild, operating out of N.Y. on an annual budget of $1,000, provided volunteer entertainment for 180,337 hospitalized veterans in 1960 alone. The "bedside network," sponsored by representatives of the networks, NAB, RTES, ASCAP, BMI and TV-radio unions, now is in its 14th year of service at Veterans Administration facilities. Lindsay called for support of a public fund-raising campaign planned by the Guild. He said enactment of his resolution (H.J. Res. 468) designating Nov. 5-11 as "Hospitalized Veterans Week" would help promote the drive.

**Nuclear TV Foreseen:** Controversy in Congress over a proposed privately-operated U.S. satellite communications system (Vol. 17:35 p5) spread last week from separate Senate & House committees to the Joint Committee on Atomic Energy.

Testifying before the Atomic Energy Research Subcommittee headed by Rep. Price (D-Ill.), Atomic Energy Comr. Robert E. Wilson came up with a plan for a nuclear-powered TV satellite in such a system which could transmit directly to TV viewers around the world.

"In my opinion this would mean much more to the average individual than a manned landing on the moon," Wilson said, assuring the Subcommittee that such a nuclear transmitter in space is "possible in this decade."

Chmn. Price took a dim view of the value of such a space gadget, however. He said he didn't think much "world prestige" could be won by such an accomplishment in a field where USSR has made spectacular advances.

Comr. Wilson maintained, however, that a simple nuclear-powered satellite system relaying TV signals with 1 kw to ground networks could be developed in 2-3 years. TV coverage of "the entire hemisphere" from a satellite would require about 150 kw of nuclear-developed power, he estimated.

Meanwhile, an informal 35-member Senate-House Democratic caucus led by House Judiciary Committee Chmn. Celler (D-N.Y.) sent a letter to President Kennedy protesting the White House-FCC plan for ownership of a space system by international common carriers.

Organized last month to oppose the plan (Vol. 17:33 p5), the caucus told the President that if the project goes through, AT&T would gain a "dominant & very probably a monopolistic position." This would be "intolerable from the standpoint of the public interest," the letter said.

Celler & his colleagues urged the President to make an exhaustive study of satellite problems before reaching any final decision on private or govt. ownership of the system. If an ultimate go-ahead is given to private operators, the combine should be expanded, they said.

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Senate Salutes Sarnoff: Vice President Johnson and 23 Senators attended a luncheon honoring RCA Chmn. David Sarnoff Aug. 30 on the occasion of his 55th anniversary in the communications industry. Sponsors were Senators Keating & Javits (R-N.Y.), Aiken (R-Vt.), Magnuson (D-Wash.) & Pastore (D-R.I.). Sen. Aiken was master of ceremonies. In brief remarks, Gen. Sarnoff described 4 trips he had taken, saying they epitomized the opportunities which are presented "only in America." The first was the steerage voyage from his Russian birthplace to the U.S. in 1900 when he was 9; 2nd, from N.Y. to England in 1909 as radio officer of the *USS New York*; 3rd, from U.S. to France in 1929 as assistant to Owen D. Young, Chmn. of the Reparations Commission; 4th, from N.Y. to Washington for the luncheon. His voice full of emotion, he said: "I'm deeply moved and profoundly honored." Sen. Aiken characterized him as "a dreamer and a doer." On the floor of the Senate, the same day, statements praising Sarnoff were presented by Senators Keating, Javits, Magnuson and Kuchel (R-Cal.). A major dinner in Sarnoff's honor is being planned for November in New York.

Radio Bill Passed: The Senate has approved a bill (S-1589) authorizing FCC to issue radio-operator's licenses to U.S. nationals who aren't citizens (Vol. 17:30 p14).

## The FCC

Lafayette Ch. 3 Drop-out Planned: KVOL Lafayette, La. has petitioned to withdraw from the 3-way contest for Ch. 3, stating it has doubts about economic prospects. It said that drop-ins of several new channels in the general area have cut into the channel's proposed service area. KVOL is 50%-owned by the Morgan Murphy interests which recently bought KXLY-TV (Ch. 4) & KXLY Spokane (Vol. 17:34 p8). The station also reported that the Murphy interests have reached an agreement with George Thomas, the other 50% stockholder, whereby the latter will become 100% owner. In the Ch. 3 case, examiner Millard French had recommended giving the CP to KXKW, denying KVOL and uhf KTAG-TV (Ch. 25) Lake Charles (Vol. 17:24 p5).

Putnam's Allocations Parley: Telecasters representing 13 stations accepted the invitation of William Putnam, WWLP (Ch. 22) Springfield, Mass., to discuss FCC's proposed allocations actions last week. Results of the meeting, Putnam said, were that "we agreed that the Commission has taken steps long overdue and we hope that they'll stand up." He added: "I just invited some friends in. Some represented uhf stations, some vhf. We don't have the leverage to out-politic those opposing FCC's action. We've got to rely on a strong case, not a strong arm." Putnam is chmn. of the Committee for Competitive TV, a uhf organization which participated in the activities of TASO, the group that made allocations studies for FCC. He said that CCT would file comments on the proposal.

Mack Case Dropped: Ailing ex-FCC Comr. Richard A. Mack won't have to face trial again on charges that he conspired to rig the Miami Ch. 10 award for WPST-TV. At the request of U.S. Attorney Oliver Dibble, District Court Judge Alexander Holtzoff on Aug. 30 dismissed the 3-year-old indictment against Mack, whose first trial in 1959 ended with the jury deadlocked. Dibble said the govt. was unable to proceed with the prosecution of Mack because his co-defendant, the late Thurman A. Whiteside, was acquitted at his 2nd trial (alone) last October. Mack had been excused from retrial then because he was too ill to appear in court. Whiteside shot himself in his Miami office May 19 (Vol. 17:21 p16).

NAB Logging Form Tests: Three TV and 6 radio stations will try FCC's proposed new logging form for a week under NAB's auspices, probably starting Sept. 11, to give the Association material on which to base comments to be filed. The stations will follow FCC's proposal for 3 days, then use a modification of existing practices for 3 days. The stations weren't identified, except for WDEC Americus, Ga. which is testing under sponsorship of the Georgia Assn. of Bcstrs. (Vol. 17:33 p3).

Conelrad Tests Start: Daily 9:30 a.m. tests of FCC's new Conelrad alerting system utilizing AP & UPI teletype facilities are being conducted this month. Special instructions & reporting forms were furnished all broadcast stations by defense Comr. Bartley in advance of the tests. Starting Oct. 1, they will be run at 9:30 a.m. Saturdays and 8:30 p.m. Sundays.

ETV Factsheet Issued: A 6-page factsheet, "Educational Television," has been published by FCC to summarize the development of non-commercial TV and list the Commission's ETV rules. Copies of the publication (Bulletin No. 16-B) are available from FCC on request.

San Angelo Ch. 3 CP: Granted to Abilene Radio & TV Co. in the finalization of an initial decision.

## Advertising

**SPOT TV-RADIO DATA GROWS:** Three new station-level research projects launched by station groups or reps were being promoted to ad agencies last week:

1. TvAR brand comparison study: The latest measure of regional differences in consumer brand preferences made by Westinghouse-owned TvAR has been expanded to the 8 markets in which there are TvAR-represented stations—Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland, San Francisco. The new report covers beer & ale, cigarettes, cold remedies, gasoline, headache remedies, hot cereal and margarine. As in previous TvAR studies, there were some interesting differences between markets. A few: (1) Margarine is a more popular household product in Jacksonville and Charlotte, where 88% & 93% of families use it, than in Boston, where only 55% use it. Regional brand preferences were also apparent, with TV-sold Mrs. Filbert's the favorite brand in Charlotte, while the premium-priced Imperial was tops in Boston. (2) Boston also drew a low score in the usage of headache remedies, with 78% of families reporting consumption. High score (94%) was scored in San Francisco. Copies of the study are available to agencies from TvAR, 666 Fifth Ave., New York 19.

2. KNXT buying-habit study: To determine "what kind of audience, in terms of buying habits" was being reached by CBS-TV o&o KNXT Los Angeles, ARB prepared a special correlation of TV viewing and consumer purchasing. The study, titled "Prime Prospects," has been since developed into a presentation of the CBS-TV Stations div. Key findings: (1) Two-thirds or more of most food & drug purchases in Los Angeles, generally regarded as the nation's 2nd biggest market, are made by one-third of the area's population. (2) As a typical example, KNXT cited household aluminum foil consumption. Dividing users into 3 equal groups "according to their buying habits," ARB found that "heavy" users actually accounted for 72.6% of total aluminum foil sales in the city. (3) This consuming audience was also a TV audience, with KNXT reaching 94% of the "heavy" users at least once a week.

3. Christal-Politz studies: Designed to provide agencies with considerable data which can be used in planning integrated TV-radio spot schedules, 5 new radio-market studies will be available this month from rep firm Henry I. Christal. The studies have been conducted by Alfred Politz Media Studies, and will cover such things as: (1) The kinds & numbers of people who listen to radio each week. (2) Places & times of day wherein people listen. (3) A measure of the "qualitative attributes" (community service, etc.) of individual radio stations. The studies are not the usual "rating reports," and actually are geared to showing data on the radio medium in each of the 5 markets rather than competitive information. The 5 cities, in which there are Christal-represented radio outlets, are Albany, Buffalo, Detroit, Hartford and Milwaukee.

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Print Revenue Tops TV: Newspaper ad revenues are more than double those of TV, reports the Bureau of Advertising of the American Newspaper Publishers Assn. ANPA's breakdown for 1960, based on compilations prepared by the research dept. of McCann-Erickson: Newspapers (all U.S. dailies)—$3.7 billion. TV—$1.6 billion. Magazines—$940 million. Radio—$668 million. Outdoor advertising—$203 million.

**Spot TV Continues at High Level:** More than $160 million was spent by TV advertisers in spot TV gross time billings in the 2nd quarter of 1961. That's the boxscore from TvB, which reported that spot spending showed a slight (0.04%) increase above the comparable quarter of 1960.

Prime-time spot buys still head the list of advertiser preferences (in dollar volume), with nearly $52.2 million (32.5% of total) spent in evening time. Daytime buys, however, weren't too far behind, amounting in the quarter to $40.1 million (25% of total). Next in line were early-evening buys ($34.7 million representing 21.7%) and late-night Spot TV ($33.5 million, 20.8%).

Announcements are far in front of other types of spot activity, representing 75.9% of the dollar total. Local-level program purchases and 10-second IDs represent, respectively, 12.3% and 11.8%. As might be expected, the leading spot TV advertiser for the period was Procter & Gamble, with billings of more than $16.4 million, with Colgate-Palmolive ($4.7 million) and Lever Bros. ($4.2 million) as runners-up. On the list of top 100 spot TV advertisers for the first time: Phillips-Van Heusen, Cities Service, Pure Oil, Cal. Spray Chemical.

Food & grocery products with total 2nd-quarter billings of $44.4 million this year (up 7.2% from last year) were the leading advertiser classification, according to TvB. Interestingly, this was confirmed in part last week on another front. A checkup conducted by Ziv-UA among sponsors of the firm's first-run syndicated series revealed that food products now account "for nearly 26% of the markets in first-run sales," and represent as a category "the top sponsor in syndication." Unlike TvB's over-all runner-up category—cosmetics & toiletries, which spent $16.7 million in the second quarter of 1961—Ziv-UA's 2nd largest category of advertisers buying first-run syndicated series proved to be tobacco companies, led by Brown & Williamson and American Tobacco.

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Canadian Sponsorship Restrictions: A regulation to require TV advertisers to spend as many ad dollars on Canadian shows as they do on American programs on Canadian stations will be proposed by the Board of Best. Governors at a meeting next month of national advertisers, ad agencies and the CBC and CTN TV networks. BBG Chmn. Dr. Andrew Stewart believes such a policy is "essential" if stations are to comply with Canadian-content programming requirements.

TV Auto Cutbacks Coming?: Auto manufacturers will be increasing their ad investments to sell 1962 models, but TV "may find its share reduced." That's the prediction of *Printers' Ink* which forecasts in its current issue a rise in auto ad spending in newspapers & direct mail and heavy expenditures in magazines. GM, said *PI*, is expected "to put a total of more than $120 million into advertising."

New Reps: KPAC-TV Port Arthur, Tex. to Blair Television Associates Aug. 14 from Bolling • WECT Wilmington, N.C. to Select Station Representatives Aug. 1 from Weed.

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**Ad People:** George Allison named to new post of media dir., Needham, Louis & Brorby . . . Paul W. Moseley and Arnold J. Deutschman elected Ted Bates vps . . .Richard F. Casey named senior vp, Charles E. F. Millard and David P. Hotz elected vps, Benton & Bowles . . . George Mihaly, ex-BBDO TV-radio research mgr., named account exec., Schwerin Research Corp.

## Networks

**Nationwide TV's 10th Anniversary:** In addition to being Labor Day, Sept. 4 is the 10th anniversary of an important TV milestone—the birth of coast-to-coast transmission. First nationwide live telecast was President Truman's opening of the Japanese Peace Treaty Conference in San Francisco—fed instantaneously to 94 TV stations in 52 cities and viewed by more than 40 million people (Vol. 7:63 p3). "Today," said AT&T in a commemorative release last week, "such a program could be transmitted to some 500 TV stations and viewed at the same time in more than 300 cities."

**"World's Biggest Ad Medium":** NBC-TV continues to make good on a prediction voiced by exec. vp Walter D. Scott, who promised affiliates at the time of the NAB meeting that NBC would become "the world's largest single national advertising medium" during 1961 (Vol. 17:19 p6). In the June reports of LNA/BAR (latest available), NBC-TV topped CBS-TV and ABC-TV in gross billings for the 6th consecutive month, posting a "record" level of $22.9 million. A comparison also showed that NBC, for the first half of 1961, was ahead of the similar period of 1960 by $15.3 million. CBS-TV was below its year-ago level on the same yardstick.

### NETWORK SALES ACTIVITY

ABC-TV

**A. E. Staley** (Erwin Wasey, Ruthrauff & Ryan) **Whitehall Laboratories** (Ted Bates), part. eff. Sept. 8 & Oct. 2.
*Daytime programming*, Mon.-Fri.

**Milton Bradley** (Noyes & Co.), **Lehn & Fink** (Fuller & Smith & Ross), co-sponsorship eff. Sept.
*American Newsstand*, Mon.-Fri. 4:50-5:00.

**Beatrice Foods** (Zed R. Daniels) part. eff. Sept. 30.
*Magic Ranch*, Sat. 11:30-12 a.m.

**Retail tape div. of Minnesota Mining & Mfg.** (MacManus, John & Adams) part. eff. Sept. 11.
*Daytime programming*, Mon.-Fri.

**Keystone Camera** (Bresnick) part. eff. Oct. 22 & Oct. 29.
*Maverick*, Sun. 6:30-7:30 p.m., *Adventures in Paradise*, Sun. 10-11 p.m.

CBS-TV

**P. Lorillard** (Lennen & Newell), **Mutual of Omaha** (Guild, Bascom & Bonfigli), part. eff. Oct. 4.
*Father Knows Best*, Wed. 8-8:30 p.m.

**General Foods** (Benton & Bowles), part. eff. Sept. 1.
*Rawhide*, Fri. 7:30-8:30 p.m.

**P. Lorillard** (Lennen & Newell), part. eff. Oct. 1.
*Ed Sullivan Show*, Sun. 8-9 p.m.

**Polaroid** (Doyle Dane Bernbach), part. eff. Sept. 23, Oct. 4, Oct. 26, Nov. 9 & Nov. 26.
*Perry Mason*, Sat. 7:30-8:30 p.m., *Checkmate*, Wed. 8:30-9:30 p.m. *CBS Reports*, Thu. 10-11 p.m. *The Investigators*, Thu. 9-10 p.m., *What's My Line*, Sun. 10:30-11 p.m.

NBC-TV

**Phillips Petroleum** (Lambert & Feasley) part. eff. Sept. 17.
*14 pro football games*, Sun. aft.

**Revlon** (Grey) full-sponsorship eff. Dec. 13.
*The Bob Hope Show*, Sun. Dec. 13, 9-10 p.m.

## Film & Tape

**Four Star Buys Marterto:** Four Star Television last week acquired Marterto Productions from Danny & Rosemarie Thomas in a deal involving approximately $2 million.

Four Star received 90 half-hours of Thomas's *Make Room for Daddy* films, produced the first 3 years he was in TV, and Marterto's 25% interest in *The Real McCoys*, plus a continued interest in future segments of *McCoys*.

Other partners in *The Real McCoys* series are ABC-TV, producer Irving Pincus and Walter Brennan, star of the show. While Four Star's purchase does not give it financial control of the series, it will give it a dominant voice in the creative production, one executive told us.

For his profit-sharing equity of the properties involved in the Four Star deal, producer Sheldon Leonard will receive a percentage of the net (before taxes) of the estimated $2 million from Thomas. In addition, he will be paid residuals by Four Star when the films are exhibited.

Four Star's purchase of Marterto does not include Thomas films made by Marterto after the first 3 years.

The Dick Powell-David Niven-Charles Boyer company does not immediately plan to go into syndication as a result of its acquisition of film, although Pres. Powell told us the purchase was made because of the films' potential residual value. Powell estimated Four Star now has a backlog of close to 1,500 TV films, and "we may eventually syndicate."

Last year the William Morris Agency made a deal leasing 9 years of Thomas films to NBC-TV for daytime stripping; the films acquired by Four Star are in that deal.

Marterto Enterprises owns the current Thomas series. Thomas's other production activities are complex joint ventures. For example, the *Dick Van Dyke Show* is produced by Calvado Productions, owned by Van Dyke, Leonard and Thomas; *Andy Griffith Show* is produced by Maybery Enterprises, with Leonard, Thomas and Griffith involved; *Joey Bishop Show* is produced by Bellmar Enterprises, and partners are Louis Edelman, Leonard, Thomas and Bishop.

* * *

On still another production front, Four Star is taking its first steps toward entering the field of live & taped network programming. Four Star has acquired ownership of a N.Y.-based production concern, Heatter-Quigley Enterprises and Heatter-Quigley Productions, formed by Merrill Heatter and Robert Quigley. Heatter-Quigley, which has specialized in audience-participation and panel shows reminiscent of those of Goodson-Todman, is currently represented on CBS-TV with *Video Village*. The production team will shift soon to Four Star's Hollywood hq.

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**NBC International** is enjoying an export sales boom in the Far East, Latin America and Europe. According to Clifford Slaybaugh, NBC International Enterprises dir., gross sales for the first half of this year topped those of the comparable 1960 period by 50%. Slaybaugh cited "rising interest in American news & public-affairs programs abroad" as sparking the sales upbeat. Among best-selling shows of this type in NBC International's catalog are the *Project 20* and *NBC White Paper* shows, as well as the recent special, "The Real West," narrated by Gary Cooper. In the Far East, NBC International claims 20 series in the Philippines, 22 in Hong Kong, and a large roster in Japan, including a new public-affairs package of 52 episodes sold to Fuji Bestg. Co.

**BBC-TV's Overseas Success:** BBC-TV has doubled its overseas program sales, and attributes the rise to its 17-month-old BBC-TV Promotions Dept. (which, despite its name, is BBC's international program sales division). More than 1,200 BBC-TV export program episodes were sold in the first year after the new offshoot began operations in March 1960, and a further 800 in April & May. Sales were scored in more than 50 foreign markets, including the U.S. BBC-TV Promotions also purchases programs for U.K. telecasts, and acquired during its first year the TV rights to 52 British features—the first time such a film supply was available to BBC.

In the production area, BBC-TV Promotions and NTA plan a new cycle of *The Third Man*, with 20 episodes to be filmed in Hollywood and 18 at MGM's Elstree Studios near London. Michael Rennie stars and Vernon Burns is exec. producer. The 30-min. cloak-&-dagger series is currently syndicated in about 150 U.S. markets and has been renewed by Budweiser Beer in the show's largest regional deal, 100 markets. Another BBC co-production, *R.C.M.P.*, done jointly with Canadian Bcstg. Corp., is now running in 73 markets, with syndication sales handled by NBC Films. BBC's latest co-production, *Zero One*, will go into production this fall as a 30-min. adventure series. All of BBC's film deals, of course, are considered "quota" shows in England and are assured of virtually automatic sales to BBC for prime-time exposure on the organization's TV network.

## NEW YORK ROUNDUP

Seven Arts' package of 41 Warner Bros. post-1948 features has been sold to 4 more stations, bringing the market total to 43. New purchasers are WTVJ Miami, WWL-TV New Orleans, and WNBC-TV N.Y., which will program the package as part of a TV double feature on Saturday nights (Vol. 17:35 p12). In addition, 7 Arts has signed 2 more stations for its *Looney Tunes* package of 191 cartoons.

**Tele-Tape Productions**, Chicago, which operates a mobile cruiser to location-tape TV shows & commercials, has been hired to provide mobile facilities for Videotape Productions, N.Y. Tele-Tape's record includes 65 episodes of NBC-TV's *Kukla & Ollie Show*, with 65 more scheduled. The mobile unit will move to N.Y. September 5.

**Film Producers' Assn. of N.Y.** moved into new headquarters at 165 W. 46 Street, N.Y. last week. The organization represents the majority of commercial, program & feature production firms based in N.Y. and has been active in attempting to lure movie-making projects to the city and in working with N.Y. union locals.

**United Artists Associated's** group of 27 features (including 22 post-1948s) will be seen on WCBS-TV's *Early Show* and *Late Show* after Jan. 1. All 22 of the post-1948s are first-run in N.Y.

**Add Syndication Sales:** Trans-Lux scored a renewal sale for its Encyclopaedia Britannica Film Library to the 5 Westinghouse Bcstg. Co. outlets for a 5-year run.

**People:** Joe Joel, Screen Gems Ltd. (Sydney, Australia) managing dir., appointed sales supervisor for the Far East, Australia & New Zealand.

## HOLLYWOOD ROUNDUP

**A Living Doll—for TV:** Several new comedy telefilm series produced by means of a process called "Tri-Cinemation" are planned by Screen Gems. Developed after years of experimenting by DHB Inc. (a creative trio composed of Christos Diatsinos, Albert Hecht & Robert Brahm), the process is a secret one in which life-like dolls can be made to move, on film, "exactly like human beings," and which can also create exaggerated characterizations for comic effect. (Screen Gems didn't reveal the gimmick of Tri-Cinemation, but it's believed to be an electronic servo-motor process of "animating" puppet figures by remote control, off-camera.) DHB Inc. will handle physical filming of the planned series and will act as co-producer. Screen Gems also plans to utilize the new technique in ETV, as well as comedy shows.

**Newsman Forms Documentary Firm:** Documentary Associates, headed by TV-radio newsman Lew Irwin of Los Angeles, is completing its first 60-min. documentary, "The Addict," and sold it to Unitours. About drug addiction, it will be shown first on a Los Angeles station, then syndicated. Exec. producer Irwin told us he's planning a 60-min. documentary series and a half-hour weekly show about people—a *"Candid Camera* without the camera." He is also seeking clearance from the Gary Cooper estate for a 60-min. documentary on the late movie star.

**MGM-TV's** "Best of the Fifties" group of 30 post-1950 movies has been licensed in 34 markets in the past 90 days, and total revenues now approach the $2-million mark . . . **20th Century-Fox TV** has 3 separate segments of *Follow the Sun* before the cameras simultaneously . . . **H. N. Swanson Agency** is negotiating the sale of TV rights to "Mr. Moto," the character created by the late John P. Marquand.

**Revue Studios'** *The Investigators*, originally scheduled to debut on CBS-TV Sept. 21, has been postponed until Oct. 5. . . . **Mark VII Ltd.** will produce a 60-min. anthology pilot for CBS-TV utilizing material from *True* magazine as its source. Producer is Mike Meshekoff, who rejoins Mark VII owner Jack Webb after having produced his *Dragnet* series years ago. Webb will star in some of the segments and direct and narrate. The pilot goes into production in November at Republic Studios.

**International Congress of Schools of Cinema & TV** members, touring the U.S. under State Dept. auspices, and visitors in Hollywood last week, were hosted by the Academy of Motion Picture Arts & Sciences board and its foreign language film committee.

**Revue Studios** signed Mary Jayne Saunders to a 5-year contract. She's a regular in its *Tales of Wells Fargo* series. . . . The same studio will have completed 17 segments of its 60-min. *Frontier Circus* series by the time it bows on CBS-TV Oct. 5.

**People:** Edgar Peterson signed as producer-writer of Jack Douglas's documentary series for Ziv-UA, *Keyhole* . . . **Andrew J. Fenady** named producer of several Goodson-Todman pilots planned for 1962-63 . . . **Wilma Basher**, exec. dir. of the Motion Picture Relief Fund since 1938, has retired . . . **James Karayn** named associate producer of KTLA Los Angeles, his first assignment *City at Night.*

**Television Digest**

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JAMES T. QUIRK, *Business Manager*
BENJAMIN MILLER, *Asst. Business Mgr.*
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PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

MARTIN CODEL
Associate Publisher

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hollywood 28, Cal.
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**Personals:** **Michael Sillerman** resigns as exec. sales vp, Programs for Television, to form his own program & sales consulting business . . . **Philip d'Antoni** promoted from Eastern sales div. mgr. to gen. sales mgr., MBS, succeeding **Frank Rogier** . . . **Robert E. Early**, Washington information services mgr. for CBS News, promoted to exec. asst. in CBS Inc. Washington offices . . . **Donald G. McGlathery**, A. C. Nielsen sales mgr., and **Philip F. von Ladau**, Western div. sales mgr. for national services, appointed Nielsen vps.

**Earl Revoir** elected treas., Allied Artists; **Jack M. Sattinger** named asst. vp; **Maurie Gresham** named Western div. sales mgr., AA Television.

**Karl J. Nestvold** appointed gen. mgr., Ore. Assn. of Bcstrs., replacing **Robert Monaghan** . . . **William C. Dempsey** named exec. vp, West Mich. Telecasters, applicant for TV & FM in Grand Rapids . . . **John North** named news dir., WWTV Cadillac-Traverse City, Mich. . . . Steve Libby, CCI div. of Communication Affiliates, named publicity chmn., RTES. He'll coordinate a board set up to handle PR & publicity.

FCC Chmn. Minow speaks to San Francisco's Commonwealth Club Dec. 22 . . . **James N. Faber**, ex-radio KTAC Tacoma newsman who was World War II news editor for Armed Forces Radio in New Guinea & the Philippines, appointed Interior Dept. information dir. . . . **William Dalton**, NCTA pres., selected as one of 34 trade association executives to receive a "Chartered Association Executive Award," newly established by American Society of Association Executives . . . **Aubrey L. Moore** named station mgr., WBRZ Baton Rouge, succeeded as production mgr. by **John T. Crowe** . . . **Irving Brownstein** promoted to asst. chief, FCC Safety & Special Radio Services Bureau.

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**Wasilewski & Swezey in at NAB:** The NAB Board has approved the appointment of Vincent Wasilewski as exec. vp and Robert Swezey as head of the TV-Radio Code Authority (Vol. 17:33 p8). Official announcement is expected this week when NAB Pres. Collins returns from his vacation in Tallahassee.

**Meetings This Week:** West Va. Bcstg. Assn. fall meeting (Sept. 8-10). Greenbrier Hotel, White Sulphur Springs.

**Meetings Next Week:** Assn. Canadienne de la Radio et la Television de Langue Francaise annual convention (Sept. 10-13). Seaway Hotel, Toronto • **IRE and American Institute of Electrical Engineers** (Washington sections) space communications panel (11). Panelists include: Dr. John Pierce, Bell Labs; Dr. Elmer W. Engstrom, RCA; Dr. Herbert Trotter Jr., GT&E Labs; Richard P. Gifford, GE. Moderator: Edward W. Allen, FCC. Natural History Museum, Washington, D.C. • **South East Radio-TV Seminar**, sponsored by Ga. Assn. of Bcstrs. (15). Biltmore Hotel, Atlanta • **Mich. Assn. of Bcstrs.** fall convention (14-16). Hidden Valley, Gaylord, Mich. • **American Women in Radio & TV** Southern area conference (15-17). Dinkler-Tutwiler Hotel, Birmingham, Ala.

## Educational Television

**South Carolina's ETV Net:** "First state-wide closed circuit ETV"—the South Carolina network involving more than 400 miles of closed-circuit facilities serving 33 schools in 17 cities—gets the spotlight in the Summer issue of *Bell Telephone Magazine*. When the state began to explore the possibilities of CCTV instead of conventional on-air TV, the article points out, "there was no state-wide educational network anywhere in the nation, and there were no cost figures." A force of engineering, maintenance and cost experts went to work. "The result was that the legislature could be shown that every high school in the state could be served with 3 channels of closed-circuit program material, offering 36 regular daily subjects, at a per-pupil cost of only $12.67 a year, or a total of $3.8 million a year. The legislature was so impressed that it appropriated all that was asked for the 1960-61 school year . . ."

**Miami-to-Bahamas ETV:** The first international ETV experiment in the Western hemisphere will be launched Sept. 8 when the children of Bimini, a tiny resort island in the Bahamas, assemble to watch ETV courses beamed from Miami's WTHS-TV. Bimini's 300 children aged 9-13 years will be ETV-instructed in science, Spanish, typing and sewing. The project was made possible by a $4,500 grant from the Ford Fundation—a contribution that also included textbooks, 23 TV sets, and a 40-ft. special antenna to receive the Miami station, 65 miles away.

## Stations

**BBG Delays ABC's CFTO-TV Buy:** Canada's Board of Bcst. Governors last week threw an *if* into ABC's plans to purchase stock in CFTO-TV Toronto (Vol. 17:35 p9). ABC reportedly has applied to buy the maximum 25% stock interest permitted non-Canadians. BBG has decided it will approve the stock sale to ABC—*if* no reasonable matching offer by Canadian interests is received before noon Sept. 25.

**Shreveport's New Outlet:** KTAL (Ch. 6) has completed construction of new facilities near Vivian, La. and began operation on Sept. 3 as the NBC-TV affiliate for Shreveport. It has offices and studios at 3150 North Market St., Shreveport, as well as on Summerhill Rd. in Texarkana, Tex. Also on the 3rd, KTBS-TV (Ch. 3), which has been the NBC-TV & ABC-TV affiliate for Shreveport, became a full-time ABC-TV outlet.

**Uhf Translator Starts:** K74BJ Three Rivers, Cal. started testing Aug. 14 by repeating KFRE-TV Fresno.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**MANUFACTURERS PLEDGE SUPPORT OF STEREOCASTING:** There's no lack of ad dollars for most FM stereo stations. Neither is there lack of support from hi-fi manufacturers. Dollars & support will become increasingly plentiful as more FM-stereo radios & adapters move into station areas and more advertisers are attracted by the broadening market. These conclusions stem from our discussions with broadcasters & manufacturers last week—in wake of blast by pioneer Chicago FM stereocaster WKFM charging equipment makers with non-support of their latest offspring (Vol. 17:35 p14).

FM stereocasters we contacted were unanimous that their business is perking & increasing, that ad revenues will rise with set distribution in their areas, that any stereocaster hurting for business possibly got off on the wrong channel by giving too much "for free." Exec. vp William Tomberlin of KMLA Los Angeles—which is aiming for a Sept. 10 stereocasting debut—pretty well voiced consensus: "Our schedule is strictly dependent on the advertiser," he told us. "We don't plan any sustaining programs. If stereo manufacturers, distributors and dealers find there are sustaining programs, they won't buy time."

Zenith, GE, Packard Bell, Fisher Radio, H. H. Scott are among hi-fi set & component makers which have already signed for FM stereo time on local stations. Discussions are under way with other manufacturers by aggressive stereocasters seeking business. These same aggressive broadcasters are also seeking & finding local non-industry sponsors. Examples: Laundry, foreign car distributor, moving & hauling firm, oil heating council, tire dealer, restaurant.

Only one of 5 FM stereocasters we spoke with has increased ad rates for stereo. That's WGFM Schenectady, with a $60-per-min. rate for stereo, vs. $45-per-min. for mono FM. Only other stereo-mono variations we found: WSPA-FM Spartanburg, S.C. seeks to sell stereo time on a yearly contract; KMLA Los Angeles will add a production charge for stereo commercials.

Increasing support from set & component makers is in the offing. Manufacturers we contacted have ad plans of varying magnitude, it's true, and some plan to leave local advertising to discretion of distributors or dealers. But it seems clear that all will be in close support of product as manufacturing & distribution increase tempo. Even those manufacturers which will leave advertising to distributors & dealers are urging them to support FM stereo locally and are allocating co-op ad funds for that purpose.

Back in Chicago, meanwhile, WKFM is still sticking to its decision to abandon stereocasting unless support from manufacturers is forthcoming. Owner Frank S. Kovas told us "if we get any indication they're interested, we'll continue." Meanwhile, he has already notified his only FM-stereo sponsors, A&P and Fairfield Savings, that WKFM will revert to mono—probably after the first week in September.

For plans & comments of other stereocasters & equipment makers, see p. 14.

**SCORE ON TV IMPORTS—13,000 SO FAR:** This is the first year of large-scale TV imports—but so far they have amounted to less than 0.4% of 1961's domestic TV production to date.

Approximately 13,000 TV sets arrived at U.S. ports from abroad from Jan. 1 to Aug. 15, 1961—the vast majority of them from Japan—as compared with 10,000 in all of 1960, virtually none in 1959.

Two large importers accounted for nearly all of the TV sets imported so far this year. Our own educated guesstimates place their imports at these figures: Delmonico International has received about 10,000 TV sets (less picture tube) from Japan Victor—most of them 19-in. portables, but recently shipments of TV-radio-phono combinations have been stepped up. Sony Corp. of America has received somewhat fewer than 3,000 battery-operated 8-in. portable TVs—almost all of them since June.

Remainder of TV imports so far this year have been dribs & drabs of sample & token shipments. Majestic International (German Grundig sets) has probably earned title of 3rd biggest importer of TVs, but its relatively high-priced TVs & combos haven't been imported in numbers to compare with Sony's & Delmonico's merchandise. So far as we can determine, no significant amounts of TV sets or chassis have been imported by any company other than the 3 mentioned.

Step-up in TV imports seems likely during 2nd half of year. How big an increase depends on Sony's success with its battery portable. If market tests turn out well, there should be flood of competitive makes, plus many more Sonys.

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**EIA ASKS IMPORT CURBS:** Electronics industry's growth rate has been slowed by the impact of imports, Sprague Electric Co. Chmn. Robert C. Sprague told a House Banking & Currency Subcommittee last week, and he urged legislation to apply brakes to imports "whenever they seriously threaten any segment of the American economy." Subcommittee No. 3 is investigating the impact of imports & exports on American employment.

In a statement submitted in behalf of EIA's Imports Committee, of which he is chairman, Sprague said he personally favored some form of import quotas for critical products, but he conceded that EIA members have "divided interests and points of view." Pointing out that about two-thirds of the 3,500 electronics firms (with 750,000 employes) have 500 employes or less, he said unrestricted imports hurt small business and decrease job opportunities.

While electronics industry's balance of trade is favorable—exports last year were more than 3 times the volume of imports ($483.4 million vs. $148.7 million)—this rule doesn't hold true in the home-entertainment field. "Foreign producers sell about $45 million, or 47.5%, more entertainment equipment in this country than total U.S. exports in that category."

He quoted figures which indicated that if imports of Japanese receiving tubes continue to increase at the present rate, they will account for 22% of the domestic market by 1962, representing a loss of 8,000 U.S. jobs.

Although Japanese competition so far has been concentrated on transistor radios, "this is only the beginning if we are to believe the boasts of the Japanese manufacturers who forecast tremendous increases in their exports, particularly to this country, within the next few years. Japan has adopted a shrewd & effective formula for invading a foreign market. It is to attack sector by sector rather than by a broad assault."

Sprague said Japanese electronics manufacturing facilities, "built in part at least with American financial aid," are as modern as any in the world, and U.S. technology can't be counted on to overcome the Japanese 5-to-1 advantage in labor costs. In his own company, he said, wages & salaries constitute 50% of production costs (excluding taxes) and "my own estimate is that it takes $10,000 in sales to employ one man for a year." He predicted that other Southeast Asian countries "with even lower wage rates and living standards" than Japan may soon be exporting electronics to U.S.

In behalf of EIA, he endorsed legislation (HR-1149) to require country of origin to be stated in advertising copy and HR-7692 to require labeling of repackaged articles, as well as strengthening of the anti-dumping act.

Sprague brought up one of the real sore points among component makers—the fact that some Japanese manufacturers "have unabashedly offered to furnish American manufacturers with almost undetectable copies of parts now being purchased in this country and at prices well below the lowest available from U.S. producers."

His concern over this practice was echoed in testimony by Pres. Carl E. Mosley of Mosley Electronics, Bridgeton, Mo., who told the Subcommittee that he was being undersold in the U.S. market by Japanese-made carbon copies of his products. He said he received a letter from a Japanese engineering firm urging him to get on the same bandwagon—saying in effect:

"The only way you can meet the competition from Japanese duplication of your product is to have Japanese industry also do your manufacturing." He said the Japanese company offered to work out a deal if he could guarantee them a certain volume.

P. R. Mallory's Walter O. Troyer told the Subcommittee that "all electronics imports from Japan [should] be stopped at once, until a fair quota can be set up on each item and the tariff be raised to an effective level to protect our American industry." He said that in 1960 the imports were 5 times U.S. electronic exports to Japan. In the U.S., Troyer testified, "directly or indirectly well over 1 million employed workers are affected by the purchase of one foreign TV set."

A labor witness, Edmond F. Rovner of IUE (AFL-CIO) told the Subcommittee that some companies exaggerate the threat of foreign competition to discourage their workers from seeking higher wages.

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**EIA Conference Agenda:** Highlights of the Fall Conference at N.Y.'s Biltmore Hotel, Sept. 11-14: Seminar on the Army Modernization Market; report on nationwide interviews with housewives on what they think of TV-radio repair services, by *Good Housekeeping* Institute; consideration of intensified public relations program on import problems. In addition, there will be regular meetings of EIA committees, sections, divisions & departments, and a meeting of the Board of Directors.

**NARDA Admits Manufacturers:** The TV-radio-appliance dealer trade association last week announced that it will admit manufacturers to membership on a non-voting basis. Pres. Victor P. Joerndt said the move will lead to joint manufacturer-retailer research projects, the first being a plan to report & analyze retail appliance sales.

**Production Statistics Delayed:** Because it was necessary to advance our publication deadline last week to insure prompt delivery of TELEVISION DIGEST over the Labor Day weekend, the regular weekly EIA figures on TV-radio production weren't available at press time. We'll recap 2 weeks of figures in next week's issue.

**Phono Sales Down 17.1%:** In our analysis of first-half phono sales last week (Vol. 17:35 p16), we correctly noted that factory sales tumbled to 1,498,050 units from 1,806,871 in 1960's first-half. Inadvertently, however, the percentage decline was noted as 7.1% instead of 17.1%.

***More about***

**FM-STEREO AD SUPPORT:** "We're going to go out and sell FM stereo, and it makes sense to us to use stereo stations." So said Zenith last week, and pretty much summed up the thinking of most of the set & components manufacturers we queried on their stereo ad & promotion plans (see p. 12).

The consensus is that it's early in the game for an ad splurge, but virtually all manufacturers we spoke with are readying plans—involving FM-stereo stations—for direct or via-distributor support of stereo as sets begin to flow into local areas.

We found, too, that most stereo stations aren't sitting back and waiting for support from stereo makers & retailers. They're beating the local bushes for sponsors, negotiating with instrument distributors, working out co-promotion deals with FM-stereo retailers.

Currently, Zenith, GE, Packard Bell, Fisher Radio and H. H. Scott seem to be in advance of manufacturers in sponsoring programs on local stereo stations. Others are in the process of jelling plans, keying their ad spending to the appearance of product later this fall. Here's a roundup of the thinking & planning we found in the industry last week:

GE: "We do have a regular program which we will use in key markets, involving sponsorship of FM-stereo programs," radio receiver dept. merchandise mgr. John C. Callahan told us. "We definitely will invest in FM-stereo programming on a large number of stations." GE's comprehensive plan is keyed to the introduction of its FM stereo merchandise on a market-by-market basis. In addition to program sponsorship, GE merchandising calls for "joint promotional efforts with stations, newspaper advertising & publicity," Callahan said.

Zenith: "We intend to use stereo stations as part of our over-all promotional effort," a spokesman noted. Although details are not yet worked out, Zenith hopes to open its campaign early this fall. Actually, we understand, Zenith already has contracted for radio time.

Fisher Radio: Although Fisher will rely heavily on co-op advertising with dealers in areas with stereo programming, sales vp James J. Parks told us that the parent company will foot the entire radio bill in some key areas. In N.Y., for example, Fisher is assuming full sponsorship of the area's first stereo program—WQXR-FM's *Adventures in Sound*, 10:05-11 p.m. Thursdays (Vol. 17:34 p14). It also will buy time co-operatively with Lafayette Radio on another N.Y. area station—WDHA-FM Dover, N.J., which is now stereo testing. Fisher & Lafayette will co-sponsor closed-circuit FM-stereo programming from WDHA-FM at the N.Y. High Fidelity Show Sept. 13-17. (The show's Chmn. Richard Ekstract estimated that a minimum of 50,000 persons in the N.Y. metropolitan area would have FM-stereo receivers or adapters by early spring. Currently, he said, no more than 7,500 are equipped to receive FM stereocasts.)

RCA: Although no formal plans were reported, we understand that individual distributors are being encouraged officially to sponsor FM-stereo time. WSPA-FM Spartanburg, S.C., for example, told us it is already carrying stereo sponsored by the local RCA distributor.

Packard Bell: To help its dealers introduce stereo in the Los Angeles area, Packard Bell has contracted for a late-Sept. special on KMLA. The purpose is to give dealers programming for demonstration, and Packard Bell will sponsor 3 hours nightly for 3 nights.

Motorola: Although no formal factory program is planned, Motorola is encouraging its distributors & dealers to support FM-stereo programming in their areas and is making co-op funds available for that purpose. Little action is anticipated before the appearance of Motorola's stereo adapter next month.

General Dynamics/Electronics (Stromberg-Carlson): Ad mgr. Parry Sykes told us that all advertising will be co-op and on a local level. Each district mgr. will work out ad programs with dealers—and "I feel certain that we are, or will be, sponsoring programs in FM stereo." Stromberg-Carlson adapters won't hit the market for another month and they're not expected to be enough of a big-ticket item to justify a big ad budget. However, Sykes emphasized, stereo will be advertised in markets where there's some FM-stereo excitement.

Emerson: Pres. Benjamin Abrams told us that no radio sponsorship is included in current planning but Emerson may expand into Granco sponsorship later.

### FM-Stereo Broadcasters Report

From our discussions with FM-stereo broadcasters we learned that other set & components manufacturers—for example, H. H. Scott, Official Radio—already have signed, or plan to, for time on local stations. Here are the comments of stereocasters:

KFMU Los Angeles: Gen. sales mgr. Larry Krasner told us "we refuse to put any shows on unless they are sponsored. We decided not to give the manufacturers a free ride, and had them signed before we began stereo Aug. 16." Currently, KFMU is carrying only 2 stereo programs: 8-10 p.m. Mon.-Fri. for Official Radio, and 1-3 p.m. Sat. for H. H. Scott, which signed for 52 weeks. "We expect new deals to be set this week," Krasner said.

WGFM Schenectady: This GE-owned outlet is currently stereocasting some 20 hours weekly. At the present time only GE stereo equipment is available in the area, and GE has purchased one 30-min. and two 15-min. segments. WGFM stereocasts 2-5 p.m. Fri.-Sat. specifically to provide dealers with programming for demonstration. We understand that the station is negotiating with Granco's area representative and expects to sell time when Granco sets appear in the Schenectady area.

WSPA-FM Spartanburg, S.C.: "We've been very pleased with the reception FM stereo has had here so far," promotion mgr. William A. Adams told us. The station stereocasts daily 9 a.m. to 11 p.m., has had good ad support from equipment retailers in the area. The local RCA distributor is a sponsor, Adams said, and indications are that more hi-fi retailers and servicemen will soon be buying time. The station attempts to sell stereo on a yearly contract, allows 2 announcements per half-hour.

WDTM Detroit: Programming & operations dir. Robert Conrad informed us that WDTM is stereocasting about 20 hours weekly, has 5 hours sponsored and "a great amount of business about to go." In the latter category, and already signed, are 2 major (but unidentified) set makers. WDTM's other sponsors include a restaurant, laundry, foreign car distributor, hi-fi studio, oil heating council, a moving & hauling firm.

KMLA Los Angeles: Exec. vp William Tomberlin told us KMLA hopes to commence stereocasting Sept. 10. "Our schedule is strictly dependent on the advertisers," he said. "We don't plan any sustaining programs." As indicated above, it has already signed Packard Bell for an FM stereo special. Also signed is Hollywood tire dealer Mark C. Bloome, for 60 minutes each Sunday.

**$200 Million in Color Next Year?** RCA Pres. John L. Burns took a glowing look at the color TV industry last week and forecast that it would reach a going rate of $200 million in 1962—up from $100 million in 1960. "Looking further to the future, to 1970," he continued, "we see color rising to the status of a $4.3-billion industry, including set sales, servicing and broadcast revenue."

Burns told us that RCA expects to get 20-50% of 1962's $200-million color business. He also said RCA has no current plans to reduce color-TV set prices, adding: "Price has limited the market to some extent, but the market is so great that we haven't even scratched the surface. Price is only one of a number of considerations. Normally a company will gradually lower its prices. However, RCA lowered the price of color TV from $1,200 to $500 in one year—before I joined the company. That move cost us $17 million."

Addressing West Coast dealers at a Los Angeles testimonial dinner given in his honor, Burns also forecast that the b&w industry volume would be running at a $3.2-billion rate in 1970. Coupled with color's anticipated $4.3-billion rate, this would mean a total $7.5-billion TV industry.

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**Trade Personals:** George Cohen promoted to vp—marketing, Du Mont Emerson Corp.; he's succeeded as Du Mont Div. sales dir. by George Hakim, former Western regional sales mgr.

Merle W. Kremer appointed vp, Sylvania electronic tube div., continuing as vp-gen. mgr. of the parts div. Matthew D. Burns, senior vp, formerly responsible for the electronic tube div., will now assist pres. Gene K. Beare in corporate & interdivisional activities. Gordon L. Fullerton appointed picture tube operations vp, succeeding W. Herbert Lamb, recently named head of Sylvania's microwave device div.

L. H. Niemann, ex-Sylvania, named mktg. vp, Thomas Electronics, replacing I. J. Posner, resigned to become a manufacturers' representative . . . J. Burton Henry named to new post of sales dir., International Resistance . . . M. Michael Moss, ex-Signal Corps Supply Agency, appointed reliability dir., Radio Receptor Co.; William Boren, ex-Olympic, named finance mgr.; John Feltham, ex-Electronic Communications, named material dir.; Albert Sikorsky, promoted from Radio Receptor Washington office to govt. relations mgr.

William M. Hummel appointed controller, Admiral International Corp. and Admiral Corp. Interamericana . . . Arthur L. Adamson resigns as chmn., Electronic Associates. Fred L. Martinson, engineering vp, named vp, Electronic Associates' new engineering & mfg. div. Richard C. Higbee, secy., treas. and mfg. vp, named operations research and synthesis dept. vp . . . E. M. Tyler and W. S. Sturgeon appointed mgr. and asst. mgr., respectively, of Hazeltine's Greenlawn engineering lab. G. B. McClellan will head the company's test engineering dept.

Ralston H. Coffin, RCA advertising vp, appointed gen. chmn. of Advertising Federation of America's 4th annual Washington mid-winter conference . . . Barton Kreuzer, RCA Astro-Electronic Products Div. vp-gen. mgr., will address SMPTE convention Oct. 2 at Lake Placid, N.Y., on "Electronic & Motion Picture Systems in the Space Age."

Ronald Friedman named to new post of distributor field sales mgr., General Instrument semiconductor div.; William Carlson promoted from national distributor planning & control mgr., GI semiconductor div., to hq distributor sales mgr. for the division.

**Admiral's 27-in. Bonded Sets:** The slow revival of the 27-in. receiver may get a boost from a new model using the Pittsburgh-type bonded-on implosion glass. The first of these bonded 27s were shown to distributors in Chicago last week by Admiral. The bonded 27-in. tubes are made by National Video.

Admiral's bonded 27s will come in 3 lowboy models—all carrying open list prices. Also introduced by Admiral were a 23-in. open-list upright console and a 23-in. stereo theater with AM-FM at $399.95. A similar model without radio has open list.

Other manufacturers now offering 27-in. sets are Magnavox, Du Mont & Packard Bell.

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RCA to Close Tube Plant: RCA became the 3rd major receiving-tube manufacturer to curtail production this year when it announced plans to terminate tube production at its Indianapolis, Ind. plant. In June, Philco and CBS Electronics announced withdrawal from tube production (Vol. 17:23 p18). RCA receiving-tube production now will be consolidated at its plants in Harrison & Woodbridge, N.J., and Cincinnati. The company said "studies are currently underway to determine how the space & employes available in Indianapolis can best be utilized." More than 1,000 persons will be affected by the production shutdown.

***Obituary***

Theodore K. Quinn, former GE senior vp and pres. of Maxon advertising agency from 1936 to 1943, died Aug. 26 of a heart attack in Springfield, Mass. He had been an outspoken opponent of big business (leaving GE in 1936 for that reason), and during a 1955 Senate "case study" of General Motors he urged that Congress enact a "maximum free enterprise bill" which would define an oversize company and tax it heavily. He is survived by a son, daughter and 5 grandchildren.

## Finance

**TV-Electronics Fund at Peak:** The Chicago-based mutual fund rounded out its 3rd fiscal quarter on July 31 with total net assets at a record $439,642,613. The 9-month total represented a 29.5% gain over the $339.4 million assets reported at the end of the 1960 fiscal, last Oct. 31, and is the highest for any reporting period in the Fund's history. During the 9-month period, the net asset value per share gained 24.4% to $8.90 from $7.41. The number of shares outstanding also rose—by 7.8% to a record 49,381,709. At the close of the 3rd fiscal quarter, 90% of the TV-Electronics Fund's assets was invested in the electronics, nucleonics and allied fields.

For the quarter to July 31, here are the principal portfolio changes in electronics common stock: Added—General Precision Equipment. Increased—American Machine & Foundry, Fairchild Camera & Instrument, GE, IBM, 3-M, RCA. Decreased—Magnavox, Zenith.

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EIC Increases Portfolio: Electronics International Capital, Bermuda-based international capital banking institution headed by Charles E. Salik of San Diego, has added a 2nd company to its portfolio with a $2.9 million investment in AREL, Belgium manufacturer of TV, radios and industrial & military electronic equipment. The investment involves a $1-million long-term loan and the purchase of $1.9 million of stock and 12-year debentures.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Beckman Instruments | 1961—year to Jun. 30 | $ 68,570,336 | $7,860,895 | $4,000,895 | $2.74 | 1,458,689 |
| | 1960—year to Jun. 30[8] | 56,941,652 | 6,923,315 | 3,406,315[9] | 2.39 | 1,423,363 |
| Hewlett-Packard | 1961—9 mo. to Jul. 31 | 50,056,000 | —— | 3,783,000 | .38 | 9,889,446 |
| | 1960—9 mo. to Jul. 31 | 44,771,000 | —— | 3,355,000 | .34[1] | 9,816,561[1] |
| | 1961—qtr. to Jul. 31 | 16,734,000 | —— | 1,196,000 | .12 | 9,889,446 |
| | 1960—qtr. to Jul. 31 | 16,019,000 | —— | 971,000 | .10[1] | 9,816,561[1] |
| MetroMedia | 1961—year to Jul. 2 | 39,870,701 | 3,853,717 | 1,260,822 | .74 | 1,699,387 |
| | 1960[2] | —— | —— | —— | —— | —— |
| National Union Electric | 1961—6 mo. to Jun. 30 | 16,513,449 | 471,062 | 231,062 | .04 | 5,747,579 |
| | 1960—6 mo. to Jun. 30 | 16,490,622 | 791,727 | 417,727 | .07 | 5,747,579 |
| Philips Lamp Works | 1961—6 mo. to Jun. 30 | 586,635,000[3] | —— | 41,070,000 | —— | —— |
| | 1960—6 mo. to Jun. 30 | 571,373,000 | —— | 47,453,000 | —— | —— |
| Rollins Bcstg. | 1961—qtr. to Jul. 31 | 1,307,636 | —— | 113,275 | .12 | 954,259 |
| | 1960[2] | —— | —— | —— | —— | —— |
| Howard W. Sams | 1961—year to Jun. 30 | 10,041,369 | 1,314,913 | 697,950 | 1.38 | 500,550 |
| | 1960—year to Jun. 30 | 9,729,889 | 1,107,039 | 509,487 | 1.18 | 425,450 |
| Terminal-Hudson Electronics | 1961—6 mo. to Jun. 30[4] | 5,373,092 | 325,062 | 170,318 | .18 | 963,304 |
| | 1960—6 mo. to Jun. 30[4] | 5,679,927 | 260,928 | 139,592[5] | .14 | 963,304 |
| Thompson-Starrett[6] | 1961—6 mo. to Jun. 30 | 10,510,320 | —— | 118,111 | .03[7] | 2,718,918 |
| | 1960—6 mo. to Jun. 30 | 5,212,535 | —— | (246,373) | —— | 2,650,266 |

Notes: [1]Adjusted for 200% stock dividend in Sept. 1960. [2]Not available. [3]Record. [4]From SEC report. [5]Excludes $91,800 in life insurance proceeds. [6]Includes Delmonico International Div. [7]After preferred dividends. [8]Restated to include Offner Electronics, acquired June, 1961. [9]Includes non-recurring net of $446,751 (31¢ a share) from sale April, 1960 of Shockley Transistor Corp.

**Pentron Electronics Sees Gains:** Chmn. Osborn Andreas expects Pentron Electronics to turn a $840,000 profit on $12.3 million sales in its 1962 fiscal year ending next June 30. In its 1961 fiscal year Pentron lost $500,000—but this was more than offset by the combined profit of $735,000 posted by companies acquired during the year. Consolidated sales in fiscal 1961 totaled $8.7 million.

**MetroMedia's $7-Million Financing:** Two note issues totaling $7 million have been sold by MetroMedia to institutional investors. The proceeds will be used in part for the acquisition of KMBC-TV & KMBC Kansas City, Mo. (Vol. 17:6 p12). The financing involves $3 million of 6¼% senior notes due January 1, 1971, and $4 million of 6¼% junior notes due January 1, 1975.

**Cowles Magazines & Bcstg. Inc.** (KRNT-TV & KRNT Des Moines) plans a public offering of 350,000 capital stock shares, price unreported, to raise funds for "possible expansion" in broadcasting, publishing or related fields. An SEC registration statement (File 2-18810) listed Goldman, Sachs & Co. as the underwriter.

**Mergers & Acquisitions:** **Daystrom** and closely-held **Schlumberger Ltd.**, Houston electronics firm, have agreed "in principle" to merge on the basis of one share of Schlumberger common for each 2 of Daystrom. The proposed merger is subject to approval of Daystrom stockholders. Schlumberger reported a 1960 profit of $16.6 million and operating income of $131 million. Daystrom earned $601,116 on $92.4 million sales in the 1961 fiscal year ended March 31.

**Reports & Comments Available:** **Philips Lamp Works**, report, Butcher & Sherrerd, 1500 Walnut St., Philadelphia 2 • **P. R. Mallory**, profile by Louis J. Rolland in Aug. 30 *Financial World* • "Fast Growth for Instrument Makers," analysis in Aug. 30 *Financial World* • **Paramount Pictures**, discussion, H. Hentz & Co., 72 Wall St., N.Y. 5.

Recent Stock Issues

| Stock | Offering Price | Aug. 29, 1961 Bid | Asked |
|---|---|---|---|
| Electronic Instrument | 7½ | 8⅜ | 9¼ |
| Precision Specialties | 3 | 3 | 3⅝ |
| Taffet Electronics | 3 | 7 | 7⅞ |

Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| Acme Electric | Q | $0.07 | Sep. 25 | Sep. 12 |
| Bendix | Q | .60 | Sep. 30 | Sep. 9 |
| Capitol Records | Q | .50 | Sep. 30 | Sep. 18 |
| Trans-Lux | Q | .10 | Sep. 29 | Sep. 15 |
| 20th Century-Fox | Stk. | 2% | Oct. 3 | Sep. 11 |
| Wells-Gardner | Q | .30 | Sep. 15 | Sep. 8 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Wednesday, August 30, 1961

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 17½ | 16½ | 18⅜ |
| Aerovox | 10¾ | 10 | 11¼ |
| Allied Radio | — | 25 | 27¼ |
| Baird Atomic | 15¾ | 14¼ | 15¾ |
| Cannon Elec. | 21½ | 21 | 24⅛ |
| C-E-I-R | 40 | 47 | 52½ |
| Control Data | 98 | 105 | 111 |
| Cook Electric | 9¾ | 9¾ | 10¾ |
| Craig | 13½ | 12¾ | 14⅛ |
| CTS Corp. | 20½ | 21 | 22¾ |
| Dictaphone | 36½ | 36 | 38¾ |
| Digitronics | 24½ | 23 | 25⅝ |
| Elco Corp. | 10 | 12¼ | 13⅞ |
| Elec. Voice | 10 | 10¼ | 11½ |
| Elec. Assoc. | 27¼ | 26½ | 28⅞ |
| Electronics Cap. | 33 | 31½ | 34⅛ |
| Erie Resistor | 13⅜ | 13⅜ | 14½ |
| Executone | 8 | 15½ | 17 |
| Farrington | 15¾ | 14½ | 16¾ |
| Gen. Devices | 9¾ | 9¼ | 10¼ |
| G-L Elec. | 8½ | 8½ | 9½ |
| Hallicrafters | 24½ | 23¼ | 25⅛ |
| Hathaway | 20 | 19½ | 21½ |
| High Voltage | 158 | 145 | 160 |
| Infrared | 16½ | 17 | 18⅜ |
| Interstate Eng. | 16¼ | 16½ | 17½ |
| Ionics | 28 | 27½ | 30⅜ |

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Itek | 33 | 36 | 39⅜ |
| Jerrold | 9⅛ | 8¾ | 9⅝ |
| Lab for Elec. | 42 | 40½ | 43½ |
| Leeds & North. | 34¼ | 33½ | 35⅞ |
| Lel. Inc. | 7½ | 7 | 8⅛ |
| Magnetics Inc. | 8¾ | 8½ | 10 |
| Maxson | 19¼ | 17 | 18⅞ |
| Meredith Pub. | 37 | 36 | 39⅜ |
| MetroMedia | 14½ | 14½ | 15⅜ |
| Microdot | 27 | 26 | 28¼ |
| Milgo Elec. | 17¼ | 17¾ | 19⅝ |
| Narda Micro | 6 | 5½ | 6⅜ |
| Nuclear Chi. | 41½ | 41½ | 44⅝ |
| Pacific Merc. | 6⅝ | 6⅝ | 7⅜ |
| Philips Lamp | 135 | 137 | 141¾ |
| Radiation Inc. | 22 | 21¼ | 23¼ |
| Sanders Assoc. | 60 | 60 | 63½ |
| Speer Carbon | — | 31½ | 33¾ |
| Sprague Elec. | — | 88½ | 92¾ |
| Telechrome | 7 | 7¼ | 8⅜ |
| Telecomputing | 6⅜ | 6¼ | 6⅞ |
| Time Inc. | 82¼ | 81¾ | 85½ |
| Tracerlab | 9¼ | 9 | 10 |
| United Art. | 6¾ | 6⅜ | 7¼ |
| Vitro Corp. | 23¾ | 23 | 24⅝ |
| Wilcox Electric | 9 | 8½ | 9 |
| Wometco | 25½ | 24½ | 26½ |

WEEKLY **Television Digest**

SEP 11 1961

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS

### *Film & Tape*

**SAG MOVES TO HALT AGENCY PRODUCTION** of TV & movies. MCA & Revue are chiefly affected by the Guild's decision against waivers allowing agents in production (p. 2).

**TREND TO HOUR SHOWS** is key to new season. Fate of 15 new 60-min. TV-film series is a decisive factor as TV year begins (p. 5).

**SAG'S DIM VIEW OF TV & THE MAJORS.** Some leading TV distribution companies on verge of insolvency, says Guild's exec. secy. (p. 5).

**4 STAR ENTERS EDUCATIONAL FILMS FIELD,** forms link with National Astro Laboratories (p. 5).

### *Congress*

**RACKET PROBERS HIT RADIOS** for broadcasting specialized horse-race dope which aids gamblers. Sen. Mundt calls on FCC's Minow to fight such "live crime" on air (p. 2).

**SPORTS BILL APPROVED** by House subcommittee, which endorses antitrust exemptions for package TV game contracts such as now-invalidated CBS-NFL agreement (p. 3).

### *FCC*

**DEINTERMIXTURE DEADLINE PUT OFF** to Dec. 4 from Oct. 2 by FCC for comments on proposals to make 8 markets all-uhf. Local protests against plan start piling up (p. 3).

### *Programming*

**NIELSEN INSPECTS LAST SEASON'S SPECIALS,** finds, among other things, that regularly scheduled shows hold a slight rating edge (p. 4).

### *Consumer Electronics*

**CROSBY SUES GE,** charging infringement of FM-stereo patents, in first litigation to arise over new multiplex standards (p. 12).

**STEREO AD SUPPORT** heavy in N.Y. as WXQR-FM expands stereocasts to 10 hours weekly. Four set makers buying time, several more plan to sign (p. 12).

**JERROLD ACQUIRES TACO:** Expansion-minded electronics firm purchases large antenna manufacturer (p. 13).

**CBS ELECTRONICS CLOSES** semiconductor plant, in most serious result of attrition in field. Raytheon to purchase the plant for undisclosed sum (p. 13).

### *Stations*

**U.S. & CANADIAN STARTERS:** Satellite KPOB-TV (Ch. 15) Poplar Bluff, Mo. is now repeating parent WSIL-TV Harrisburg, Ill. and CHOV-TV (Ch. 5) Pembroke, Ont. is a new CBC affiliate. (p. 7).

### *Networks*

**CHCH-TV GETS AUTHORITY** to cut its ties with CBC after Oct. 1 (p. 8).

### *Finance*

**EIC GAINS:** Total net assets of San Diego-based Electronics Investment Corp. rose to $41.8 million in the quarter to July 31 from $35 million a year ago (p. 14).

### *Other Departments*

**AUXILIARY SERVICES** (p. 4). **EDUCATIONAL TV** (p. 9). **ADVERTISING** (p. 10). **TECHNOLOGY** (p. 10). **PERSONALS** (p. 11). **FOREIGN** (p. 11).

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**OUR LAST ISSUE:** This is the last issue of Television Digest.

Since its inception in 1945, when its chief purpose was to serve as a source of information for prospective station operators and for manufacturers interested in knowing when & where new stations would go on the air, the publication has earned an enviable reputation for accuracy & objectivity in the reporting & interpreting of television trade news.

But television has long since passed the stage of initial physical growth which provided the substance of Television Digest's pages. We have shifted emphasis to news of advertising, programming, films and other facets of the mature, thriving industry. These subjects are also covered by trade publications which carry advertising and by newspapers. We are convinced that there is not sufficient interest in such broad general coverage of television in the newsletter form by enough subscribers to justify continuance of Television Digest by its present publishers.

We are, of course, grateful to our subscribers and regret that it is necessary for us to abandon the publication.

Refunds will be made to all subscribers for the unfulfilled portion of their subscriptions.

**SAG MOVES TO HALT TALENT-AGENCY PRODUCTION:** Powerful Screen Actors Guild, which has always frowned on the idea of talent agencies getting involved in TV-film & movie production, won't grant or renew any waivers of talent-agency regulations to allow such production after Jan. 1, 1962. This, the most important in a series of proposals served on Artists' Managers Guild, chiefly affects MCA and its TV-film subsidiary, Revue Studios—the outstanding example of a talent agency in production.

MCA is already making plans for spinoff of its Revue arm (Vol. 17:36 p3), and SAG's action probably came as no surprise to the agency.

SAG will grant a 6-month transition period (from next Jan. 1) to agents now in production, for purpose of terminating such activities. After that, agents' franchises from SAG would be automatically surrendered if they continued in production.

The Guild explained that waivers were granted in early days of TV-film production to "encourage & promote TV-film production & employment in a depressed motion-picture industry . . . The waivers have served their purpose; the reasons for their creation no longer exist."

It was long held by SAG that when an agent is also a producer, there is a serious conflict of interest because as an agent of an actor he is an employe, but as a producer, he is the actor's employer.

SAG's proposed new contract would also bar financing and guaranteeing of financing of film production by agents, and would put additional restrictions on package-show representation. It would bar agencies from distributing TV films—a move which would affect both MCA and the William Morris Agency.

Waivers had been granted in the past to MCA, Famous Artists (Charles Feldman), Mitchell J. Hamilburg, Frank Cooper, Art Rush, James J. Saphier, Ashley-Steiner Corp., General Artists Corp., John E. Gibbs & Co., Lester Salkow, Jerome Heliman Associates and Orsatti & Co. Some were in production, some never.

Other Guild proposals: No agents' commissions to be paid on minimum TV residuals and commercial re-use fees, on penalty payments for SAG contract violations, and on sums collected by SAG and distributed to actors for TV release of movies.

Talent agencies can be expected to oppose number of SAG proposals in negotiations beginning this fall, but the Guild is not expected to budge from its policy against further production waivers.

**RACKET PROBERS HIT RADIOS:** FCC Chmn. Minow was advised last week at Senate racket hearing to stop concentrating on crime & violence in TV shows and pay some attention to "live crime" on air —horse-race broadcasts which aid & abet organized gambling.

Minow was put on spot by Sen. Mundt (R-S.D.) after Rackets Subcommittee investigator Irwin Langenbacher testified Sept. 7 that quick check of 17 radio stations on Eastern seaboard disclosed that at least 6 of them—from N.Y. to Va.—regularly carry specialized track data, or did so until recently.

"Simple logic" indicates that FCC should lay down new rules to control such gambling traffic, Subcommittee Chmn. McClellan (D-Ark.) commented. He said he didn't want to criticize Commission policy under present Communications Act, but existing rules—permitting broadcasts of racing news—are too loose.

Radio provides all track dope needed by one racing-wire operator in Baltimore, prober Langenbacher testified. He said Lawrence d'Anna just listens to WAQE Towson, Md., then feeds bookmakers information that the station furnishes him. Langenbacher told Subcommittee that WAQE puts out results of races as quickly as 15 minutes after they start.

Charge that radio stations "entice" high school boys to spend their allowances on bookmakers also was heard at hearing. Into record went letter from Rochester, N.Y. teacher, Mrs. R. Robert Abbott, who blamed WHEC & WBBF Rochester for inducing students to bet on horses. Both stations stopped special track broadcasts after FCC notified them of teacher's suspicions, Subcommittee was told.

Spot racing news also was dropped by WTEL Philadelphia, Langenbacher reported. He said WTEL discontinued track schedules day before Senate hearing, explaining public's "interest" had fallen off. Another station on his list—WABW Annapolis—abandoned from-the-track broadcasts 6 months ago, now gives only evening resumes of races, he added. Among other horse specialists cited by Langenbacher were WJLK Asbury Park, WCAM Camden, WILM Wilmington.

Serious questions of license renewals would be realized if any stations are shown to have carried

racing news so specialized that it would have little general interest for listeners, chief Dee W. Pincock of FCC's regulatory div. assured Subcommittee. But he reported that since Jan. 1, 1957, only 7 complaints—including Rochester protest—concerning racing broadcasts had come into Commission.

Subcommittee came up with no specific recommendations for tighter race-broadcast controls by Commission. And criticism of FCC by Sens. Mundt & McClellan was countered by Sen. Curtis (R-Neb.). He said that if Commission hasn't drawn firm enough line between legitimate race news & bookmaking dope, then fault must lie equally with Congress, which wrote Communications Act.

**DEINTERMIXTURE DEADLINE PUT OFF:** Responding to pressures from broadcasters, members of Congress and state officials, FCC has ordered a 2-month extension—from Oct. 2 to Dec. 4—of its deadline for comments on its controversial proposals to deintermix 8 markets to make them all-uhf (Vol. 17:31 p2 et seq.).

Reply comments in the procedings aren't due until Jan. 8, which means that vhf-vs.-uhf allocations battle will be gathering steam into 1962, with no final decision by Commission in sight now.

Floor moves in Congress to call off FCC from its plan for deintermixture (see below) have been accompanied by locally-stirred campaigns, particularly in Conn. (Vol. 17:35 p6) and S. C., where Ch. 3 of Hartford's WTIC-TV and Ch. 10 of Columbia's WIS-TV are at stake. Pro-vhf drives in behalf of other communities marked for deintermixture—Madison, Rockford, Erie, Binghamton, Champaign, Montgomery—are likely.

Biggest push to date to block FCC has come from S. C., where Gov. Ernest F. Hollings heads list of 70-odd petition-signers who asked the Commission for reconsideration of its proposal for WIS-TV. Lined up with Hollings are his state's Senators & House members, chairmen of S. C. Democratic & Republican organizations, state officials, civic leaders, clergymen, etc.

## Congress

**SPORTS BILL APPROVED:** Acting swiftly in a race for floor action before adjournment of Congress, the House Judiciary Antitrust Subcommittee voted Sept. 7 to approve a bill exempting professional sports leagues from antitrust laws so that they may sign package TV contracts.

The measure (HR-9096, rewritten from HR-8757) by Chmn. Celler (D-N.Y.), was passed along to the full Judiciary Committee—also headed by Celler—just a week after he held a quickie hearing on it (Vol. 17:36 p6). The full Committee may add its endorsement at a scheduled Sept. 12 session, clearing the bill to the House floor.

Celler introduced his bill for the immediate purpose of saving the National Football League & CBS-TV from cancellation of their telecasting contract by the U.S. District Court in Philadelphia, which held that the agreement violated antitrust rules. If finally approved by Congress, the law would authorize such contracts starting next year.

The NFL, the competing American Football League and spokesmen for organized baseball had called for enactment of the Celler measure. But it was opposed at the hearing by NAB govt. affairs vp Vincent T. Wasilewski on grounds—among other reasons—that it would give organized sports the power to decree TV blackouts of games at will. In a letter submitted to Celler following the hearing, the Justice Dept.'s antitrust chief Lee Lovinger also objected, protesting it would give "tremendous power" to league owners to flout free-enterprise principles.

Celler partially met these objections by agreeing to an amendment to his bill which would forbid any antitrust exemption for package TV deals requiring local blackouts of road games by league teams.

Also added to the measure by the Subcommittee was a proviso that there'd be no antitrust exemption for package contracts calling for competing pro football telecasts in college areas on Saturday afternoons during the regular mid-Sept.-to-Dec. intercollegiate football season.

The push which sent the bill through the Subcommittee over NAB & Justice Dept. criticism probably was pro-sports testimony at the hearing that TV packages were necessary to shore up finances of weaker league teams. Without such deals, the Subcommittee was told, TV networks would channel all their time & revenue into big-game telecasts, making no room in their schedules for weaker teams in smaller cities.

■

**Dodd Hearing Postponed:** Chmn. Dodd (D-Conn.) of the Senate Judiciary Juvenile Delinquency Subcommittee set Sept. 8 for resumption of his hearings on TV violence (Vol. 17:36 p2), then called off the public session at the last moment. A Subcommittee source told us that the investigating unit had "run into trouble" in arranging appearances of 2 scheduled witnesses, whose names were not disclosed. One of them was reported to be from the TV-programming field, the other from an advertising agency. Dodd may try to get going again on his hearings this week. It was learned meanwhile that Subcommittee members met privately Sept. 7 with NBC Pres. Robert E. Kintner, whose network had been accused at earlier hearings of encouraging sex & crime in shows. Both Kintner and former NBC-TV programming vp David Levy are on Dodd's list of prospective witnesses.

**Vhf Status Quo Urged:** Rep. Thomson (R-Wis.) has introduced a resolution (HR-450) calling on FCC to hold off on its deintermixture proposals at least until it completes its studies in the $2-million N.Y. uhf project. Echoing protests by Rep. Mack (D-Ill.) against the Commission's plan (Vol. 17:43 p7), Thomson told the House that deletion of vhf from 8 markets would be "most extreme & very harmful to the public's best interests." His resolution was referred to the Commerce Committee, on which Thomson is next-to-last-ranking minority member.

**Satellite "Toll" Deplored:** The White House-FCC plan for private-company ownership of a U.S. satellite-communications system "should not be a toll gate in outer space," Sen. Long (D-La.) has warned President Kennedy. "The new communications-satellite program should be dedicated to the use of all humanity without private profit in the use of the satellite itself," the Small Business Monopoly Subcommittee chairman wrote the President. Supporting criticism of the plan which had been forwarded to the White House earlier by a Democratic Senate-House caucus (Vol. 17:36 p7), Long's letter said his Subcommittee's hearings on space problems (Vol. 17:33 p5) showed: "It would be foolhardy to grant private ownership of a communications-satellite system to a set of so-called international common carriers before any such system has been developed to a practicable stage." A reply to Long from the White House said only: "Any report or recommendation developing from your investigation will be studied carefully by the most informed people on the subject in the Executive Branch." Meanwhile still another Congressional investigation of the White House-FCC proposals was scheduled. Chmn. Kerr (D-Okla.) of the Senate Aeronautical & Space Sciences Committee set Sept. 26 to start new hearings.

**Sabotage Bill Delayed:** House delays in acting on a Senate-passed measure (S-1990) increasing criminal penalties & coverage of the federal law against sabotage of communications facilities (Vol. 17:34 p8) have been protested by Rep. Dowdy (D-Tex.). Urging quick action before adjournment, Dowdy said "nothing is more vital to our modern defense effort" than additional protection of privately-operated systems which may be needed by the government. The Senate bill sets up $10,000 fines and/or 10-year jail terms for malicious damage to facilities. Present law, covering only communications systems used for military & civil-defense purposes, provides $1,000 fines and/or 3-year sentences.

**Shorter Campaigns Endorsed:** A sense-of-the-Senate resolution (S. Res. 141) calling on national political parties to hold their Presidential nominating conventions in September instead of July or August has been approved by voice vote. The resolution by Sen. Keating (R-N.Y.) has no force of law, but it was opposed anyway by Sen. Capehart (R-Ind.), who said he was "sure" Republicans & Democrats will pay no attention to it. Coincidentally, NBC Chmn. Robert W. Sarnoff urged shorter campaigns in a *McCall's* article which was on the newstands when the Keating resolution was called up on the Senate floor. (Vol. 17:35 p7).

**ETV Lobbying Urged:** A last-ditch campaign for enactment of federal-aid-to-ETV legislation in the waning days of the Congressional session has been started by the National Assn. of Educational Bcstrs. The NAEB's *Washington Report* points out that fast House Rules Committee clearance of a $25-million matching-grant bill (HR-132) approved by the Commerce Committee (Vol. 17:34 p8) is the only chance for action before adjournment. NAEB members are provided with a roster of Rules Committee members for letter-writing purposes. The Senate has passed a $51-million ETV aid bill (S-205).

**Preview for Congress:** NBC-TV was host Sept. 7 to members of the Senate & House for an advance showing in the House Caucus Room of its new-season *Continental Classroom* course in American government. The filmed series, sponsored by the American Political Science Assn. & Education groups, was endorsed in floor speeches by Sen. Douglas (D-Ill.) & Rep. Stratton (D-N.Y.).

## Programming

**NIELSEN INSPECTS TV SPECIALS:** A. C. Nielsen last week offered a study on the rating performance of the 96 sponsored specials network-telecast from October 1960 to April 1961. Among the findings:

(1) There is a high correlation, on the average, between the performance of a special and the performance of the program which it pre-empts. The 10 highest-rated specials had a 30.3 AA and the shows normally occupying those time periods had a cumulative AA of 22.6 in the 2 weeks preceding the special, 22.4 in the 2 weeks following. Similarly, the 10 lowest-rated specials (an 8.3 AA) pre-empted programs which had a 12.0 AA in the 2 weeks preceding and a 12.2 AA in the 2 weeks following.

(2) On the average, specials (of all types) attract a slightly lower average audience (17.2) than do regularly scheduled shows (18.6). "But if the typically low-rated news & documentary specials are excluded, the average entertainment special obtains slightly higher ratings (19.6) than regularly scheduled programs."

(3) Specials exhibit more extreme variations, with a greater proportion of shows on both ends of the rating score sheet. Of the 96 specials, 16 ran in the 25% and over AA category and 46 lagged behind with a below-15 AA. By comparison, of the 117 regular programs telecast from March through April 1961, only 15 hit an AA over 25 rating, and only 38 got less than 15.

(4) Performance by show type follows the same pattern as regularly scheduled programs, with variety shows the highest rated group, followed by general drama. In both cases, news & documentary bring up the rear.

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**Warns Against TV Campaign Evils:** CBS News Pres. Richard S. Salant opposed Sec. 315 of the Communications Act in a paper presented to the annual meeting of the American Political Science Assn. in St. Louis Sept. 7. "The clearest & most direct protection against the dangers of a purchase of an election by obliterative purchase of TV time is to repeal Sec. 315," he said. Salant also called for "clear rules to prevent rehearsed political interviews and actors who play the part of men-in-the-street questioners." He said broadcasters must (1) "guard against political parties buying time simultaneously on all networks, thus depriving the public of all choice," (2) "use persuasive powers to avoid curtailment of debates during the last 2 weeks before Election Day," (3) "impose their own limits on available TV time in the final days of the campaign "to avoid the dangers of last-minute, one-sided saturation, when it is too late to answer arguments & charges."

**TV Columnists In Decline:** So said Pulse last week, revealing the results of a poll taken last May in big, TV-minded, 7-station New York. Of the 500 New Yorkers queried, only 75% read TV columns at all, and, of that group, a meager 28% does so "faithfully." A similar study in August 1958 had indicated a regular readership of 50%. Other Pulse surprises for the press: (1) Only 30% of the column followers are influenced by advance reviews (vs. 54% in 1958) and (2) interest in reviews of TV specials has remained *status quo* over the past 3 years, but interest in published opinions of regularly-scheduled programming has dropped from 46% to 25%.

**Where, Oh Where . . . ?** Radio WGBI Scranton airs a daily lost & found dog report, calls the broadcast *Doggone News.*

**P&G's $250,000 "Salute" to ADA:** Procter & Gamble, which has purchased a CBS-TV 60-min. entertainment special titled "The Family," has turned over all commercial time on the show to the American Dental Assn. Costing P&G about $250,000, the special is slated for Tue. Feb. 6, 8:30-9:30 p.m. ADA spokesmen report the 6-min. commercial time will be used for messages about Children's Dental Health Week, and will contain 2 short mentions for P&G, "makers of Crest toothpaste." Crest is the only dentifrice endorsed by the ADA, but neither P&G nor its agency Benton & Bowles would admit this support begat P&G's gratuitous act. P&G dental relations dir. Howard Besuden told us the low-pressure deal was made because "P&G feels an obligation to further the understanding of good dental health." Besuden added that P&G's obligation will be "further carried out" in a 5-page ad on dental health rules soon to appear in *Life*.

**Final Tally on Great Debate Surveys:** An analysis of 22 surveys of TV's Great Debates in last year's Presidential election campaign has concluded that President Kennedy was the over-all winner and that the debates definitely helped achieve his victory. These findings were presented last week to the annual meeting of the American Sociological Assn. by Prof. Elihu Katz of U. of Chicago and Jacob J. Feldman of National Opinion Research Center.

**Swayze Swears He Won't Do It Again:** Attentive ABC Radio listeners Sept. 1 heard John Cameron Swayze bark a "cuss word" on his daily (and usually sedate) news & weather show. The commentator had retaped the show without "that word"—which had been prompted by faulty equipment that kept interrupting the recording session—but an equally errant technician then aired the original tape by mistake. After a round of apologies, the network granted Swayze a full pardon.

**Washington Dictionary:** In a list of new light-hearted capital definitions for *The New York Times*, Washington correspondent Russell Baker defined "vast wasteland" as "the American home with all its television sets simultaneously out of order."

## Auxiliary Services

**Vhf Translator Starts:** KØ7BD, KØ9AR & K11AR Odessa, Wash. started Aug. 15 repeating KREM-TV, KXLY-TV & KHQ-TV Spokane • KØ6AD & KØ8AT Cabool, Mo. began Aug. 18 with KTTS-TV & KYTV Springfield, Mo. • KØ3AK Yuma, Colo. started Aug. 23 with KHPL-TV Hayes Center, Neb. • KØ7BT Camp Verde, Ariz. began Aug. 16 with KTVK Phoenix • K12AS Long Pine, Neb. started Aug. 28 with KPLO-TV Reliance, S.D.

**Uhf Translator Starts:** K80BA The Dalles, Ore. started July 21 repeating KOIN-TV Portland • K76BH Bishop, Cal. began July 6 with KOLO-TV Reno • K80AW & K82AL Dubuque, Ia. started Sept. 5 with KWWL-TV Waterloo & KCRG-TV Cedar Rapids, Ia.

**CBC Lends Films to CATV:** Canadian Bcstg. Corp. has changed policy and will now let CATV systems have its films & kines for local distribution under controlled conditions—principally, that the community is beyond reception of telecast signals. Systems must pay expenses, mainly shipping, and may sell spots around programs.

**TelePrompTer Army ETV Deal Expanded:** TelePrompTer Corp.'s contract to operate ETV facilities for the U.S. Army Ordnance Guided Missile School was expanded recently by 12%.

## Film & Tape

**Hour Trend Key To New Season:** Perhaps the most important single program question in the TV season now getting under way is the fate of the 15 new 60-min. TV-film series. (Two of these are expanded versions of half-hour shows—*Gunsmoke* and *Tales of Wells Fargo*.) Industry optimism is mixed with trepidation.

One top executive told us there would be more chance of cancellation with a 60-min. series because of multiple sponsorships and high budgets—ranging from $85,000 to $150,000 a segment. There is agreement that it is better dramatically to have the longer series. But the stakes are high, and the results will undoubtedly affect pilot planning for 1962-63.

The new hours: *Follow the Sun, Bus Stop, Ben Casey, The New Breed, Alcoa Premiere* (mixed with some half-hours), *Target: The Corruptors* on ABC-TV; *Frontier Circus, The Investigators, The Defenders* on CBS-TV; *87th Precinct, The Dick Powell Show, Cain's Hundred, Dr. Kildare*, on NBC-TV. And *Gunsmoke* and *Wells Fargo*.

**SAG's Dim View Of TV & The Majors:** "In the television field we were once able to count on the financial stability of the 7 or 8 leading distribution companies who often assumed the responsibility for paying TV residuals. Many of these companies are shaky today—some on the verge of insolvency." So wrote natl. exec. secy. John L. Dales last week in an open letter to Screen Actors Guild members. That's why SAG has acquired in its contract signed last year, the right to refuse to accept assumption agreements from financially questionable TV-distribution companies and has an alternate plan whereby SAG may accept royalties instead of residuals, explained Dales.

**4 Star Enters Educational Field:** Expansion-minded Four Star Television has entered the area of educational-films production. Negotiations have been finalized with National Astro Laboratories of Pasadena, Cal., whereby the TV company will have an integrated interest with the measurement-standards laboratory, Pres. Dick Powell said. NAL is now developing technical-training packaged programs for all branches of the military service & prime contractors to the military.

**Famous Offering 15 Shows:** Famous Artists agency is packaging 15 TV series for submission to the networks for 1962-63. They are an anthology; *Howie's Boy*, action; *The Big Brain*, comedy by Jess Oppenheimer & Sam Taylor; *Kentucky's Kid*, drama; *The Working Girls*, about career girls; *Command Report*, action, starring Tab Hunter; *Young David Harum*; *Man of the World*; *Canfield & Co.*; a newspaper series; *Vector One; Morgans of the AP*; *Nightside*; *Martian Chronicles*, from Ray Bradbury's science-fiction novel; *Malacca Straits*.

**Desilu-GAC Mapping 7 Pilots:** GAC, sales representative for Desilu Productions, is financing a good part of Desilu's pilot program for next year, studio sources told us. Present plans call for 7 pilots, but the final figure depends on the outcome of discussions with the networks.

GAC will open an Italian office in early November as the latest step in its expansion program, which included the recent acquisition of the Preminger-Stuart-Feins literary agency.

## NEW YORK ROUNDUP

**TV Opera's 3-Cornered Hat:** Successful negotiations between the Metropolitan Opera and its musicians have insured another live N.Y. opera season, but WOR-TV N.Y. will still go ahead with its weekly series of 12 full-length musical films titled *The Golden World of Opera* starting Oct. 15 (Vol. 17:35 p12). In fact, WOR will give N.Y. lovers of the art another serving in the form of live operatic broadcasts on Saturday afternoons over radio WOR. Emanating from the Met, the 20-part radio series is scheduled to start Dec. 9. Ziv-UA, which plans still another operatic series, has yet to find a N.Y. buyer.

Screen Gems' new animation process, Tri-Cinemation, that walks & talks life-like dolls via film (Vol. 17:36 p10) will imitate the Marx brothers—Groucho, Harpo and Chico—in a new TV series. The brothers will be visually represented by the dolls, and the sound-track will carry voices similar to those of the wacky trio. Screen Gems hopes to lure some of the writers of the Marx Brothers' old movies to work on the proposed series.

**WBC** will contribute several "suitable programs to WUHF, the federal uhf experimental outlet for N.Y. which is due to begin telecasting next month. Among the programs being considered are the 15-episode *Reading Out Loud, Dimensions 3, Children and God*, the C. P. Snow-Edward Teller debate series *Reaction*, and *Career*, a co-production effort with Stanford University.

**ABC Films** opened 5 new foreign sales offices last week. The Great Britain Div., centered in London, will be headed by Don Angel. The Northern European Div., headed by Mrs. Margaret Jansson in Paris, will have sub-offices in Frankfurt and Stockholm, and a Rome office, top-manned by Hugo Londrini, will supervise the firm's Southern European operation.

**Producer David Susskind** seems to have a soft spot for presidential themes. Currently at work on a 26-episode, 60-min. Harry S. Truman series (Vol. 17:24 p9), he last week purchased TV-motion picture rights to "The Making of the President," the Theodore H. White account of the 1960 campaign. Susskind plans a 90-min. documentary for an early 1962 network slot.

**Add Syndication Sales:** Official Films sold its package of 4 off-network series (*Peter Gunn, Yancy Derringer, Wire Service, Mr. Lucky*) to 12 more stations, upping the 7-week sales total to 43 . . . **ABC Films** scored 3 new sales for its off-network reruns of *The Life & Legend of Wyatt Earp*, upping the market total to 25.

**MGM-TV** has announced that it will now enter the tape field with 2 shows in association with producer Harry Anger. A comedy called *The Crazy Club* and a game show titled *You Don't Say* will mark MGM's first production efforts in Manhattan.

**MGM-TV's** 30-picture package of post-1950 features has been sold in 34 markets and is now "approaching the $2 million mark in total revenues," reports syndication sales dir. Richard A. Harper. The package includes "The Bad & the Beautiful," "Lone Star," and "Battle Circus."

**People:** Peretz W. Johannes has joined Talent Associates-Paramount Ltd. as associate producer of the Harry S. Truman series . . . **Ed Montanus** has been named MGM-TV Central TV sales mgr. to head the new Chicago office.

## HOLLYWOOD ROUNDUP

**CBS-TV** has complied with the request of Television Producers Guild to run producer credits directly adjacent to those of writers & directors. TPG Pres. Ben Brady described the CBS-TV policy as an "open-minded understanding & recognition of the producer's justifiable claim for contiguous credits."

**Jack Benny's** guest star lineup on CBS-TV for the coming season includes Mr. & Mrs. James Stewart, Raymond Burr, Tennessee Ernie Ford, Mickey Rooney, Jane Morgan, Victor Borge, Phil Silvers and Shari Lewis.

**MGM-TV** production executives are conferring with ABC-TV and NBC-TV top brass regarding possible co-production deals on 1962-63 pilots.

**Third Man Corp.** has acquired all rights to produce *The Third Man* series from NTA. The latter will continue as distributor. Ex-NTA executive Vernon Burns is pres. of Third Man.

**Screen Gems** has signed independent producer Herbert B. (*Naked City, Route 66*) Leonard to a new long-term contract . . . **Warner Bros.** is filming 28 TV segments during September, a record for the studio.

**Format Films** has added 55 employes to its staff, now numbering over 160 . . . **Darryl Hickman** is up for the lead in Selmur Productions' pilot of *Young Love*, a comedy.

**Goodson-Todman Productions** will pilot *Days Ahead*, a situation comedy. Producer Jerry Stagg has signed Arthur Weiss to script.

**Filmways Inc.** has signed producer-writer Paul Henning to create & produce a new TV series, one of 8 the company is planning.

**Wolper Productions** signed bullfighter Jaime Bravo to portray himself in its "Story of a Matador" episode of its *The Story Of* series for Ziv-UA.

**CBS-TV** bought *27 Blue Chips*, the post-1950 movie package, from M. & A. Alexander Productions Inc., for showing on its o&o stations.

**Jaybar Enterprises Inc.** has been formed by producer-writer Jackie Barnett for production of TV films & movies.

**Four Star Television** has signed Hugh O'Brian to star in "Up Jumped the Devil," segment of *Dick Powell Show*.

**Revue Studio** producer Dick Berg signed Clair Bloom to make her telefilm debut in a *Checkmate* segment.

**Henry Jaffe Enterprises** has moved its production offices to 8736 Sunset Blvd., Hollywood.

**People:** Peggy (*The Hathaways*) Cass has begun a 10-day national tour promoting the Screen Gems series which debuts on ABC-TV Oct. 6 . . . **Donn Munson** signed as producer-writer for *Keyhole*, Jack Douglas series for Ziv-UA . . . **Lloyd Rosamund** named story consultant at Warner Bros. TV; he will also develop TV series . . . **Raymond Massey**, co-star of MGM-TV's *Dr. Kildare* series, recovering from minor surgery . . . **E. W. Swackhamer** named associate producer on *Hennesey* . . . **Peter R. Brooks**, creator of the Goodson-Todman project, *Days Ahead*, named its associate producer.

## Stations

**NEW & UPCOMING STATIONS:** A U.S. satellite and a Canadian outlet comprise this week's report of new starters. KPOB-TV (Ch. 15) Poplar Bluff, Mo. received program-test authorization Sept. 1 for start as a satellite of parent WSIL-TV (Ch. 3) Harrisburg, Ill., an ABC-TV affiliate. And a belated report from Pembroke, Ont., states that CHOV-TV (Ch. 5) there began operation Aug. 19. It picks up CBC programming from CBOT Ottawa via a 2-hop microwave system which has towers & relay stations at Hazeldean & Renfrew. The U.S. on-air total changes to 588 (93 uhf). The Canadian operating total now is 93 outlets.

KPOB-TV has a GE transmitter purchased from off-air WBLN (Ch. 15) Bloomington, Ill. It has a 4-bay GE helical antenna on a 500-ft. Utility tower. It gets programs by way of an off-the-air relay from WSIL-TV's transmitter at Cereal Springs, Ill. KPOB-TV is sold in combination with WSIL-TV which has a $350 hourly rate. Rep is Meeker.

CHOV-TV has a 2-kw RCA transmitter and a 568-ft. Cobra tower with a 12-slot antenna. The licensee, Ottawa Valley Television Co. Ltd., has as its officers and principal owners E. Gordon Archibald, pres. & gen. mgr.; Lloyd M. Crandall, vp; Leo P. Lafrance, secy.; Harold J. Clauson, treas. Ownership interlocks with radio CHOV. Ramsay F. Garrow, from CHOV, is sales & marketing dir.: Oscar Kohls, film editor; Bill Kay, ex-CHOV, news & sports dir.; Pat Currie, ex-*Pembroke Observer*, news editor; Alan Bradley, ex-CFTO Toronto, technician (engineer). Base hour is $150. Reps are Young and Stovin-Byles.

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**In our continuing survey** of upcoming stations, here are the latest reports from principals:

**KGIN-TV (Ch. 11) Grand Island, Neb.** hopes to meet its Sept. 15 target for its start as a satellite of parent KOLN-TV (Ch. 10) Lincoln, Neb., a CBS-TV affiliate, writes A. James Ebel, KOLN-TV vp & gen. mgr. It has a building ready for the Standard Electronics transmitter which arrived early in August. The microwave hookup with KOLN-TV was scheduled for completion by Sept. 1. The only delay possible would be from a holdup in steel shipment. KGIN-TV will be sold only in combination with KOLN-TV, with hourly rate of $650. Rep is Avery-Knodel.

**KVLF-TV (Ch. 12) Alpine, Tex.** plans to start programming Sept. 15, states Gene R. Hendryx, pres., gen. mgr., and majority owner of radio KVLF. It has an 186-ft. tower ready and a 100-watt Gates transmitter installed. Network affiliation hasn't been signed. Gordon Lloyd will be in charge of sales. Base hourly rate is not reported. Rep not chosen.

**KMED-TV (Ch. 10) Medford, Ore.** has signed with NBC-TV and is keeping a Sept. 24 programming target, says Ray Johnson, exec. vp of grantee radio KMED. It's installing a 10-kw transmitter and 20-kw GE amplifier as well as a 287-ft. Fisher tower which will have an 8-bay antenna. It will have a $250 hourly rate. Rep is Meeker.

**KCHU-TV (Ch. 18) San Bernardino, Cal.** hadn't placed an order for equipment when they wrote us in August, but planned to start programming Nov. 1, according to owner Norman H. Rogers who also operates Norman Rogers Advertising there. Studios will be in the Inland Empire Exposition Center, and work on the transmitter site is under way. It will use a 50-ft. tower. R. T. (Bud) Sampson is chief engineer and William M. Bellman sales mgr.

**CKOS-TV-2 (Ch. 7) Carlyle Lake, Sask.** now hopes to begin about mid-Sept. as a satellite of parent CKOS-TV (Ch. 3) Yorkton, Sask., reports George S. Skinner, technical dir. of CKOS-TV. The 2-kw RCA transmitter is now in place at Carlyle Lake. Engineers are still working on the 680-ft. Utility tower which will have an RCA Wavestack antenna. The outlet will be an automatic unattended rebroadcasting unit, sold in combination with CKOS-TV, which has raised its hourly rate to $225. Reps are Devney-O'Connell and Stovin-Byles Ltd.

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**Columbia Buys Another:** Columbia Pictures, which owns KCPX-TV & KCPX Salt Lake City, is spreading its TV operations to Puerto Rico with the $1.8-million purchase of WAPA-TV San Juan & its 33.3% interest in WOLE-TV Aguadilla. Broker R. C. Crisler & Co. handled the negotiations between Columbia's subsidiary Screen Gems and WAPA-TV owners Winston-Salem Bcstg. Co. and the Goar Mestre family. Screen Gems plans to use the station's San Juan studios to produce programs for the Latin American market.

**WGMS Sale Off:** The $1.5-million agreement of Crowell-Collier Bcstg. Corp. to buy radio WGMS Washington from RKO has been called off because of legal complications. The deal was part of a package wherein RKO & NBC are to exchange their Boston & Philadelphia TV-radio facilities, NBC to buy KTVU San Francisco, RKO to buy NBC's Washington TV-radio facilities and to dispose of WGMS. The basic deal faces long FCC & court litigation.

**Scripps-Howard Buys WPTV:** The Palm Beach outlet owned by John H. Phipps was purchased, for $2 million, by Scripps-Howard Radio Inc. last week via station broker R. C. Crisler. The sale raises the newspaper chain's roster to 3 TV & 2 radio stations. The others: WEWS Cleveland, WCPO-TV & WCPO Cincinnati, WNOX Knoxville.

**Wasilewski, Swezey Confirmed:** NAB Pres. LeRoy Collins made it official last week. He announced that a mail poll of the 43-member NAB joint board had confirmed his appointments of Vincent T. Wasilewski as exec. vp and Robert D. Swezey as new Code authority director (Vol. 17:36 p11). Wasilewski, 38, has been an NAB staffer nearly 12 years, serving as govt.-affairs vp for the past 15 months. Swezey, 54, was 1948-60 gen. mgr. of WDSU Bcstg. Corp. (WDSU-TV & WDSU New Orleans), which he left to join the Eisenhower administration's Labor Dept. He is also a former chairman of NAB's TV board.

**Research Unit Completed:** All 4 TV & radio networks are represented in the membership of NAB's special research committee, headed by Westinghouse Bcstg. Co. Pres. Donald H. McGannon. The committee will explore possibilities of establishing a university-attached center to study industry problems (Vol. 17:33 p8). Picked by NAB Pres. LeRoy Collins to serve with McGannon are: Julius Barnathan (ABC), Hugh M. Beville (NBC), John P. Cowden (CBS), Irving Lichtenstein (MBS), George C. Hatch (radio KALL Salt Lake City), Daniel W. Kops (radios WAVZ New Haven & WTRY Troy), Richard B. Rawls (KPHO-TV & KPHO Phoenix), Willard Schroeder (WOOD-TV & WOOD Grand Rapids).

**Denver ETV Power Boost:** KRMA-TV (Ch. 6) on Aug. 28 received FCC authorization to boost power to 100 kw.

**Taft Appoints Agency:** Farson, Huff & Northlich, has been designated ad agency for the Taft Bcstg. Co.

Broker Partners Fall Out: Civil suits & countersuits have been filed in the U.S. District Court for the District of Columbia by William T. Stubblefield and his former associates, station brokers Hamilton-Landis & Associates. Stubblefield claimed that Hamilton-Landis owed him more than $53,000, including $2,600 salary, $46,000 commissions and $4,800 loan. In a countersuit, Hamilton-Landis charged Stubblefield with embezzlement, asked for "actual damages" of funds "diverted to plaintiff's personal use," plus $100,000 in "exemplary damages" or 2½% of $10.3 million which represented the value of radio stations the firms had offered for sale. Hamilton-Landis claimed that Stubblefield violated a covenant not to compete in the brokerage business.

Payola Cases Dropped: FTC has dismissed payola complaints against 4 record companies in line with hearing examiners' recommendations. They said prosecution should be dropped because the 1960 Harris-Pastore Act, giving FCC jurisdiction in such cases, "afforded the public adequate protection" against payola. Involved in the dismissed complaints were Roulette Records Inc., Bigtop Records Inc., Mutual Distributors Inc. and Decca Distributing Corp. Announcing the decisions, FTC said: "The dismissals are without prejudice to the Commission's right to issue new complaints . . . should future events so warrant."

Televised Bomb-Shelter Test: CBS-TV o&o KNXT Los Angeles is now programming the first test of a family living in a civil defense shelter for an extended period. The 4-member family guested on KNXT's afternoon *Panorama Pacific* to discuss test preparations one day before entering the shelter. Their first progress report was made, via a direct microphone setup, on that show, Sept. 4. The dome-shaped cement shelter is in the patio of KNXT's Columbia Square facilities on Sunset Blvd.

New Facilities: WLUK-TV (Ch. 11) Green Bay, Wis. on Sept. 1 began operation from its new 1160-ft. tower 4.5-mi. SE of DePere, Wis. • KCND-TV (Ch. 12) Pembina, N.D. will boost power to 220 kw on Sept. 12, reports Robert C. Lukkason, gen. mgr. • KTVT (Ch. 11) Fort Worth, Tex. got FCC authorization Sept. 1 to boost power to 316 kw • WKZO-TV (Ch. 3) Kalamazoo moved to new 1130-ft. tower near Yankee Springs, Mich. on July 13.

Radio's Progress: Radio increased its national billings 69% in the 12 years during which TV was emerging as a major broadcast medium, Robert M. Light, pres., Southern California Bcstrs. Assn., told a seminar at the studios of KNX Los Angeles last week. Said he: "During the so-called TV years, radio climbed from a national billing in '48 of $400 million to more than $675 million in '60."

WBNS-TV Tape-Equipped: The first commercial station in Columbus to install TV tape equipment, WBNS-TV started use of an RCA TRT-1A unit Aug. 28. Educational WOSU-TV is also equipped.

MetroMedia Adds Kansas City Outlets: Formal transfer of KMBC-TV (Ch. 9) & KMBC from the Cook Paint and Varnish Co. in a $9.65-million transaction was completed Aug. 30. MetroMedia now operates 6 TV stations, 4 AMs, 3 FMs, one commercial shortwave radio station and an outdoor advertising firm.

"Survival" Series Cited: *Steps to Survival*, a civil-defense series televised by KPIX San Francisco (Sun. 1:30-2 p.m.), and a 5-min. station editorial "We Can Survive," have been commended by the White House, OCDM and the Cal. Disaster Office, Sacramento.

## Networks

**CHCH-TV Gets Disaffiliation Date:** BBG last week authorized CHCH-TV Hamilton to cut its ties with CBC after Oct. 1. The Board had approved the disaffiliation in July (Vol. 17:28 p12), but hadn't set an effective date.

In other actions, BBG:

Lifted its ban on additional AM & FM licenses in cities with 2nd TV stations. The BBG announced last year that it would not recommend additional radio licenses in Halifax, Quebec, Montreal, Toronto, Winnipeg, Calgary, Edmonton and Vancouver until the new TVs in those areas were established.

Authorized CBC to establish a new TV station at Dryden, Ont., a rebroadcaster for Dryden at Sioux Lookout, and a rebroadcaster for CBUT Vancouver at Courtenay.

Granted rebroadcasting stations for CKBI-TV Prince Albert at Greenwater Lake and Nipawin, Sask.; CKOS-TV Yorkton at Wynyard, Sask.; CJLH-TV Lethbridge at Burmis, Alta.; CFCN-TV Calgary for Drumheller, Alta.

NBC Steps Up Tape Techniques: Two new TV tape devices went into use at NBC last week—a converter which adapts tapes made abroad to U.S. standards, and a time-saving editing machine called the "talking clock." The converter, it is hoped, will open up foreign-U.S. program exchange and facilitate quicker coverage of international news events. Since it also converts U.S. tapes into the various foreign standards, the converter should speed expansion of NBC overseas syndication, the network said. The editing device, installed in NBC's tape central hq in N.Y., puts time-cuing signals on tape so that specific portions to be edited can be located accurately. An announcer's voice will identify the number of each second during an hour period on a tape that's synchronized to the tape being edited, enabling editors to cut a segment to the exact length desired.

## NETWORK SALES ACTIVITY

CBS-TV

General Foods (Benton & Bowles) full sponsorship eff. Oct. 4.
*The Alvin Show*, Wed. 7:30-8 p.m.

John H. Breck (Reach McClinton) co-sponsorship Oct. 29.
*The Power and the Glory*, Sun. Oct. 29. 9-10 p.m. *Noah and the Flood*, Mon. Dec. 11 8-9 p.m.

Sweets Co. of America (Henry Eisen) part. eff. Oct. 6.
*Daytime programming*, Sat.

Standard Brands (J. W. Thompson), Aluminum Co. of America, (Ketchum, MacLeod & Grove), part. eff. Nov. 13.
*Daytime programming*, Mon.-Fri.

Procter & Gamble (Benton & Bowles) part. eff. Oct. 12.
*Frontier Circus*, Thu. 7:30-8:30 p.m.

NBC-TV

The Texas Co. (Cunningham & Walsh) part. eff. fall.
*Tales of Wells Fargo*, Sat. 7:30-8:30 p.m.; *Bullwinkle*, Sun. 7-7:30 p.m.; *National Velvet*, Mon. 8-8:30 p.m.; *International Showtime*, Fri. 7:30-8:30 p.m., *Laramie*, Tue. 7:30-8:30 p.m.; *1-2-3-Go!*, Sun. 6:30-7 p.m.

Shulton (Wesley Associates) part. eff. fall.
*Thriller*, Mon. 10-11 p.m.; *Cain's 100*, Tue. 10-11 p.m.; *The Outlaws*, Thu. 7:30-8:30.

## The FCC

**Dean Landis Quits:** The resignation of President Kennedy's regulatory-agency advisor James M. Landis—whose FCC reorganization plan went down to defeat in Congress—was announced Sept. 7. It coincided with filing of court papers in Washington naming Landis as co-respondent in a divorce suit. The President's press secy. Pierre Salinger said there was no significance in the timing of the announcement, and that the former Harvard Law School dean had quit his White House job as of Sept. 1 to return to his N.Y. law practice. In the divorce proceedings, Washington public-relations man Joseph A. Todd alleged that his 41-year-old estranged wife—Landis's ex-secy.—had committed adultery with Landis, 61, and other men. In a "Dear Jim" letter accepting the Landis resignation, the President said "You have certainly earned the right to pursue other interests."

**WCKT Seeks Rehearing:** Reopening of the Miami Ch. 7 "influence" case, decided by FCC in July in favor of Sunbeam TV Corp. (Vol. 17:31 p3), is demanded by loser Biscayne TV Corp. (WCKT) in a petition charging Sunbeam with "deliberate concealment of material facts" about its corporate makeup. Biscayne (Cox-Knight-Trammell group) told the Commission that Sunbeam had failed to disclose that as of July 12 all of its original 11 principals except Sidney Ansin had been replaced. The WCKT petition added that Ansin was succeeded as Sunbeam pres. by Claude T. Wade, "who is not a part of the existing record," and that Ansin was "relegated" to vp & treas. Biscayne also argued that FCC's decision against it was improper because: (1) Chmn. Minow & Comrs. Ford & Cross, who voted for Sunbeam, weren't entitled to vote on the final decision because they didn't participate in oral argument "in which the comparative merits were presented." (2) WCKT was "denied the full comparative hearing which it is guaranteed by law." (3) "The ultimate conclusions are not supported by the record as a whole." (4) "The disqualification of Biscayne is arbitrary & capricious."

**Tighter Rule Proposed:** FCC's proposed rule restricting use of vhf translators by regular stations (Vol. 17:27 p7) isn't restrictive enough, NAB said in comments filed Sept. 6. The rule, intended to prevent stations from expanding their service areas, should be amended to prohibit translators from duplicating programs of other stations serving the same communities, NAB told the Commission. This language was proposed: "A vhf translator will not be authorized to serve an area which is receiving satisfactory service from one or more TV broadcast stations unless, upon consideration of all applicable public-interest factors, the additional service is deemed to be in the overall public interest." Then FCC could adopt a policy that programming duplication "would not be deemed in the public interest," NAB suggested.

**N.Y. Repeats Proposed:** Apartment Television Service Inc., Philadelphia firm which specializes in multiple-antenna systems, wants to bring in programs from N.Y.'s WNTA-TV, WOR-TV and WPIX via uhf translators for Philadelphia apartment dwellers. It filed FCC applications for Ch. 70, 80 and 83 to repeat the N.Y. stations in the Philadelphia area, proposing that transmitters be located in Philadelphia's Ritz Towers. FCC would have to waive mileage separation rules to grant the applications. Apartment Television Service doesn't have permission of WNTA-TV, WOR-TV or WPIX for the proposed repeats.

**Newsweek on Minow:** A 4-page laudatory feature on FCC Chmn. Minow in Sept. 11 *Newsweek* concludes with this "personal credo written by Minow for the clarification of his own thought just before he went to Washington": "Historically, TV stations plan & program the telecasting hours to attract the greatest number of viewers for the largest amount of time . . . This general goal of the greatest appeal to the greatest number is a fact of economic life which should not be condemned no matter how much TV critics might deplore or question mass TV taste. But in attracting the greatest audience most of the time, a station owner cannot bypass the minority 'some' of the people during some smaller portion of its programming time. Constitutionally, the will of the majority is never allowed to persecute . . . a minority."

**Minow to Address Mass Media Forum:** FCC Chmn. Newton Minow will participate in the 3rd annual series of lectures on "Mass Media in Contemporary America" to be conducted next spring by the Annenberg School of Communications, U. of P., Philadelphia. Minow will appear on a March 29 panel with other representatives of the broadcast & communications media, including the school's dean, Gilbert Seldes.

**WXIX-TV Seeks Uhf-Vhf Operation:** Milwaukee Ch. 18 station has asked FCC for reconsideration of its petition for immediate temporary authority to telecast on both Ch. 8 & Ch. 18 until FCC determines a permanent, long-range allocations plan for a nationwide competitive TV system. Pres. Gene Posner said WXIX-TV's proposal for joint uhf-vhf operation in Milwaukee, which he termed the most "non-competitive" market in the country, would be a boon to viewers who have invested in uhf receivers.

**Citizens Band Prosecution:** For the transmission of "indecent, obscene and profane language," Birmingham, Ala. Citizens Band operator John H. Puckett was ordered to keep off the air for 3 years in the first prosecution of its kind. He had entered a plea of guilty on 2 counts.

## Educational Television

**MPATI Flights Start:** Following successful tests in May (Vol. 17:21 p8), the Midwest Program on Airborne TV Instruction was reported ready last week for Sept. 11 inauguration of regular DC6AB flights serving classrooms in Ind., Ill., Ky., O., Mich. and Wis. Recorded lessons transmitted from the plane above Montpelier, Ind. were expected to reach a million school children at the outset of the 4-day-a-week ETV schedule which will run through May 1962. In Washington, the MPATI project was hailed by Rep. Conte (R-Mass.) as the prototype of an educational technique which could be spread around the world. "Some day the programs may be beamed not from high-flying airplanes but from satellites," Conte told the House. He lauded Westinghouse engineers Charles E. Nobles, who demonstrated feasibility of airborne TV in B-29 bomber tests in 1948, and Reuben Lee, who helped get the MPATI experiment off the ground.

**ETV Pupils Score High:** South Carolina students who were taught elementary algebra in courses transmitted over the state's closed-circuit educational TV system have scored in the top 20% in national achievement tests. "Growth of pupils under ETV during the past year is most encouraging," reported system gen. mgr. R. Lynn Kaimbach, pointing out that 83% of them made test grades above the national average.

## Advertising

Builders Boost Their TV Dollars 72.5%: Network gross time billings for building materials, equipment and fixtures rose from $1.4 million in the first half of 1960 to $2.5 million in the like 1961 period, reported TvB last week. DuPont paints led the category with billings of $1.4 million, followed by Pittsburgh Plate Glass paints & windows ($645,346) and Devoe and Reynolds paint ($130,-364). Other first-half network TV ad news: Procter & Gamble, with billings of $13.2 million and Lever Brothers, at $8.4 million, were the leading advertisers, while Anacin Tablets ($2.6 million) and Crest Toothpaste ($2.2 million) took top brand honors.

RTES 8-Week Training Course: Abandoning its traditional cocktail-luncheon meetings in the atmospheric Hawaiian Room of N.Y.'s Hotel Lexington, Radio & Television Executives Society has announced instead, through planning-committee chairman Erwin Ephron, an 8-week classroom course in time-buying & -selling to be given by industry executives starting Oct. 24. The course will be held in a CBS radio studio. A survey of media executives at agency, rep and advertiser firms had revealed "serious need for a bedrock training course," said Ephron, explaining why the martinis won't flow this fall.

Agency Realigns Media Dept.: Norman, Craig & Kummel has reorganized its media department into 3 buying groups and has named McCann-Erickson media man Murray Roffis as asst. vp & media director. He will head an account group which includes Colgate-Palmolive. The other account-group heads are George Coleman and Sheldon Boden. Vp Eugenie Stamler, previously head of print buying, was placed in charge of over-all media relations; acting media dir. Henry Halpern will continue as marketing vp & research dir.; and another McCann-Erickson veteran, Bruce Graves, will head the newly-established media-research dept.

Spot-TV Rates Level Off: This year has seen a smaller increase in spot-TV rates than has any previous period, according to a Katz agency analysis based on 50 major TV markets. Comparing July 1961 costs with July 1960, Katz found: (1) One-time daytime minutes rose 2.4% this year (vs. 11% last July). (2) 12-plan daytime minutes were up only 1.3% (vs. 12.3%). (3) Base rates for nighttime half-hours rose 2% (vs. 7.6%). (4) One-time nighttime 20-sec. spots increased 6.3%, compared to a rise of 8.6% in 1960.

New Rep: WCYB-TV Bristol, Va. to Meeker Aug. 1 from Bolling.

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**Ad People:** James M. Reeve elected pres., McCann-Erickson (Canada), succeeding W. Richard Wright, resigned to become pres. of a travel bureau. R. K. Bythell promoted from vp to senior vp of the company . . . George N. Beecher elected vp, Foote, Cone & Belding . . . Samm S. Baker elected a Donahue & Coe vp . . . Gilbert Kahn elected a vp, Grey Advertising.

### *Obituary*

Oliver W. Heath, 67, vp of Leo Burnett Co., died Sept. 2 in Evanston, Ill. He had formerly been an advertising representative for *American* and *Cosmopolitan* magazines. Surviving are his wife, daughter, son, mother and brother.

Leo P. Wren, media dir. of Dancer-Fitzgerald-Sample, died Sept. 3. He is survived by his wife and 3 children.

Print Media Probed: In a dragnet-type investigation of suspected illegal pricing-&-promotion practices, FTC has mailed questionnaires to 58 publishers of books, magazines, paperbacks and comics demanding detailed data on their distribution arrangements with wholesalers & retailers. FTC Chmn. Paul Rand Dixon said the sweeping probe of the publishing industry was started after his agency won consent orders against several publishers accused of discriminatory payments & allowances to favored distributors.

Canadian TvB's Station Members: TvB of Canada released last week this list of 11 charter members: CKVR-TV Barrie, Ont., CJAY-TV Winnipeg, Man., CKCK-TV Regina, Sask., CFPL-TV London, Ont., CJON-TV St. John's, Nfld., CHBC-TV Kelowna, B.C., CFCL-TV Timmins, Ont., CJLH-TV Lethbridge, Alta., CHAB-TV Moose Jaw, Sask., CFQC-TV Saskatoon, Sask., CKBI-TV Prince Albert, Sask. In addition, the 9 Canadian members of the American bureau have transferred their membership to the Canadian group.

Colorforms Expands TV Schedule: The 2nd-largest network TV advertiser in the toy industry, Colorforms, will have the largest 1961-1962 TV billing in the company's history. The schedule, via Kudner: *Captain Kangaroo* on 170 CBS-TV stations on a year-round basis and saturation spots in about 40 markets. Colorforms national sales mgr. Alan Goodman reported that summer sales have shown a "46% increase over last year's comparable period . . . due in part to a strong TV campaign."

Bigelow's Triple-Take Fall Look: The Bigelow-Sanford Carpet Co.'s fall ad campaign will include a unique adaptation of TV technique to print media. Imitating TV's "zoom-in" technique, the carpet company's full-page color layout has 3 horizontally-stacked bleed photos, each progressively closer, showing models relaxing on a Bigelow.

## Technology

IRE-AIEE Satellite Panel: Four top communications satellite engineering executives will present a panel discussion Sept. 11 at a joint meeting of Washington's IRE & AIEE sections at the Museum of Natural History. Moderator will be FCC chief engineer Edward W. Allen. The speakers, to be introduced by NASA Deputy Administrator Dr. Hugh L. Dryden: Richard P. Clifford, mgr., engineering communications products dept., GE; Dr. Edmund A. Laport, dir., communications engineering, RCA; Dr. John R. Pierce, dir., research communication principles, Bell Labs; Dr. Herbert Trotter Jr., pres., GT&E Labs.

RCA to Make Moon TV Systems: RCA has been assigned to develop TV systems for 4 moon-exploring Ranger rockets added recently by NASA to its schedule of launchings. The 4 additional rockets will carry TV systems designed to transmit pictures of the moon's surface up to the moment the rockets crash on it. The additions make a total of 9 Ranger rockets which will be put on the moon before a manned landing is attempted.

Australia Builds Giant Radiotelescope: Ultra-sensitive instrument at Parkes, New South Wales, is expected to "out-hear" any radiotelescope in existence. Although more compact than the huge radiotelescope at Jodrell Bank, England, the Australian instrument will be able to listen in on radio signals 10 times farther out in space, its designers claim. It will also be used for tracking satellites and for various astronomy projects.

# Television Digest

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JAMES T. QUIRK, *Business Manager*
BENJAMIN MILLER, *Asst. Business Mgr.*
MERRILL PANITT, *Editorial Director*
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DAVID LACHENBRUCH, *Asst. Mng. Editor*
HAROLD RUSTEN, *Associate Editor*
PAUL STONE

WASHINGTON BUREAU
Wyatt Building
Washington 5, D.C.
Sterling 3-1755
ALBERT WARREN, *Chief*
WILBUR H. BALDINGER
WM. J. McMAHON Jr.

NEW YORK BUREAU
625 Madison Ave.,
New York 22, N.Y.
Plaza 2-0195
CHARLES SINCLAIR, *Chief*

WEST COAST BUREAU
6362 Hollywood Blvd.
Hallywood 28, Cal.
Hollywood 5-5210
DAVID KAUFMAN

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**Personals:** **John T. Reynolds** named to new post of vp-gen. mgr., CBS-TV network programs, Hollywood.

**Albert P. Krivin**, ex-KYW-TV Cleveland, appointed vp-gen. mgr., KMBC-TV Kansas City, Mo. . . . **J. Allen Jensen**, ex-KSL-TV & KSL Salt Lake City, named gen. mgr., KID-TV Idaho Falls, and exec. vp, Idaho Radio Corp. . . . **William D. Stiles** named news & public affairs dir., KFMB-TV & KFMB San Diego and KERO-TV Bakersfield.

**S. White Rhyne Jr.** joins Washington law firm of Mullin & Connor as a partner; offices have been moved to 515 Southern Bldg. . . . **Jack H. Fern**, ex-CBS News, appointed news dir., KDKA-TV Pittsburgh . . . **Marvin Roslin** named research dir., Young TV. **Stanley Feinblatt** appointed research dir., Adam Young Inc. (radio).

**FCC Chmn. Minow** has cancelled plans to serve as usher at Sept. 9 Denmark wedding of his former law partner William Blair, Ambassador to Denmark; too much to do in Washington . . . **Richard B. Rawls**, vp-gen. mgr., KPHO-TV & KPHO Phoenix, named to NAB research committee.

**James C. Hagerty**, ABC News, special events & public affairs vp, will keynote the Bestrs.' Promotion Assn. seminar to be held at the Waldorf-Astoria, N.Y. Nov. 6-8 . . . **C. Langhorne Washburn**, ex-Automated Preference Testing Corp., named vp, A. C. Nielsen . . . **Oliver A. Unger**, ex-NTA pres.-chmn., named exec. vp, Home Entertainment, pay-TV company . . . **Fred Froeschle**, *Ransom County* (N.D.) *Gazette* editor-publisher, joins KXGO-TV & KXGO Fargo and KXJB-TV Valley City, N.D. as news dir., continuing newspaper operation; **Henry Ness**, from Fargo National Bank, named KXJB-TV farm dir.

**Mrs. Robert E. Lee**, wife of the FCC member, was matron of honor last week at wedding of Mrs. Jean McCarthy, widow of Sen. Joseph McCarthy (R-Wis.), to CAB member G. Joseph Minetti, a widower. Mrs. Lee had served as matron of honor also at the McCarthy wedding.

**Consulting engineer A. Earl Cullum Jr.**, with associates D. A. Peterson, Thomas A. Wright & C. M. Daniell (Dallas) have a new phone number—Melrose 1-8360.

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**Murrow is Keynoter:** USIA dir. Edward R. Murrow & HEW Secy. Abraham A. Ribicoff will deliver keynote addresses at the opening session of the 44th annual meeting of the American Council of Education in D.C. Oct. 5-6.

## Foreign

**Report from London:** "The transmitters of the commercial television network [Independent Television Authority, the government-appointed body that controls the commercial television companies] will be capable of reaching 95% of Britain's population by the end of 1962. At that time 4 more independent companies will be on the air and the broadcasting capabilities on the single channel assigned to commercial television will be at the maximum . . . A [recent] survey by the British Broadcasting Corporation, which strives mightily to outdo its commercial rival, disclosed that 50% of the adult population viewed some part of BBC's transmission on a given day, and 45% viewed commercial programs, even though some sections of Britain still cannot receive ITA broadcasts."—Seth S. King in *N.Y. Times*.

**Worldwide TV Boom:** Sometime next year the number of TV sets outside the U.S. "will equal & then top" those within this country. So predicted TV Program Export Assn. Pres. John G. McCarthy in N.Y., pointing out that the foreign set count is now only 3 million behind the present U.S. total of 53 million sets. McCarthy, whose organization represents a number of leading U.S. telefilm producers and distributors active in the foreign syndication market, credited the United Kingdom ("almost 12 million"), Japan ("approximately 8 million") and West Germany ("with 4.8 million") as being the 3 principal TV nations among the free-world bloc, and counted the Soviet-controlled countries as having "approximately 8 million" TVs.

**Will Britain Break Toll-TV Barrier?** When the govt.-appointed Pilkington Committee on TV & radio publishes its research findings early next year, it may recommend a wired pay-TV system, industry sources speculate. Some 400,000 British homes are already wired for closed-circuit telecasts. Favored contender for the "toll-telly" title: British Home Entertainments Ltd.

**East Germans Vent Ire on TV:** Writing in *Young World* recently, East German propaganda minister Gerhart Eisler suggested that his readers climb on neighbors' roofs and pull down antennas which face the West Berlin TV transmitter. He said that such action would make people "blinded by enemy propaganda" come to their senses and realize the harm done by TV programs from the West.

**Australia Producing TV Transmitters:** The first made-in-Australia TV transmitters are nearing completion at the Sydney plant of Amalgamated Wireless. Initial units are slated for delivery to 3 upcoming stations in Victoria. Amalgamated Wireless termed the successful entry into transmitter production a landmark in the development of Australia's electronics industry.

**Cairo Goes Commercial:** By presidential decree, the United Arab Republic's govt.-owned TV & radio system now accepts advertising by private firms. The rates: $125 per minute on TV, $41 on radio.

**Argentine TV Tax Rises:** Sales tax on imported & domestic TV sets and on automobiles has been increased to 13% from 10% in implementation of the official policy of discouraging non-essential consumer buying.

**Meetings Next Week:** CBS Radio Affiliates Assn. annual convention (Sept. 18-19). Waldorf-Astoria Hotel, N.Y. • RTES newsmaker luncheon (22). FCC Chmn. Newton N. Minow will speak. Hotel Roosevelt, N.Y.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**CROSBY SUES GE OVER FM STEREO:** The expected patent battle over FM stereo erupted at week's end, as Crosby-Teletronics Corp. instituted a patent-infringement suit against GE. Filed in N.Y. Federal Court, it charged "infringement on a Crosby patent covering the method & equipment necessary for the broadcasting & reception of stereophonic FM in accordance with the standards adopted by the FCC last April 19."

The 1958 patent, said Crosby "is the only one which relates to the FCC-approved multiplex stereophonic FM broadcasting method." There was no immediate comment from GE.

Thirty manufacturers have signed licensing agreements with Crosby, the company announced. GE also has set up licensing procedures for FM stereo under its own patent applications.

Crosby's FM-stereo multiplex system, which differed from the Zenith-GE system finally approved, was rejected by FCC—but it employed the same basic plus-&-minus techniques governing content of main FM carrier and subcarrier.

**PLENTY OF STEREO AD SUPPORT IN N. Y.:** There was no lack of advertiser support for FM stereo last week in nation's No. 1 market as N.Y. Times' WQXR-FM inaugurated stereocasting.

Despite complaints from some FM broadcasters that set makers had refused to put their money where their mouths were and sponsor stereocasts, WQXR-FM found response so good that it stepped up its planned schedule of stereocasts from 55 minutes to 10 hours weekly—including record, tape & live shows. It will be expanded another 2 hours Oct. 7 when the station starts broadcasting recordings of Boston Symphony concerts.

Sponsors already signed up specifically for FM stereocasts are hi-fi component manufacturers Fisher Radio, Pilot Radio, H. H. Scott & Harman-Kardon (Jerrold Electronics). WQXR Pres. Elliott Sanger told us "2 or 3 others" are due to start soon (one understood to be GE). The station, a pioneer in AM-FM stereo (which required 2 radio receivers), has dropped all AM-FM stereocasts and converted them to FM stereo. Among previous AM-FM sponsors involved in the conversion are RCA Victor Records, London Records, Angel Records, Capitol Records.

First reactions to initial stereocasts have been "remarkable," Sanger told us.

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Kansas City Snowball: Corning Glass Works' "Operation Snowball" moves next to Kansas City Sept. 15-Oct. 1 for a promotion of TV sets. According to Corning, 7 major set distributors, Kansas City Power & Light Co., the Electric Assn. of Kansas City and area NARDA-member dealers are participating. Included in the activities will be a "1962 TV preview" and the award of 40 free TVs to encourage traffic in cooperating dealers' stores. Participating will be distributors for Magnavox, RCA, Zenith, GE, Sears Roebuck, Philco & Westinghouse.

New Plants & Expansions: Sprague Electric will open this month in Hillsville, Va., a leased 30,000-sq.-ft. plant for production of capacitors and electronic sub-assemblies. The plant eventually will employ about 600 persons • Sangamo Electric will add 65,000-sq.-ft. to its Pickens, S.C. plant and transfer it to capacitor production operations now carried on at a leased plant in Marion, Ill. The latter plant will be closed early next year.

FM-Stereo Warning: "Let's Wait at Least Till Christmas Before We Butcher Our New Progeny, FM Stereo." So reads the sarcastic headline on a unique full-page trade ad signed by Friendly Frost Chmn. Gerald O. Kaye. The text: "Leading engineers say FM stereo is the first major breakthrough in consumer electronics since the advent of TV. *So let's kill it!* Many major broadcasters & governmental authorities have indicated they believe FM stereo will rapidly replace AM radio as the No. 1 audio entertainment medium in this country. *So let's kill it!* Manufacturers, distributors and dealers project sales of 50 million sets in less than a decade. *So let's kill it!* And why not? Traditionally, our great industry has a national, if not international, reputation for self-destruction. *So let's get a good start.* Let's fight amongst ourselves! Let's over-produce! Let's cut prices! Let's make 'short-cut' merchandise! Let's try to establish a new industry record! Let's kill this baby before it is born! *For once, let's not!*"

**Jerrold Acquires Taco:** Continuing its electronics expansion program, Jerrold Electronics announced last week that it had acquired Technical Appliance Corp., a leading manufacturer of TV-radio & communications antennas under the Taco brand name.

The purchase price was $2.7 million. Taco's 1960 sales totaled approximately $3 million. Jerrold Pres. Sidney Harman said Taco's management would remain intact, under founders Pres. Herbert Brown and vp Tore Lundahl.

The acquisition was the second by Jerrold within a year. Last February, Jerrold purchased hi-fi component maker Harman-Kardon Inc. For the fiscal year ended last Feb. 28, Jerrold reported gross income of some $12 million.

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**Forbes Looks at Zenith:** "In an industry where nobody divulges his own figures, but everybody knows how the other guy is doing, Zenith is unanimously conceded to make more TV sets than anyone else," profiled Sept. 1 *Forbes*. Not only has the Chicago set maker led the field for 3 consecutive years, the cover story emphasized, but Zenith "has managed to do one other crucial thing besides—combine huge volume *and* fat profits, a knack that previous titleholders seldom had. For the record shows that Zenith makes more money per dollar of sales & per dollar of invested capital than any major set manufacturer in the business." Concludes *Forbes*: "There is a good deal in Zenith's near-future prospects that looks more than ordinarily promising," in particular, color TV, FM stereo—and "if Phonevision should work out, the arithmetic is breathtaking."

**New Subsidiaries & Divisions:** **Raytheon** has established **Raytheon-Elsi Ag** to market in Europe tubes, transistors and other electronic components manufactured by Raytheon and affiliate Elettronica Sicula of Palermo. The new Raytheon subsidiary will have its hq in Zug, Switzerland • **Allied Radio**, Chicago parts distributor, has formed wholly-owned subsidiary **Allied Electronics Corp.** The subsidiary, said Pres. A. D. Davis, will handle industrial sales of semiconductors, relays and other components which account for more than one-third of Allied Radio's $40 million annual sales • **Collins Radio** has consolidated its 2 electronic components operations into a single new division, which will retain the **Communications Accessories Co.** name of the facility at Lee's Summit, Mo. The 2nd facility is Collins' filter operation at Santa Ana, Cal.

**Breakthrough Dept., Component Div.:** Important new component developments announced last week: (1) RCA has developed a mass-production process opening the way for the first time to practical use of niobium-tin superconductive magnets, which generate enormous magnetic fields but use no power, for use in nuclear research and ultrasensitive receivers for radar, astronomy and space communications. (2) GE has discovered a method for producing semiconductor diamonds, which are extremely rare in nature, but can now be "grown at will in the laboratory." (3) Bell Labs has invented a new-type connector which is expected to supplant binding posts and nuts for terminal connections. Shaped like a coil spring, its sharp edges "bite" through plastic insulation for connection without stripping the wire.

**Russian Automation Described:** The Commerce Dept.'s Office of Technical Services has translated & made available (for $3.50 per copy) the entire May-June issue of the Soviet electronics journal *Radio Engineering*, which details automation techniques in Russia.

**CBS Quits Semiconductor Field:** Continuing its sail-trimming operation which earlier this year saw the liquidation of its phono & receiving-tube business, CBS Electronics has decided to shut down its recently-opened 20,000-sq.-ft. Lowell, Mass. semiconductor plant. The plant was said to have cost about $5 million in construction.

The plant, including real estate, facilities and "certain inventories" will be purchased—probably next month—by Raytheon. The Lowell plant employed about 950. The 3 other CBS plants closed this year—at Danvers & Newburyport, Mass. and at Windham, Me.—employed 1,200.

CBS Electronics' move was the most serious result of the recent attrition in the semiconductor business due to competition, imports and price-cutting. CBS Electronics operated at a loss last year.

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**TV Sales Predictions:** Most set makers are less optimistic than Sylvania, whose senior vp George Connor recently predicted the industry could sell as many as 6,385,000 TVs if sufficient sets are available this year (Vol. 17:35 p17). So reported *Home Furnishings Daily* Sept. 6 in a roundup which found little agreement with predictions of possible shortages. Those making specific forecasts: Emerson Pres. Benjamin Abrams, 6.05-6.1 million; GE, 6.4 million; Olympic Pres. Morris Sobin, 5.9-5.95 million; RCA, slightly under 6 million; Motorola exec. vp Edward R. Taylor, 6.2 million; Packard Bell vp Kenneth R. Johnson, 6.2 million.

**Labeling Bill Fought:** National Assn. of Manufacturers has lined up against a bill (HR-1141) by Rep. Bray (R-Ind.) and other House measures which would require labeling of imitation hardwoods used in TV sets & other furniture (Vol. 17:2 p3). In a statement filed with the Commerce Finance Subcommittee, the NAM said that such a law could "boomerang" & confuse consumers. Mandatory requirements for labeling hardwood products & their substitutes would "create a bias against widely-accepted man-made substances" among buyers who tried to weigh the relative usefulness of natural or artificial products, the NAM said.

**Price Maintenance Gains Adherents:** Policing of retail prices by distributors is becoming more prevalent. Recent moves: Westinghouse Appliance Sales, N.Y., has placed most of its TV & stereo instruments under the N.Y. & N.J. fair-trade laws, establishing minimum retail prices for these items in its major metropolitan N.Y. marketing area, following a similar move last year by N.Y. Philco distributor John Otter Co. Meanwhile, Motorola distributor Philadelphia Distributors Inc. will establish minimum retail prices for TV & stereo in its area Sept. 15.

**"TV Repair Simplified":** Written by professional TV repairman Jess E. Dines, this book (Arco Publishing, 138 pp., $2.50) provides some 500 tube-layout diagrams, a model-chassis index to TVs produced by 20 manufacturers, and 100 diagnostic photos of typical set problems. With the book, the publisher claims, "a private TV owner can locate & replace defective tubes without having to know the technical reasons."

**Kimble Publicizes Tube-Labeling Law:** Kimble Glass is circularizing the nation's press with the news that Pennsylvania now requires that TV picture tubes sold for replacement use must be tagged "new" or "used" for consumer protection. The law, passed by the state legislature at its last session, permits the "new" tag only on tubes using new glass & components exclusively.

**Trade Personals:** Edward Bishop Jr., Hallicrafters treas., H. Kenneth Hudson, William F. Frankart, John C. Mathews and Frederick Trowbridge elected Hallicrafters vps . . . Edwin S. McCollister, ex-Sperry Rand, appointed RCA electronic data processing mktg. div. vp . . . Alfred J. Pote, ex-Itek Corp.'s Hermes electronics div. pres., joins Northrop's Page Communications Engineers as senior vp & asst. to Pres. Joseph A. Waldschmitt . . . George A. Banino named vp-gen. mgr., ITT-Kellogg communications system.

Daniel Echo, ex-Du Mont Labs, named to new post of display-devices product mgr., Sylvania electronic-tube division. John B. Donner appointed mgr., Sylvania Waltham microwave & antenna lab.

Robert H. Beisswenger promoted from Jerrold gen. sales mgr. to gen. mgr., Jerrold-Philadelphia. Donald Spanier, ex-Polaroid of Japan, named gen. mgr., Harman-Kardon. Daniel Aaron appointed asst. gen. mgr., Jerrold-Philadelphia.

John J. Connolly appointed vp, Litton Systems . . . Dr. Bernard H. Linden promoted from acting mgr., CBS Labs electron tubes, to dir., succeeding Robert E. Rutherford Sr., resigned.

Robert W. Hubner appointed mktg.-services dir., IBM. . . . Leonard C. Whitney, ex-Clevite, appointed electronic-engineering mgr., National Transistor . . . James D. Bowen named sales mgr., Raytheon's Sorensen product lines (power supplies, voltage regulators, inverters & converters, frequency changers, cable testers, meters).

Richard H. Wilcox, ex-General Dynamics, appointed asst. to the pres., P. R. Mallory, succeeding John L. Wilkes, recently named gen. sales mgr., metallurgical div. . . . David C. Clegg named area vp for South American operations, GT&E . . . Harold W. Kaye appointed to new post of technical asst. to the vp-gen. mgr., Adler Electronics.

———— ■ ————

Lear's 6 Success Secrets: "My 6 secrets can make you a million dollars," wrote Lear Inc. Chmn. William P. Lear in Sept. 3 *This Week*. "They've worked very well for me, and I am just another guy who came up the hard way from the streets of South Chicago. I never got past grammar school, and last year, the company I founded did over $90 million in business." How to become a millionaire? (1) Learn to communicate. (2) Learn how to quit a job. (3) Build a nest egg. (4) Work an extra hour a day. (5) Try to develop a little insecurity. (6) Don't forget to use common sense.

Galvin Will Address NEC: Motorola Pres. Robert W. Galvin will be the guest speaker at the closing luncheon Oct. 11 of the 3-day National Electronics Conference, in Chicago's International Amphitheatre. His address—"Electronics Unlimited"—will explore the industry's future. Other luncheon speakers: IRE Pres. Dr. Lloyd V. Berkner, Oct. 9; Brig. Gen. David P. Gibbs, Deputy Chief of Communications & Electronics, North American Air Defense Command, Oct. 10.

Zenith Scholarship Award: For the 3rd consecutive year, Zenith has contributed $1,500 to the scholarship fund of the American Speech & Hearing Assn. Foundation.

De Forest Royalties Sought: Los Angeles attorney Morris Lavine said recently he will try to recover royalties on some of the patents granted the late Dr. Lee De Forest in behalf of Mrs. De Forest. Dr. De Forest's will showed as his only income a monthly check for $1,250 from Bell Labs, where he was a consultant.

## Finance

**Electronics Investment Corp. Gains:** Total net assets of the San Diego mutual fund rose to $41,790,320 in the quarter to July 31, 1961. This compared with $35,008,339 a year ago. The net asset value per share gained moderately to $8.18 from $7.95. In his quarterly report to shareholders, EIC Pres. Charles E. Salik noted: "It is our belief that sales & earnings of electronics companies will sharply increase during the balance of this year and the first half of 1962. As new business is placed by both military & industrial organizations, the general investing public should again recognize the growth characteristics of electronics companies, and consequently the common-stock values of many select electronics companies should once again resume their upward trends."

For the quarter to July 31, here are the principal portfolio changes in electronics common stock: Added—Ateliers de Montages Electriques. Increased—Ampex, Edwards High Vacuum, Garrett Corp., Hallicrafters, Hewlett-Packard, IBM, Litton Industries, Microwave Associates, Sigma Instruments, Thomson-Houston Compagnie, Transitron Electronics, United Aircraft, Varian Associates. Reduced—Bendix, Packard Bell, Storer Broadcasting.

———— ■ ————

New NTA Notes: The TV film distributor recently announced an offer to exchange up to $1 million worth of its outstanding 6% sinking-fund subordinated notes for equal amounts of a new issue of 6½% convertible notes. The new notes, unlike the old ones, may be converted into NTA common stock at the rate of $2.50 principal amount of new notes for each share of common. There are about 750 holders of the $1.4 million in old 6% notes.

Gem Electronic Distributors Inc., Farmingdale, N.Y. distributor of TV, radio and hi-fi equipment & components, plans public sale of 75,000 common stock shares, price unreported. An SEC registration statement (File 2-18757) also covered 15,000 additional shares underlying a 5-year option to be issued to underwriter Carter, Berlind, Potoma & Weill for $150.

Giannini Controls Corp. Plans 2-for-1 Split: The parent of Conrac Inc. has obtained stockholder approval to double the authorized common stock to 2 million shares. The maker of aircraft & missile controls currently has 532,000 shares outstanding. Giannini said it had no immediate plans for the authorized shares which will be unissued after the stock split.

Sterling Electronics Inc., Houston distributor of TV parts, hi-fi equipment and other electronic products, plans a 125,200-share common stock offering through S. D. Fuller & Co. The price was unlisted in an SEC registration statement (File 2-18548) which said $265,000 of the proceeds of the public sale would be used to expand inventories and develop new sales outlets.

Indiana General in Australia: The Valparaiso, Ind. maker of magnets & ferrites has acquired 50,000 common shares, "or approximately 4½% of the stock outstanding," of Ducon Industries, Sydney, a leading Australian manufacturer of electronic components, reported Indiana General Pres. Robert F. Smith.

GPE's $12 Million Financing: General Precision Equipment has privately placed with an institutional investor a $12 million, 6% promissory note due Oct. 1, 1976. The proceeds will be used to repay bank loans.

**H&B American Corp.**, already the biggest operator of community-antenna systems, plans further expansion, according to an SEC registration statement (File 2-18833) for financing & exchange plans. The Beverly Hills company's proposals covered: (1) $2,575,000 of 6% sinking-fund debentures due 1973 and 12-year warrants to purchase 206,000 common stock shares, to be exchanged for $2,575,294 of 3% outstanding 10-year notes due 1964 at the rate of $1,000 of notes for $1,000 of debentures and warrants to purchase 80 shares. (2) $3,000,000 of like debentures with warrants to purchase 240,000 shares, to be offered for public sale in units, each consisting of $1,000 of debentures and warrants for 80 shares. (3) 250,000 shares for public sale. Adams & Peck heads underwriters of the offerings, prices of which were unlisted in the initial SEC statement. H&B said its main business is operating CATV systems in 26 U.S. & Canadian communities, that it is selling its home-barbecue equipment business. The company told SEC that $2,500,000 of proceeds from sales of units & stock will be applied to payment of bank loans and to working capital for systems operations and contemplated construction & purchase of additional systems.

**International Resistance Sees Gain:** President Walter W. Slocum has forecast that 1961 sales of the Philadelphia components maker would climb to more than $22 million, compared with $20.8 million in 1960. Earnings may approximate last year's record $1.9 million. "We are spending more of our own dollars on research & development and less of the govt.'s," Slocum noted, explaining the failure of profits to keep pace with rising sales. He said that International Resistance derives about 22% of its sales volume from govt. business. Slocum also noted that the company will extend its licensing agreements. In 1960, income from licensees increased to $594,516 from $504,053 the preceding year.

**Programs for Television Inc.**, N.Y. distributor of British films handled by the J. Arthur Rank organization, proposes public sale of 150,000 common shares to finance "development, purchase, production and co-production of new properties" for TV. An SEC registration statement (File 2-18805) didn't list the offering price of the issue or the underwriter, but said: (1) Broad Street Capital Corp. and William Hernstadt have purchased 25,000 shares for 67⅔¢ per share and have received 5-year warrants, exercisable at $5 per share, for purchase of 25,000 additional shares in consideration of a $75,000 loan to the company. (2) Booth, Lipton & Lipton has bought 1,000 shares.

**ITC** inked in a $1.1-million net profit, after amortization, for the 10-month fiscal period ending April 30, 1961. Making the report to British parent company ATV, ITC Pres. & Chmn. Michael Nidorf said gross sales for the same period totaled $50.2 million. Net profits for May & June (not included in ITC's fiscal year, which has been changed to correspond with ATV's) exceeded net profits of corresponding months of 1960 by 21.7%, Nidorf added.

**Reports & Comments Available:** RCA, review, H. Hentz & Co., 72 Wall St., N.Y. 5 • **Decca Records**, memo, Purcell & Co., 50 Broadway, N.Y. 4 • **Technicolor**, report, Hoppin Bros. & Co., 120 Broadway, N.Y. 5 • **Bendix**, discussion, Hornblower & Weeks, 40 Wall St., N.Y. 5 • **Corning Glass**, prospectus, Harriman Ripley & Co., 63 Wall St., N.Y. 5 • **Computer Instruments**, prospectus, Hayden, Stone & Co., 25 Broad St., N.Y. 4.

**Movielab Joins ASE:** Movielab Film Labs, Class A stock, has been listed for trading on the American Stock Exchange. Symbol: MOV A.

**Trav-Ler Sees Record Half:** Pres. Joe Friedman predicted last week that Trav-Ler Radio would score record sales & profits in fiscal 1962's first half, ending Oct. 31. He forecast sales of $12-12.5 million (vs. $11 million in May-Oct. 1960), earnings of $300,000 or 31¢ a share (vs. $230,000 & 24¢). Sales in the 2nd quarter should climb to $8.5 million from $6.2 million a year earlier, he said, and earnings will be "at least equal to, if not higher than," the $125,282 (13¢) earned in fiscal 1961's October quarter. In an address before the N.Y. Society of Security Analysts, Friedman also noted that Trav-Ler's August sales of home-entertainment products climbed to a record monthly high of more than $3 million, that the backlog on Sept. 1 was up to $8.5 million from $5 million a year earlier, that private-label business accounted for more than 70% of Trav-Ler's volume and was increasing. For total fiscal 1962, he anticipated $25 million sales (vs. $19.9 million in fiscal 1961) and "better profits" than the $675,000 (74¢) earned in '61.

**Disney Sees $4-Million Profit:** Rebounding from a $1.3-million loss in its 1960 fiscal year, Walt Disney Productions anticipates a net income of about $4 million in the year ending Sept. 30. Treas. Lawrence Tryon expects the per-share profit to reach $2.40-$2.60, sales to approach the record $58.4 million posted in fiscal 1958. Revenues last year totaled $46.4 million. Tryon said that Disney's revenues from TV in fiscal 1961's first 9 months (Vol. 17:34 p16) were about the same as in the year-earlier period and that no major changes in TV revenues are anticipated in the final quarter.

**Lunar Enterprises Inc.**, N.Y. TV-film producer, has asked SEC (File 2-18826) to register 125,000 common stock shares for public sale at $5.75 per share through Ehrlich, Irwin & Co., whose principal Henry Ehrlich has exercised an option to buy 30,000 shares at 5¢ each. The registration statement also covered 12,000 shares & 10-year warrants to purchase 12,000 additional shares at 5¢, sold by Lunar to a limited group for an aggregate of $69,120. Lunar has co-financing deals with CBS-TV for *Beachfront* and *Joey Trouble* and with ABC Films for *Warrant for Arrest*. It plans to use $584,000 proceeds from the stock sale to develop new pilots and add to its working capital.

**Taft Drops Stock Offer:** Taft Bcstg.'s once-delayed secondary offering of 376,369 common shares (Vol. 17:30 p22) has been canceled because of "market conditions." The company has applied to SEC to withdraw the registration statement filed May 26. Pres. Hulbert Taft noted that when the stock offering was scheduled in May, the stock was selling at 24. "It declined to a current level of about 18," he added, "and the stockholders didn't want to sell at that price."

**Broadcast International Inc.**, 3 W. 57th St., N.Y., will be given an SEC hearing there Sept. 27 on charges that a stock-offering circular "contained false & misleading representations of material fact." In a June 29 order, SEC temporarily suspended a Regulation A exemption for Broadcast International's proposed sale of 60,000 common shares at $5 per share.

**Spencer-Kennedy Hits Sales Peak:** Boston-based Spencer-Kennedy Labs, makers of TV distribution systems and electronic components & devices, scored record sales of more than $1.2 million in its 1961 fiscal year ended June 30. There was a 30% gain over fiscal 1960's sales of $923,000. Pres. Donald Spencer also reported that backlog orders are "substantially in excess of those a year ago."

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Clarostat | 1961—6 mo. to June 30 | $4,639,909 | $380,422 | $193,603 | $0.41 | 470,284 |
| | 1960—6 mo. to June 30 | 4,433,403 | 388,745 | 197,600 | .42 | 470,284 |
| Magnavox | 1961—6 mo. to June 30 | 61,792,000[1] | 5,218,000 | 2,559,000[1] | 1.08 | 2,372,889 |
| | 1960—6 mo. to June 30 | 51,764,000 | 3,807,000 | 1,844,000 | .78 | 2,360,000 |
| Times-Mirror | 1961—28 wks. to July 16 | 63,288,670 | —— | 2,379,802 | .57 | 4,199,258 |
| | 1960—28 wks. to July 16 | 57,471,652 | —— | 2,578,666 | .62[2] | 4,179,297[2] |
| Transcontinent TV Corp. | 1961—6 mo. to June 30 | 8,922,558 | 1,927,685 | 646,192 | .37 | 1,768,612 |
| | 1960—6 mo. to June 30 | 6,525,665 | 1,368,880 | 549,012 | .31 | 1,768,612 |
| Transitron Electronics | 1961—year to June 24 | 37,059,866 | —— | (1,451,792)[5] | —— | 7,502,500 |
| | 1960—year to June 25 | 47,753,064 | 17,095,641 | 8,110,641 | 1.08 | 7,502,500 |
| Trans-Lux | 1961—6 mo. to June 30 | —— | —— | 289,826 | .50 | 582,182 |
| | 1960—6 mo. to June 30 | —— | —— | 262,665 | .45 | 582,182 |
| 20th Century-Fox | 1961—26 wks. to July 1 | 62,125,788 | 881,764 | 12,326[3] | —— | 2,446,986 |
| | 1960—26 wks. to June 25 | 56,370,992 | 4,309,582 | 2,628,576 | 1.10 | 2,383,286 |
| United Artists | 1961—6 mo. to July 1 | 57,866,000 | —— | 1,893,000 | 1.10[6] | 1,715,373 |
| | 1960—6 mo. to July 2 | 51,426,000 | —— | 1,678,000 | .98[6] | 1,664,218 |
| Victoreen Instrument | 1961—6 mo. to June 30 | 9,489,405 | 196,178 | 153,096 | .07[4] | 2,112,468 |
| | 1960—6 mo. to June 30 | 6,093,307 | 530,963 | 260,770 | .12[4] | 1,594,249 |

Notes: [1]Record. [2]Adjusted to reflect Jan.-1961 4% stock dividend. [3]Before net gain of $25,735,917 ($10.52 a share) on sale of certain studio properties. [4]Based on shares outstanding June 30, 1961. [5]After $7-million inventory write-down. [6]Based on shares outstanding July 1, 1961.

**Mergers & Acquisitions:** Hewlett-Packard has completed its acquisition of Sanborn Co. (Vol. 17:23 p19). It will operate the Waltham, Mass. maker of industrial & medical electronic equipment as a wholly-owned subsidiary. • **Terminal-Hudson Electronics** has acquired for undisclosed stock Hollywood Radio & Electronics, California distributor of electronic components • **Bartell Bcstg., Process Lithographers** and Macfadden Publications will submit to their stockholders a proposal for a 3-way merger, with Macfadden the surviving corporation, Bartell & Process Lithographers becoming wholly owned operating divisions. The proposed amalgamation calls for Macfadden to exchange one share of common for each 2 of Bartell, and one share for each 1.2 of Process Lithographers. Bartell has majority control of Macfadden, which, in turn, is a major stockholder in Process Lithographers.

**Trans-Lux Corp.**, movie-chain operator and TV-film distributor, plans public sale of 250,000 capital-stock shares, 150,000 to be offered by the N.Y. company, 100,000 by present holders. An SEC registration statement (File 2-18825) said that $1,250,000 of the proceeds of sale (price unlisted) would be used to expand TV production & distribution, $500,000 for theater acquisitions. Bear, Stearns & Co. is the underwriter.

## Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Clevite | Q | $0.30 | Sep. 29 | Sep. 18 |
| Corning Glass | Q | .37½ | Sep. 30 | Sep. 20 |
| Decca Records | Q | .30 | Sep. 29 | Sep. 18 |
| MGM | Q | .40 | Oct. 13 | Sep. 22 |
| Newark Electronics | Q | .06¼ | Sep. 29 | Sep. 15 |
| RCA | Q | .25 | Oct. 23 | Sep. 19 |
| Times-Mirror | Q | .10 | Sep. 25 | Sep. 6 |
| Trans-Lux | Q | .10 | Sep. 29 | Sep. 15 |
| Universal Pictures | Q | .25 | Sep. 29 | Sep. 16 |

## OVER-THE-COUNTER COMMON STOCK QUOTATIONS

Thursday, September 7, 1961

*The following quotations, obtained in part from the National Association of Securities Dealers Inc., do not represent actual transactions. They are intended as a guide to the approximate range within which these securities could have been bought or sold at time of compilation.*

| Stock | Prev. Bid | Bid | Asked |
|---|---|---|---|
| Acoustica | 16½ | 14¼ | 16 |
| Adler Elec. | — | 21¾ | 23⅝ |
| Aerovox | 10 | 10¼ | 11½ |
| Allied Radio | 25 | 24½ | 26½ |
| Astron Corp. | — | 1⅝ | 2⅛ |
| Babcock | — | 30 | 32 |
| Baird Atomic | 14¼ | 16¾ | 18⅝ |
| Cannon Elec. | 21 | 22 | 25⅛ |
| Capehart | — | 8⅜ | 9⅜ |
| C-E-I-R | 47 | 45½ | 49⅞ |
| Chicago Aerial | — | 22½ | 25⅛ |
| Control Data | 105 | 112 | 118 |
| Cook Electric | 9¾ | 10⅛ | 11⅛ |
| Craig | 12¾ | 13 | 14⅞ |
| Crosby Tel. | — | 5¼ | 6 |
| CTS Corp | 21 | 21¼ | 23¾ |
| Dictaphone | 36 | 35¾ | 38¼ |
| Eitel-McC. | — | 15¼ | 16⅜ |
| Eico Corp. | 12¼ | 11 | 12⅝ |
| Electro Instr. | — | 16 | 18⅜ |
| Elec. Voice | 10¼ | 11 | 12 |
| Elec. Assoc. | 26½ | 25¼ | 27½ |
| Electronics Cap. | 31½ | 35 | 37¾ |
| Erie Resistor | 13⅜ | 14 | 15⅛ |
| Executone | 15½ | 15¼ | 16¾ |
| Farrington | 14½ | 13⅝ | 14¾ |
| Foto Video | — | 3 | 3-11/16 |
| Four Star | — | 18½ | 20⅜ |
| Gen. Devices | 9¼ | 8½ | 9½ |
| G-L Elec. | 8½ | 8 | 9⅛ |
| Granco Prod. | — | 2¾ | 2⅞ |
| Gross Tel. | — | 22 | 24⅛ |
| Hallicrafters | 23¼ | 22 | 23⅞ |
| Hathaway | 19½ | 22¾ | 24⅞ |
| High Voltage | 145 | 138 | 152 |
| Infrared | 17 | 17½ | 19⅜ |
| Interstate Eng. | 16½ | 17½ | 18⅞ |
| Ionics | 27½ | 27½ | 30⅜ |
| Itek | 36 | 34½ | 37¾ |
| Jerrold | 8¾ | 8⅞ | 9¾ |
| Lab for Elec. | 40½ | 41 | 44 |
| Leeds & North. | 33½ | 33 | 35⅝ |
| Lel Inc. | 7 | 6¾ | 7⅞ |
| Magna Theatres | — | 3 | 3-7/16 |
| Magnetics Inc. | 8½ | 8½ | 10 |
| Maxson | 17 | 18¼ | 19⅞ |
| Meredith Pub. | 36 | 34 | 37¼ |
| MetroMedia | 14½ | 16¼ | 17½ |
| Microdot | 26 | 25 | 27¼ |
| Milgo Elec. | 17¾ | 19¾ | 21¾ |
| Narda Micro | 5½ | 5¾ | 6⅝ |
| Newark Elec. | — | 12 | 13⅛ |
| Nuclear Chi. | 41½ | 42½ | 46¼ |
| Official Films | — | 3⅛ | 3-9/16 |
| Pacific Aut. | — | 4¾ | 5⅜ |
| Pacific Merc. | 5⅝ | 6½ | 7¼ |
| Philips Lamp | 137 | 138 | 142½ |
| Pyramid | — | 1⅝ | 2⅛ |
| Radiation Inc. | 21¼ | 21¼ | 23¼ |
| Rek-O-Kut | — | 2¾ | 3-5/16 |
| Research Inc. | — | 4 | 4¾ |
| H. W. Sams | — | 43 | 46½ |
| Sanders Assoc. | 60 | 59 | 62½ |
| H. Smith | — | 8¾ | 10¼ |
| Soroban | — | 47 | 51⅛ |
| Soundscriber | — | 12¾ | 14¼ |
| Speer Carbon | 31½ | 32¼ | 34⅝ |
| Sprague Elec. | 88½ | 87 | 91 |
| Sterling | — | 2½ | 3-1/16 |
| Systron-Donner | — | 32 | 34⅝ |
| Taft Bcstg. | — | 17½ | 18⅞ |
| Taylor Instr. | — | 51 | 54½ |
| Technology | — | 6¼ | 7⅜ |
| Tele-Bcstrs. | — | 1 | 1⅝ |
| Telechrome | 7¼ | 7 | 8⅛ |
| Telecomputing | 6¼ | 5⅝ | 6⅛ |
| Time Inc. | 81¾ | 85 | 88¾ |
| Tracerlab | 9 | 9¼ | 10¼ |
| Transcont. TV | — | 9⅞ | 10¾ |
| United Art. | 6⅜ | 6½ | 7⅜ |
| Vitro Corp. | 23 | 20¾ | 22¼ |
| Vocaline | — | 2¾ | 2⅞ |
| Wells-Gardner | — | 31¼ | 33½ |
| Wilcox Electric | 8½ | 8¼ | 9⅛ |
| Wometco | 24½ | 24½ | 26½ |

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WEEKLY

# Television Digest

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Albert Warren, Editor & Publisher

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS

**TELEVISION DIGEST—UNINTERRUPTED**—as Washington bureau chief Albert Warren assumes ownership and editorial direction, aided by former staff members. Speed, brevity, accuracy, to be stressed (p. 1)

### *FCC*

**FCC FRICTION OVER PUBLIC-AFFAIRS "REJECTS"** develops over staff letter questioning program substitutions by KTVO Ottumwa-Kirksville (p. 3).

**GE & WESTINGHOUSE DUE FOR FCC APPROVAL,** Commission voting tentatively 5-2 for license renewals—no "taint" from anti-trust convictions (p. 3).

**KDB "ADMONISHED," WKKO LICENSE BOBBED,** all 7 FCC members chastising stations for promise-vs-performance discrepancies; 17 short-termers to date (p. 3).

**REORGANIZATION PLANS STILL UNCERTAIN,** Congress asking FCC for "early report" on action, Minow & Ford eager to move, other commissioners "an enigma" (p. 3).

**CLEAR CHANNEL DECISION FINAL, BUT** 2-3 years of litigation and Congressional mulling expected before it might go into effect (p. 4).

### *Consumer Electronics*

**INSIDE LOOK** at Ford's Philco purchase shows automaker's primary interest is Philadelphia concern's govt. business & production facilities (p. 5).

**TV-RADIO AD CODE,** without enforcement provision, approved by EIA. Industry-wide sales forecast, grass-roots import information program to be undertaken (p. 6).

**TAPE-CARTRIDGE PITCH** renewed by RCA with simplified lightweight recorder under $100 in attempt to become "important factor in recorder business" (p. 7).

**JULY RETAIL SALES** of TV-radio virtually same as July 1960. 7-month TV sales within 1% of last year, EIA figures show (p. 7).

**BROADCASTERS & TRADE** cooperate on FM-stereo coordination as result of agreement between EIA & NAB representatives. FM-stereo sales seen "spotty" rest of year (p. 8).

### *Stations*

**COLLINS WINS FCC PROGRAM-FORM AUDIENCE,** getting top billing in "main tent" for broadcasters' complaints. NAB staff achieves relief in informal "interpretation." "Short-short form" for small stations in works (p. 2).

**TELEVISION DIGEST—UNINTERRUPTED:** With distinct enthusiasm and pleasure, we resume publication of Television Digest, Television Factbook, Radio Station Directory, and the other traditional addenda & supplemental material associated with the 16-year-old masthead of Television Digest. As you learned suddenly from Vol. 17:37, Triangle Publications, Inc. discontinued publication on Sept. 11.

The new editor & publisher, Albert Warren, formerly chief of the Washington Bureau, has assumed control and responsibility for publication, forming Television Digest Inc. on Sept. 11 for that purpose. Staff comprises former members of Triangle staff.

We've been swamped with messages from industry leaders expressing satisfaction that this unique publication has resumed without interruption. We are determined that it meet the needs of industry's top executives—an accurate, concise and brisk report for men with no time to waste. The greatly expanded Television Factbook, which has won such broad acceptance, will be issued again early next year.

We believe this is a particularly auspicious time for focus of the publications to shift back to Washington. There's a crisis in TV allocations—uhf, deintermixture, short-spaced drop-ins—with millions of dollars riding on FCC decisions now in formation. There's FCC's proposed program & logging forms which could have stark impact on every station's financial well-being and mode of operation. There's the bill to require set makers to produce nothing but all-channel vhf-uhf sets under certain governmental minimum standards. There's a crisis in electronics imports. We could go on. We'll hew to the major matters. Quickly. Briefly. Analytically.

Among the many messages of good will we've received, we thought you'd like to see 2 of the first letters. From FCC Chmn. Minow:

"Dear Al: Good luck and best wishes to you in your personal plans to publish Television Digest and Television Factbook.

"When I was appointed to the Commission last January, many people immediately called Television Digest to my attention as a prime source of accurate and current reports reflecting a knowledge and insight into the industry's problems and trends. I can now say that my own personal experience confirms this in every detail.

"Everyone concerned with communications policy and problems will benefit from the continuation of the Digest and the Factbook. Just as in broadcasting, the public interest is served through a diversity of sources of information. My sincere wishes for success."

From NAB Pres. Collins: "Dear Al: I was saddened when I read in this week's Television Digest that this would be the last issue published. Since then, however, I have been tremendously heartened to learn that you, as editor & publisher, with associates, will continue to publish Television Digest and its sister publication Television Factbook.

"I want to wish you every success. The dedication and objectivity which have characterized your previous work are greatly needed by this great broadcasting industry. It is good to know that you will continue furnishing information which is meaningful and helpful to broadcasters, and that such will be reported with your characteristic skill and reliability."

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**COLLINS WINS FCC PROGRAM-FORM AUDIENCE:** NAB Pres. LeRoy Collins quietly pulled his biggest coup to date last week when he quickly persuaded FCC to hold shirt-sleeve broadcaster-to-commissioner session Oct. 6—to show Commission just how burdensome are its proposed program and logging forms (Vol. 17:28 p1).

After conference with commissioners early in week, Collins wrote to them: "We feel that the circumstances are such that it will be very helpful to the Commission and to the nation's broadcasters if an informal conference-type discussion can be arranged . . . We would have available at the time a number of active broadcasters broadly representative of the various segments of the industry. We would not contemplate the use of prepared statements or representation by counsel, but rather an opportunity in a constructive manner to give to the Commission firsthand the result of experience tests in logging and concerns which broadcasters feel about the burdens and handicaps they anticipate would follow if the proposals should be adopted and placed into effect."

FCC Chairman Minow responded in a flash: "As the Commission has stated, we want to insure that the requirements of the proposed forms and rules concerning past and proposed operations can be met by an applicant on the basis of reasonable efforts and records to be kept by the applicant. We believe that an opportunity for the discussion of the results of actual experience tests by broadcasters would be useful and constructive."

Foregoing is perfect example of Collins at work. When he said he couldn't attend program-form conference called by Georgia Assn. of Broadcasters in Atlanta Sept. 15, there were shrill outcries that he had "let industry down," etc. The quiet-spoken, steel-nerved Southerner restrained himself, and got industry top billing in main tent—FCC.

Meanwhile, his lieutenants—notably exec. vp Vincent Wasilewski and counsel Douglas Anello—had conferred patiently with top FCC staff members, eliciting from them an interpretation of proposed rules which is said to remove basis for 80% of broadcasters' objections. A major aspect: use of logs prepared in advance, as in current practice.

We hear that there's a "short-short form" circulating in Washington—at FCC or NAB or both—reportedly designed to meet virtually all small-broadcasters' objections.

At the Atlanta conference, FCC staff team of Kenneth Cox, Hyman Goldin and James Juntilla assured apprehensive broadcasters they were well aware of criticisms and that Commission is now studying methods of alleviating major burdens. Cox indicated that pre-logging was being considered—instead of logging

beginning & ending times. He said that Commission didn't intend to require simultaneous logging—rather, recording could be done before and after the event. As for analyzing local content of news programs, he said an estimate would be adequate—no exact accounting needed.

NAB exec. vp Vincent Wasilewski made it crystal clear that NAB had brought criticisms to Commission and achieved the receptive mood there. "When we go to the Commission," he said, "we don't go down and play dead. We are representing the problems of the broadcasters."

**FCC FRICTION OVER PUBLIC-AFFAIRS 'REJECTS':** "Who's the staff working for—the Commission or Minow?" That's what we were asked last week by one much-irked FCC source, in connection with letter sent to KTVO (Ch. 3) Ottumwa, Ia.-Kirksville, Mo.

What happened was this: An FCC staff member sent station a letter reading in part: "The Commission is in receipt of a complaint which alleges that KTVO fails to carry network public-affairs programs such as 'Meet the Press,' 'Face the Nation,' and 'CBS Reports.' It is alleged that 'CBS Reports' was carried at one time but has been dropped. The general claim is made by the complainant that few of the programs broadcast depart 'from the formula of cowboy-detective-situation comedy.' " We'd like an explanation, the letter concluded.

You'll recall that Minow was outvoted 6-to-1 in his opinion, expressed in program-form rule-making (Vol. 17:28 p1), that broadcasters be required to tell FCC what public-affairs programs they carry and reject, and what shows are substituted for them.

KTVO letter is bound to get an airing among commissioners and we have just a tiny sneaking hunch that more such letters will not be sent.

**GE & WESTINGHOUSE DUE FOR FCC APPROVAL:** Antitrust sins of GE & Westinghouse—convictions for electrical equipment price-fixing (Vol. 17:14 p1)—won't be visited on their broadcast sons, if FCC follows through on last week's unannounced action.

It's understood that Commission voted 5-2—Minow & Hyde dissenting—instructing staff to draft document aimed at renewing licenses of the 2 companies' stations. It has long been understood around Commission that it would vote this way, but this is first actual show of hands. Minow & Hyde wanted to do something tougher, perhaps 1-year licenses, perhaps conduct hearings—frankly, we don't know.

Interesting angle of case: Broadcast Bureau recommended renewals while General Counsel's office argued for hearing. FCC majority apparently considers this "spirit of the law" vs. "letter of the law."

**REORGANIZATION PLANS STILL UNCERTAIN:** FCC hasn't decided how to implement reorganization plan approved by Congress (Vol. 17:35 p3) but it's expected to come up with answers in a few weeks. Staff task force is working up details of plan, which enables Commission to delegate to staff minor actions and trivia.

Chmn. Minow and Comr. Ford are hot about moving fast, are said to be in substantial agreement. Rest of commissioners are described to us an "an enigma" on subject. One major question is this: Should new rules be put into effect immediately or should they go through customary rule-making proceedings—with industry comments, reply comments, etc. Top staffers say that rule-making means long delays, but, as one attorney put it, "it may be good policy to get reaction of industry and private practitioners." Leading candidates for FCC staff review board: Dee Pincock, Joseph Nelson, Donald Berkemeyer. Comr. Lee believes board will be so powerful that he's pressing to limit tenures to one year.

FCC is expected to move reasonably soon—because both Senate & House Commerce Committees have given advance warning they want an "early report" on action taken. Incidentally, speaking of FCC's mode of operation in the "business management" sense, Booz, Allen & Hamilton management team is now at Commission with its graphs, charts, time studies and whatnot.

**KDB 'ADMONISHED' AND WKKO LICENSE BOBBED:** If anyone still harbors notion that FCC Chairman Minow is sort of out in left field when it comes to requiring stations to toe the line, look at these 2 AM actions FCC took last week:

(1) KDB Santa Barbara got a bob-tailed license because—"Information before the Commission indicates that the scope of the past programming . . . was severely limited, and that the operation of the station during the past license term has been inconsistent with prior programming proposals. The Commission has also noted your statement of June 6, 1961 relating to the disparities between the 1959 renewal application and

the 1959 assignment application with respect to live programs and commercial spot announcements. By this statement, you indicate that your prior explanations describing these discrepancies as 'clerical errors' were inaccurate. Under these circumstances, a question is raised of whether, at the time you filed your application for assignment of license on July 1, 1959, you intended to carry out the program proposals set forth therein."

(2) WKKO Cocoa, Fla. got its tenure trimmed, too, because its performance didn't match promise—in terms of "live" percentages, number of spots, educational, religious, etc. Said FCC: "The Commission has considered your application very carefully, and is of the view that the variance between the representations made in 1959 when you acquired station WKKO and the actual programming operations as reflected in the instant application falls short of the degree of responsibility which the Commission has a right to expect of its licensees."

The point we're making is that all 7—count them, 7—commissioners agreed on the actions. Fifteen other stations have had their periods pared to date: WANT Richmond, WINX Rockville, Md., WSID Baltimore, WFAN-FM Washington, WMUR-TV Manchester, WPHB Philipsburg, Pa., WSTS Massena, N.Y., WKVA Lewiston, Pa., WIRA & WIRA-FM Ft. Pierce, Fla., WVOW Logan, W. Va., WPET Greensboro, N.C., WOOK Washington, WAVA Arlington, Va., WILV Boston. Expect more.

**CLEAR CHANNEL DECISION FINAL, BUT—:** FCC wrapped up its hoary (15 years) clear-channel proceeding with final decision essentially as proposed June 13 (Vol. 17:25), but it's long way from being put into effect. What with House Commerce Committee wanting to dig into subject with hearings, what with certain court appeals, there's at least 2-3 years before decision is "finally" final.

Decision provides for opening 13 frequencies for shared nighttime use by one new Class II station on each. Commission reserved possibility of breaking down remaining 12 clears—and it held in abeyance a decision on higher power for them.

Decision introduces new allocation concept to AM. As in TV, frequency assignments are to be made through rule-making. One of more controversial features of decision is extension of freeze to include all channels adjacent to clears. Heretofore, only adjacent 1-B channels were frozen. Freeze on all new daytime authorizations is extended.

FCC will allow new Class II stations as follows: 670 kc, Idaho; 720, Nevada or Idaho; 750, Anchorage, Alaska; 760, San Diego; 780, Nevada; 880, North Dakota, South Dakota or Nebraska; 890, Utah; 1020, New Mexico; 1030, Wyoming; 1100, Colorado; 1120, California or Oregon; 1180 kc, Montana; 1210, Kansas, Nebraska or Oklahoma.

**CAPITAL CAPSULES:** FTC appointments—Roy A. Prewitt, Asst. Director, Bureau of Economics; James A. Murray, Asst. Director, Bureau of Deceptive Practices; Charles E. O'Connor, Chief, Industry Guides Div., Bureau of Trade Practice Conferences & Industry Guides; Charles F. Canavan, Chief, Div. of Enforcement, Bureau of Textiles & Furs; J. B. Truly, Asst. General Counsel for Appeals . . . FCC Complaints & Compliance Div. scheduled for personnel changes soon . . . Thomas J. Dougherty, legal asst. to FCC Comr. Lee, resigns to become Metromedia Asst. General Counsel, in Washington, succeeded by Arthur A. Gladstone, currently Chief of FCC's Domestic Radio Facilities Div., Common Carrier Bureau . . . Ch. 9, Wausau, Wis., granted to Central Wisconsin TV Inc., in final decision . . . Bakersfield deintermixture to uhf stands, FCC rejecting petition for reconsideration by KERO-TV (Ch. 10), due to go to uhf . . . FCC Chairman Minow commended by National Religious Broadcasters for "fearless & far-sighted stand" for program improvement and reduction of "violence & brutality" . . . Record payola complaints dismissed by FTC: Chess Record Corp., Argo Record Corp. & Checker Record Co., all of 2120 S. Michigan Ave., Chicago.

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# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**INSIDE LOOK AT FORD'S PHILCO PURCHASE:** "There's a Ford in Your Future" has long been a shopworn jest at Philco. Last week, after a year of rumoring, Ford suddenly bought out Philco in an exchange of stock involving some $100 million. In one fell swap, Ford moved up into major competition on all fronts—military electronics, appliances—with diversified arch rival General Motors. Philco, which originated in 1892 as Helios Electric Co., became Philadelphia Storage Battery Co. in 1906, produced its first "Philco" radio in 1928, stepped down from autonomous operation into a future now undefined.

Sudden deal caught most industry members by surprise, according to corridor talk at last week's EIA conference. Talk of long-rumored deal had flared recently but was denied. However, although caught unaware, industry in general wasn't astonished. Philco's worsening financial situation certainly was no secret, and sale rumors have been flying since 1956 (with CBS and Westinghouse mentioned prominently among those reported interested and/or offering).

Real puzzler to most is Ford's interest in Philco. By Ford's dynamic, bustling standards, Philco is floundering & tired—as its first-half loss of $4.4 million attests (Vol. 17:33 p20). Ford certainly was not attracted by Philco's TV-radio-phono business (with unattractively low margins at best) or by its appliance business (which nosedived with the industry in general last year).

Clearly, Philco's govt. business & production facilities were the lure—and since price was right, Ford apparently was willing to buy considerable deadwood and unattractive sidelines to get what it really wanted.

What Ford wanted was defined by Chmn. Henry Ford 2nd: "Ford's purpose in purchasing Philco is to broaden its operations, to provide entry into new fields and to make possible a fuller participation by our company in the national defense & space effort."

Philco Pres. James M. Skinner Jr. termed Ford's acquisition "a wonderful opportunity for both companies. I sincerely believe we both can do a better job for defense work by making this move." He indicated that Ford's primary interest was Philco's production facilities for, and activities in, space vehicle & guided missile projects, emphasized that "80% of Philco's work is in electronics, with only 16-20% devoted to household appliances." Defense & industrial business accounted for 1/3 of Philco's 1960 sales. Since March, it has acquired some $38.6 million in govt. contracts. Conversely, Ford's defense contracts skidded last year.

Ford is no stranger to electronics, although this fact is little known to most car buyers. It is active on the West Coast in the development of space vehicles, guided missiles, other defense electronics. Hub of its electronics operations is its Aeroneutronic wing, which, however, is as short on production facilities as it is long on brains.

In addition to broadening its defense-electronics scope, Ford also widens its competitive thrust against GM. Now armed with Philco's refrigerator-washer-dryer-range lines (including the Bendix brand), Ford can—if it desires—compete with GM's Frigidaire appliances. Philco's auto-radio production can be sent in to fight GM's Delco for the private-label radio business.

Unanswered at week's end, and for long time to come undoubtedly, is Philco's role in Ford's future. Although both companies issued the usual statements about no changes being contemplated in Philco management, products, or operation, major changes are expected.

Speculation in consumer-electronics industry concerns fate of Philco's TV-radio-phono business. That operation is hardly salable, observers tell us, and Ford has plain choice of continuing the slipping, low-mar-

gin business in highly competitive market—or junking it. Bright spot in Philco picture long has been its international organization, recognized as a model of efficient, productive overseas operation (Vol. 17:4 p14). Its future in a company which apparently will emphasize govt. electronics over consumer products also remains to be defined.

Fundamentals of the deal—which is still subject to approval of Philco stockholders—provide that Ford purchase Philco's assets and assume its liabilities in exchange for stock on the basis of one share of Ford for each 4½ of Philco common. Philco preferred holders will receive approximately $101.50 in Ford common for each Philco preferred share. They will also get cash for accrued & unpaid dividends. As of Sept. 1, Philco had 4,104,033 common shares outstanding, 100,000 shares of preferred. Another condition of the deal is a favorable tax ruling which, among other things, assures that no federal income tax gain or loss will result to Philco stockholders from receiving Ford shares.

Net impact of deal, of course, is that a giant in consumer electronics has been unable to stay with the leaders. A longtime leader in TV & radio—once No. 2 in TV production & sales, and still among the top 5—Philco has known sharp ups & equally sharp downs. In recent years it has known more of the latter. Last year, profits plunged 68% to $2.3 million from $7.8 million in 1959 (Vol. 17:10 p22) despite a slight sales gain of 0.7% to $400.6 million from $397.8 million. The slide quickened in 1961. In the 6 months to June 30 (Vol. 17:33 p20), Philco lost $4.4 million, compared with a $1.9 million profit a year earlier. The loss came on sales of $196.3 million—up from $194.3 million in 1960's first half.

The time for a change clearly had come. Dynamic Ford may well be what onetime Philadelphia Storage Battery Co. needs to recharge its batteries.

**EIA APPROVES TV-RADIO-PHONO AD CODE:** After the lawyers pulled all its teeth out, the long-awaited code of recommended ad practices for TV-radio-phono industry was approved by EIA—but its release is being withheld for several weeks pending final revisions.

Patterned after Home Laundry Ad Code adopted in June 1960 by American Home Laundry Assn., the TV-radio code had been held up by EIA lawyers with a nervous eye on possible antitrust problems. As finally approved by EIA's Consumer Products Div. under Chmn. Edward R. Taylor of Motorola last week, code has no enforcement provisions and will be prefaced with language like this:

"EIA has been advised by counsel that it would not be appropriate for it or its Consumer Products Div. to attempt to enforce these standards in any way, to entertain any complaints regarding practices in contravention of these standards, or to interpret these recommendations in their application to any particular circumstances. They are published in the hope that they will be voluntarily observed by all members of the industry who recognize that the best way to avoid excessive governmental regulation of advertising is for each advertiser to deal fairly with the consuming public."

Code will call attention to FTC publications and urge that they be studied & kept in mind, and then will set forth "some of the basic standards of honesty in advertising . . . in the best interest of all members of [the] industry as well as the public."

Code's text is expected to follow Home Laundry Code fairly closely, and include sections dealing with these practices: comparative price advertising; other price advertising; bait advertising; product claims.

Other important actions at EIA's Fall Conference in N.Y.:

(1) Industry-wide sales forecasts for TV, radio & phono will be compiled by the manufacturers' association, probably beginning in 1962. Law committee gave its clearance for the compilation at last week's meeting. Consumer Products Div. will ask each manufacturer to estimate industry sales in each product, and will compile an average or "consensus" figure.

(2) Local-level grass-roots import information campaign will be undertaken by Parts Div., following approval of EIA Board. Because of touchiness of import issue (some EIA members are large importers of Japanese components), EIA Board approved plan to let Parts Div. supply members with factual material to use locally under own names.

Information program will be geared to explaining to public the effect of imports on domestic electronics industry, and particularly on small manufacturers. Campaign will last one year, through next session of Congress, to be directed by local companies at their communities in general, their employes in particular. It will not be consumer-oriented, won't mention or suggest such things as boycotts of foreign end-

products. Parts Div. will spend $50-60,000 on the program, which will be prepared by Henry J. Kaufman Associates, Washington ad agency.

(3) Electronics was officially defined by EIA's Board in connection with proposed Association reorganization procedures. EIA's definition of electronics: "That branch of science & technology which deals with the study, application & control of the phenomena of conduction of electricity in a vacuum, in gases, in liquids, in semiconductors and in conducting & super-conducting materials."

Electronics products were defined as "materials, parts, components, subassemblies & equipment which employ the principles of electronics in performing their major functions." EIA defined "electronic industries" as "industrial organizations engaged in the manufacture, design & development, and/or substantial assembly of electronic equipment, systems, assemblies or the components thereof."

(4) "Statement of objectives" of EIA was approved by Board. Among the manufacturing group's objectives: Stimulate public awareness of electronic industry's vital role; provide industry-govt. liaison; provide forum for discussion of industry matters; assist armed services in obtaining better equipment through interchange of ideas; provide technical standards; collect marketing data.

**RCA RENEWS TAPE-CARTRIDGE PITCH:** Determined to become "an important factor in the tape-recorder business," RCA last week took a new tack in its 3-year campaign to gain acceptance for its cartridge tape system. It introduced a brand-new line of lightweight cartridge-tape recorders priced from $99.95 to $169.95.

Although it wasn't stated openly, new pitch represents complete change in RCA attitude toward its own tape system. When it introduced the plastic drop-in cartridge in 1958, RCA boomed it as a home music reproducing system—like records—for the playing of pre-recorded music tapes. Its cartridge machines at that time were primarily "tape players"; some didn't even have the recording feature.

Emphasis in new line is on recording, rather than playing pre-recorded music tapes—although, of course, machines will play pre-recorded cartridge tapes. Outstanding job has been done in weight reduction (now 13¼ lb. vs. 52 lb. for 1958 model), size reduction (7 x 10 x 12 in.)—and particularly in price reduction. Sleek new "Flight Line" design and simplified mechanism feature the first major new product to emerge from RCA's new home-instruments lab in Indianapolis.

"We're very serious about this," mktg. vp Raymond W. Saxon said repeatedly at unveiling for the press in N.Y. last week—and there's no doubt RCA is going to put its mighty weight behind the easy-as-a-record home tape-cartridge system. Three models were shown—mono at $99.95 & $129.95, stereo record-playback at $169.95. Actually, RCA's new cartridge machine line was preceded to the market by Bell Sound's compact machines which use same cartridge, formally launched at recent Music Show (Vol. 17:30 p20).

**TV-RADIO PRODUCTION:** EIA statistics for 35th & 36th weeks of 1961:

| | Aug. 26-Sept. 1 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 143,364 | 139,342 | 125,850 | 3,839,126 | 3,820,881 |
| Total radio | 421,698 | 422,398 | 314,846 | 10,371,108 | 10,778,910 |
| auto radio | 154,430 | 135,304 | 105,140 | 3,301,202 | 4,096,979 |
| | **Sept. 2-8** | **Preceding wk.** | **1960 wk.** | **'61 cumulative** | **'60 cumulative** |
| TV | 118,788 | 143,364 | 116,229 | 3,957,914 | 3,938,038 |
| Total radio | 345,848 | 421,698 | 293,802 | 10,716,956 | 11,073,788 |
| auto radio | 111,078 | 154,430 | 95,986 | 3,412,280 | 4,192,854 |

**JULY RETAIL SALES SAME AS '60:** TV-radio retail sales for July were almost identical with those of July 1960, official EIA figures showed last week. Both TV & radio were off about 1% for the month, as compared with last year, but higher than July 1959, thus confirming our estimate of last month (Vol. 17:35 p16).

TV retail sales for first 7 months of 1961 were within 1% of comparable 1960 period, and cumulative radio sales were about 15% ahead of last year. The official 7-month TV-radio retail sales report below is the last to be compiled by EIA (Vol. 17:22 p16). We are now making arrangements to obtain a substitute monthly TV-radio sales index. The official EIA figures:

**TELEVISION**

| Month | Total Production 1961 | Total Production 1960 | Uhf Production 1961 | Uhf Production 1960 | Retail Sales 1961 | Retail Sales 1960 |
|---|---|---|---|---|---|---|
| January | 367,935 | 526,494 | 25,270 | 50,119 | 399,791 | 590,867 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 452,282 | 507,673 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 530,105 | 501,829 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 378,275 | 351,214 |
| May | 470,399 | 442,176 | 22,782 | 32,295 | 391,467 | 334,283 |
| June | 615,118 | 518,870 | 34,641 | 34,245 | 487,264 | 371,661 |
| July | 383,378 | 268,854 | 23,233 | 14,621 | 388,791 | 392,858 |
| TOTAL | 3,184,514 | 3,231,898 | 171,065 | 259,468 | 3,027,975 | 3,050,385 |

**RADIO**

| Month | Total Production 1961 | Total Production 1960 | Auto Radio Production 1961 | Auto Radio Production 1960 | Retail Sales (excl. auto) 1961 | Retail Sales (excl. auto) 1960 |
|---|---|---|---|---|---|---|
| January | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 580,680 | 803,388 |
| February | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 666,228 | 611,479 |
| March | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 853,821 | 664,441 |
| April | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 603,489 | 547,839 |
| May | 1,196,949 | 1,277,040 | 408,875 | 463,165 | 745,818 | 548,322 |
| June | 1,626,263 | 1,551,451 | 518,010 | 596,870 | 940,346 | 702,889 |
| July | 1,030,399 | 890,359 | 320,128 | 328,009 | 697,851 | 573,363 |
| TOTAL | 8,567,689 | 9,414,879 | 2,701,919 | 3,651,101 | 5,088,031 | 4,451,721 |

FM radio production (1960 figures in parentheses): Jan. 50,421 (33,816), Feb. 41,357 (56,515), March 75,044 (83,127), April 51,260 (68,196), May 49,705 (65,438), June 88,808 (105,317), July 48,114 (49,707). 7-month total: 404,709 (494,540).

**BROADCASTERS & TRADE COOPERATE ON STEREO:** Stirred by charges that manufacturers aren't cooperating with FM-stereo broadcasters—first aired last month in Television Digest (Vol. 17:35 p14)—set makers got together last week with a broadcast association representative to map out informal program of close manufacturer-broadcaster cooperation to promote FM stereo.

Radio manufacturers at EIA's Fall Conference in N.Y. discussed the problem with NAB industry affairs vp Howard Bell, and came up with agreement that NAB will supply manufacturers with data on new FM-stereo market areas and EIA manufacturers will keep broadcasters informed on production & distribution plans for new sets, stereo promotions, etc.

FM stereo was hottest topic of discussion in EIA's Consumer Products Div. Executive Committee and Radio Section meetings. There was general agreement that it won't take off like a skyrocket, but will be a "somewhat spotty" market—good in some areas, poor in others—for next 6 months.

As to charges that manufacturers aren't cooperating, set makers agreed that aggressive, promotion-minded stations will have no trouble at all in gaining manufacturer & distributor sponsorships. What do manufacturers want from the FM-stereo station? Here's consensus: (1) FM-stereo programming during daytime store hours—and plenty of it. (2) Good quality programming, demonstrable music which shows stereo to its greatest advantage. (3) Promotion by station itself. (4) Cooperation with local dealers & distributors.

"What we want is for the FM stations in the area to get together with distributors & dealers," said one manufacturer. "We'll tell them what we can do, and we'll be pulling together, not separately."

Unanimously, set makers pointed to San Francisco as by far the hottest of the dozen FM-stereo markets now open, and credited it to promotion-minded KPEN-FM. Though it has been stereocasting only since Aug. 10, station's time is completely sold out through Feb. 1 and San Francisco market is absorbing all stereo receiving equipment which can be shipped there—and there's still a shortage. "This shows," said EIA exec. vp James Secrest, "that where FM stations are doing a first-rate programming job and are broadcasting during store hours, they are having no trouble selling time."

EIA's stereo booklet, "A New World of Broadcast Sound," was called an unqualified success by set makers at the meeting. The Association has already distributed 100,000 copies.

While EIA manufacturers pondered stereo promotion & distribution problems at the steaming Biltmore Hotel, across the town at the N.Y. Trade Show Building New Yorkers were getting their first earful of FM stereo—courtesy of the hi-fi component manufacturers. Big N.Y. High Fidelity Show, with 125 manufacturers participating, was geared completely to FM stereo.

Component hi-fi manufacturers—catering to sound enthusiasts—are already getting some sweet financial music out of FM stereo. At show's opening, exec. dir. Abe Schwartzman of show sponsor Institute of High Fidelity Mfrs., predicted best 4th quarter in history for hi-fi component industry, thanks to FM stereo. Already, he estimated, entire component industry business is running about 8% ahead of last year and he took a guess that industry volume will total about $50 million for 1961.

N.Y. hi-fi show was heavily attended, with nearly every exhibitor putting main emphasis on FM stereo. Show was serviced with continuous closed-circuit FM-stereo signal by WDHA-FM Dover, N.J. and hi-fi manufacturer H. H. Scott.

N.Y. area now has 2 FM-stereo stations—WDHA-FM having started broadcasting its full 18½-hour daily schedule in stereo, at the same time increasing its power to reach Manhattan. WQXR-FM began Sept. 7 (Vol. 17:37). Among other stereo starters is WJBR Wilmington, opening Philadelphia-Wilmington market.

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WEEKLY
# Television Digest

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Albert Warren, Editor & Publisher

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**The authoritative service for executives in all branches of the television arts & industries**

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**N.Y. UHF MARKET** eyed by converter manufacturer when FCC uhf tests begin; "cultural programming" seen winning over 5-10% of area's TV owners (p. 6).

**SET MAKERS VETO** uhf-vhf legislation proposed by FCC. Our survey of 10 manufacturers finds opposition to any legislation that dictates the function & design of their products (p. 7).

**20 FM STATIONS** now stereocasting, providing service in 14 markets—including each of the top 7 (p. 7).

**HOT DEINTERMIXTURE FIGHT SET:** Legislative fires against FCC's deintermixture proposals (Vol. 17:31 p2 et seq.) were lit in closing days of first session of 87th Congress last week—and Commission may have 4-alarm blaze on its hands by time 2nd session starts in January.

"Don't let FCC take TV away!" That was cry on Capitol Hill as nearly 50 House members formed line to fan Congressional revolt against Commission's plan to make 8 markets all-uhf as one starter toward solution to allocations problems. House Commerce Committee Chmn. Harris (D-Ark.) promised full-dress hearings early next year.

Anti-uhf agitation was coupled with pro-uhf proposals on Hill at same time. Bills calling on FCC to stop its deintermixture moves included provisions authorizing Commission to require manufacture of all-channel receiving sets. Long sought by FCC as another step in wider utilization of uhf, all-channel device had never aroused much enthusiasm in Congress before. Opponents of proposed shifts from vhf to uhf now saw vhf-uhf sets as means of making uhf more viable while preserving existing vhf assignments (for manufacturers' views on vhf-uhf set legislation, and their counter-proposals, see p. 7).

Last-ditch fight against deintermixture had been pledged in August by influential Commerce Committee member Rep. Mack (D-Ill.), whose home-district WCIA Champaign faced loss of its Ch. 3. He got assurance from Harris that hearings definitely would be held, then called caucus of opponents of proposals to chart strategy for next session. No fewer than 25 House members, including representatives of all other to-be-deintermixed districts, turned out for unannounced conference Sept. 19—and Mack told us that nearly that many more enlisted later for legislative campaign.

"The House undoubtedly will pass some legislation on this subject early next year," Mack assured us. He introduced his own bill (HR-9349) forbidding FCC in its assignments to give "undue or unreasonable preference or advantage to any city, locality or region" or subject them to "unreasonable" uhf disadvantage.

Most House members at caucus indicated preference for another bill (HR-9267) by Rep. Roberts (D-Ala.), however. It would prevent transfer by FCC of any vhf channel from any community to which it had

been assigned or was in operation as of Sept. 1. Roberts measure also would empower Commission to force manufacture of all-channel sets.

"Public interest is not served by taking TV service away from people," Roberts said in long floor speech denouncing FCC. He protested move which would deprive WSFA-TV Montgomery of its Ch. 12, said that more than 25% of U.S. would lose existing service if all TV were moved to uhf.

Other House members also were heard from in floor speeches against Commission's plan. They included Reps. Stratton (D-N.Y.) & Schneebeli (R-Pa.). Sponsors of measures similar to Mack & Roberts bills included Reps. Grant (D-Ala.), Moss (D-Cal.), Hemphill (D-S.C.), Anderson (R-Ill.), Andrews (D-Ala.).

We probed FCC last week, meanwhile, with this question: "What would you do with all-channel-set legislation if you got it?" Here's essence of most authoritative thinking there:

"We'd continue present vhf-uhf system for substantial number of years, probably more than 5, and see what happened as vhf-uhf set distribution spread. At the end of such period, we'd determine—with close cooperation with Congress—whether desired results had occurred. These are: (1) Growth of uhf stations in substantial markets now overshadowed by big-city vhf coverage. (2) Growth of more competition in major markets—4-5 stations—via uhf.

"We don't want the legislation in order to force a shift of all TV to uhf. We want it to give uhf a chance to expand."

We noted that FCC has moved to deintermix 8 markets which do, in fact, already have considerable all-channel set circulation, asked whether this is an admission that vhf-uhf sets don't equalize competitive situation. FCC sources acknowledge that the question is tough. However, they argue that growth of all-channel sets is particularly encouraging to enterpreneurs in substantial overshadowed markets, such as Easton-Allentown-Bethlehem, which haven't ghost of chance of ever getting local vhf assignments. This, in addition to giving big-city hopefuls a crack at specialized audiences large enough to support them—a la radio's successful pattern.

Foregoing gives you some outlines of next year's Congressional battle.

**MINOW'S 'DOERFER JR.' PLAN:** FCC Chmn. Minow's RTES speech in N.Y. last week was a labor of love. He spurned staff help in writing address urging each TV network to offer two 5 p.m. children's programs weekly. Father of 3 young daughters, he has made theme a recurrent one in everything he says.

Minow plan is much like former Chmn. Doerfer's proposal for adult programming—rotation among networks so that small-audience potentials are shared equally. He said he had assurance from Attorney General Kennedy (father of 7) that network agreements to further plan would meet "prompt and sympathetic consideration" from anti-trust standpoint. "We can," he said "lift a burden as well as an eyebrow."

Acknowledging it's too late to do much about such programming this year, Minow said "this is the season of decision" in terms of planning for next year. He gave as example ABC-TV's projected "Discovery" program for children, which fell by wayside because only 76 stations out of 152 said they'd clear for show, balance having made other commitments before it was offered.

Minow sailed into current children's programs, calling most of them "timewasters"—neither beneficial nor harmful—"dull, grey and insipid . . . like dishwater . . . just as tasteless . . . just as nourishing." Among Minow's other comments:

(1) "I do not retract a single word" of famed "wasteland" speech before NAB (Vol. 17:20 p1).

(2) "This Commission does not believe in censorship . . . and will refuse to let the cry of censorship smokescreen our mutual efforts to improve broadcasting." As for Jack Paar's Berlin episode: "We all may have our personal views about the wisdom or lack of it in planning the program . . . but for the FCC to have suppressed its broadcast would have been censorship in its most deplorable form."

(3 "The country will be in your debt for the heavier emphasis on news and public affairs" this year.

(4) "Why not try your own taste for a change? If you prefer the new, the creative, the daring, the imaginative—why not give your audience a chance to share your preferences?"

Minow enjoys quipping as much as does his former law partner Adali Stevenson. Noting that reorganization lets Commission split into 2 panels, he said: "I don't know whether that doubles your pleasure or makes you feel half-safe." Another: "There are hopeful indications of fewer 'crime-evening' hours this year."

Speech was well received by largest audience in RTES' 23-year history. ("Industry's desire for self-flagellation," Minow called it.) In post-lunch news conference, Minow was asked questions he has answered before—about option time, network hearings, censorship, public stimulation, etc.—and he reiterated his well known views. He said he hadn't consulted with networks about subject of speech.

NBC Pres. Kintner said his network would give "immediate and affirmative study" to Minow plan, work with other networks. CBS Pres. Stanton commented: "An interesting proposal . . . CBS will give serious consideration to this recommendation and looks forward to discussion with the other networks." ABC Pres. Goldenson's reaction: "We fully support the concept of more creative children's programming. We will give serious consideration to the proposal suggested by Mr. Minow in continuing to seek the best approach to fulfill the needs in this area."

All commissioners were on hand except Bartley, who was minding store in Washington, and Craven, who was nursing poison ivy infection near eye.

**END RUN FOR TV SPORTS BILL:** In spectacular display of fast legislative footwork, Rep. Celler (D-N.Y.) last week rushed his TV sports bill (Vol. 17:37 p3) through House and sped it to Senate, making end runs to beat adjournment. Measure whizzed through Senate in night session Sept. 21 for final passage.

Celler bypassed House Rules Committee, which controls (and often blocks) legislative traffic, to win quick House floor approval of anti-trust exemption legislation (HR-9096) validating outlawed CBS-TV-National Football League contract and similar package-game deals. He sought & got ⅔ vote suspending rules, then pushed bill itself through Sept. 18 after little floor debate.

Senate teamwork brought bill into goal-line position 2 days later. Skirting end-of-session jam, Judiciary Committee picked measure up as soon as it was formally referred to Senate, held same-day executive session on it without bothering with hearings, reported it back for floor action before Sept. 20 Senate business was concluded. Majority Leader Mansfield (D-Mont.) promptly put bill on his pre-adjournment legislative "must" list.

Reasons for urgency, as explained by Celler: (1) There's imminent danger that weaker pro teams will "flounder" unless they get TV income from league package deals. (2) "The great public interest in viewing professional league sports warrants some accommodation of anti-trust principles." Unspoken reason: Sports fans are voters.

**WHY INVESTORS LIKE CATV:** After 13 years of community antenna systems' existence, which we've enjoyed covering, there remain people in TV industry who know little about CATV and care less. We thought you'd like some concrete reasons why larger & larger and shrewder & shrewder organizations are moving into the field.

We obtained a cash flow projection for a large system in town of about 50,000 with some 15,000 homes. Here are some pertinent figures for 6 years:

Annual net income: first year, $53,105 loss; 2nd year, $115,370 income; 3rd year, $253,235; 4th year, $360,010; 5th year, $396,760; 6th year, $396,760.

Initial cash requirement is $580,000. Capital expenditures total $527,600, broken down to $17,000 head end; $420,000 skeleton system; $36,000 tree trimming & pole rearrangements; $12,600 auto equipment, furniture, fixtures & test equipment; $42,000 spare parts & inventory. Depreciation is figured at $105,520 a year for 5 years.

Initial connection charge is $25 per home, producing income of $54,375 first year, $72,500 2nd, $54,375 3rd, $36,250 4th. Service income, at $5 per home per month, is $48,940 first year, $217,500 2nd, $369,750 3rd, $478,500 4th, $522,000 5th, $522,000 6th. Total service income for 6 years is $2,158,690.

Homes are hooked up at this rate: 2,175 first year, 2,900 2nd, 2,175 3rd, 1,450 4th.

Total cash disbursements: $684,020 first year, $284,630 2nd, $425,890 3rd, $369,740 4th, $125,240 5th, $125,240 6th—totaling $2,014,760 and leaving cash balance of $1,640,870 at end of 6 years.

Salaries: First year—manager, $7,500; clerk, $3,120; chief technician, $5,200; 2 asst. technicians at $4,160 each. Second year—add 2 clerks at $3,120. Third year—add 2 asst. technicians at $4,160. Fourth year—add part-time clerk at $1,560. Everyone gets 10% increases in 2nd & 3rd years.

Total operating expenses: $86,820 first year, $93,430 2nd, $107,890 3rd, $109,640 4th, $110,240 5th, $110,240 6th. That's about the guts of it. It speaks for itself.

**CURRENT CAPSULES:** WLOF-TV Orlando should lose its Ch. 9 and former competitor WORZ Inc. "is not disqualified" to get the channel, FCC Chief Examiner Cunningham recommended in an initial decision. He concluded that attorney William Dial sought to influence former FCC Comr. Mack. Crux of case, according to FCC lawyers: Did WLOF-TV principals know & approve Dial's efforts? Examiner found no direct evidence but said that if they didn't it would be "unreasonable, incredible and contrary to normal human experience" . . . "Delaying tactics" of N.J. Gov. Meyner were attacked last week by Educational TV for the Metropolitan Area, which is buying WNTA-TV (Ch. 13) N.Y. Meyner is fighting to keep channel commercial, and in N.J. FCC is expected to approve sale. Steam is expected to go out of N.J. forces when Meyner is out as governor at end of year . . . AM stereo is about to be shelved, FCC due shortly to deny petitions of Philco and Kahn Research for commercialization . . . Anti-sabotage bill (S-1990) providing 10-year prison terms and/or $10,000 fines for malicious damage to communications systems (Vol. 17:37 p4) has been passed by House & sent to White House . . . CATV operator William Calsam, seeking uhf station in Oneonta, N.J., asks substitution of Ch. 15 for Ch. 62 . . . Louis Stephens, asst. chief of FCC's Rules & Standards Div. who steered such rough matters as pay-TV, TV allocations, clear channels, legislative recommendations, through Commission, takes extended leave to handle international law problems for Urbanizadora S.A., headquartering in Washington. Firm is building low-cost Latin American housing under engineer-builder William Luce of Woodside, Cal. and Guatemala City . . . GE & Westinghouse license renewals, due for FCC clearance soon, probably with severe warning (Vol. 1:1-A p3), opposed by United Auto Workers which told FCC "lucrative franchises" shouldn't be kept by anti-trust violators . . . Peter Kenney, ex-mgr. of NBC's Hartford uhf, recently with WRC-TV Washington, now supervising "Canal 9" station in Buenos Aires, in which NBC has interest. Argentine set count: 800,000 . . . Complaint against "Untouchables" last Feb. by Federal Bureau of Prisons Dir. James V. Bennett may be considered by FCC this week. Intention of Commission, as we hear it, is to agree with Bennett that programs improperly represented fiction as fact; take note that ABC-TV did move, after complaint, to make clear in telecasts that fiction is fiction; rap ABC's knuckles by saying it would weigh episode in network's over-all performance when its license renewals come up . . . FCC's network hearing, which resumes Sept. 26 in N.Y. with 39 national TV advertising executives on tap as witnesses, will run about 7 days, according to Commission's network study chief Ashbrook Bryant. "We got the top ones," he told us. "You can't get any topper. Most were glad to appear. They're able men. They have a point of view. We'll explore it" . . . Deceptive TV commercials have been used by Carter Products for Rise shaving cream, FTC hearing examiner John B. Poindexter held in an initial decision . . . NAB staff realignments in line with Pres. LeRoy Collins's reorganization plans (Vol. 17:25 p5 et seq.) have brought: (1) Promotion of station relations mgr. William Carlisle to new post of station services vp, heading up engineering, research and economics depts. (2) Designation of Hollis Seavey as govt. affairs mgr. to take over Washington beats from former govt. affairs vp Vincent T. Wasilewski, now exec. vp. (3) Retitling of chief counsel Douglas A. Anello as gen. counsel . . . TV sex-&-violence probe by Senate Judiciary Juvenile Delinquency Subcommittee, which plans more headline hearings (Vol. 17:37 p3), is getting expensive. Senate had to raise Subcommittee's appropriation $20,000 to $198,000 this year . . . Sen. Hart (D-Mich.) backed United Auto Workers' complaint to FCC against radio WLW Cincinnati for dropping daily labor-liberal-directed "Eye Opener" news-commentary, arguing in Sept. 20 floor speech that such programs are needed to balance "conservative" point of view . . . Trouble for FCC, GE and Westinghouse is threatened by Sen. McGee (D-Wyo.) if Commission proceeds to renew companies' station licenses despite electrical-equipment price-fixing convictions (Vol. 1:1-A, p3). Member of Commerce Committee & its Communications Subcommittee, McGee says "cold, calculating assessment" now by FCC of "flagrant" wrongdoing by GE & Westinghouse could prevent "more stringent action" by Congress.

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# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**'NEW' 19-IN. BONDED TUBE:** Corning is taking another crack at the 19-in. bonded tube with a new lighter-weight, lower-cost bulb-&-cap combination.

Success of Corning's 23-in. bulb with laminated safety plate is now assured—nearly all major TV manufacturers are using it. But 19-in. version has not attained this industry-wide acceptance. Only one TV manufacturer—Sylvania—has been making extensive use of it. Other set makers have steadfastly maintained (and Corning has just as steadfastly denied) that the 19-in. bonded tube is heavier & more expensive than other versions of 19-in. tube.

Corning has gradually been cutting weight of 19-in. tube by reducing amount of resin required to bond shield to bulb—but this hasn't been enough. The big glass maker is now tooling up for brand new 19-in. bonded bulb which will be several pounds lighter (and presumably less expensive) than present version, but will be interchangeable with current 19-in. bulbs.

New 19-in. bulb and associated safety-glass cap are due to be available by year's end. Finished tubes with their bonded-on caps will be identical in external measurements & electrical characteristics with current 19-in. bonded tubes. Difference will be in configuration of faceplate to which external cap is bonded. It will be designed to require several pounds less of the costly & heavy resin which fastens cap to faceplate.

Original 19-in. bonded tube used "center face contact" principle—that is, faceplate was extremely convex, touching safety-glass cap at center. New bulb, like 23-in. bonded, uses "parallel" principle—faceplate is roughly parallel to external contour of cap, resulting in substantial savings in resin.

Whether new bulb will mean reduction in prices of 19-in. tubes hasn't been made clear yet—but best guess is that it will; otherwise there's not much point in the redesign.

New bulb design is just one of major steps being taken by Corning to attain universal acceptance of bonded tube. Another step, which appears on verge of paying off, is new "Velvetone" anti-reflective surface. Unlike Corning's earlier non-glare cap, this one gradually is gaining adherents. It's now being used on some RCA, Sylvania & Silvertone (Sears) sets, and it's understood that 2 more manufacturers will introduce Velvetone sets by early next year.

**FIRST REPORTS ON SONY TV SALES:** Satisfied with results of its test campaign in Eastern markets, Sony is now ready to go nationwide with its 8-in. battery-operated portable at $279.80 including battery—backed by national ad campaign in prestige & shelter magazines.

We queried a group of key Eastern dealers who have been test-marketing the Sony—and the words used to describe sales varied from "not so good" to "phenomenal." Results of our survey indicate Sony's battery set is a novelty item which has been selling quite well to the N.Y. luxury trade to whom money is no object. How it will do in the hinterlands is still the big question.

In N.Y., Sony portable was handled this summer by 4 prestige retailers—Liberty Music Stores, Abercrombie & Fitch, Bloomingdale's and Harvey Radio. All are satisfied and will continue to feature it.

Most enthusiastic was plush Abercrombie & Fitch, one of few stores which can handle a $280 "impulse" item. "It's absolutely a runaway, fantastic," we were told by A&F camera-radio dept. chief Lou Skinner. "It's one of the biggest things I've ever seen. We're shipping them all over the country. Since we began handling this set early this summer we've sold 100-150 in the N.Y. store alone. We're offering them in all our stores now [Chicago, San Francisco, Hyannis, Long Island, Palm Beach] and in our catalog, and expect to sell 200-500 during the Christmas season."

What do customers use them for? A large number are used on boats—A&F being big with yachting trade. Some customers have asked about automobile installation, but A&F discourages this, Skinner said. He added that some people buy the Sony completely on impulse, the first time they see it. Some others order it by telephone. Since A&F also handled the 2 American-made transistor portables—Philco's reflex Safari and Motorola's 19-in. battery set—Skinner was able to make direct comparisons. "This is outselling both of them by 3-to-1. Why? The Philco set was too small, the Motorola too heavy. The Sony's compact size & weight are in its favor."

Bloomingdale's department store was less enthusiastic, but "satisfied" with sales performance. "This is a satisfactory product for our type of luxury trade," we were told by a store official. "Some people come in carrying the ad; others buy it completely on impulse. Why do they buy it? That's easy—it's because they want something they don't have."

Liberty Music Stores, which has done most newspaper advertising of the Sony portable, says sales are "going very well." Customers for the set are "people who want luxury," and, especially in Liberty's Madison Ave. store, "a lot of executives in the TV industry."

Harvey Radio Co., big hi-fi and electronic parts house, is also "pleased with sales" of the Sony, Harvey's Paul Sampson told us. "Everybody wants one," he said, "but not everybody can afford it. It has a great deal of gadget appeal. We have a tremendous amount of store traffic—lots of gadget-happy people —and this is a real eye-catcher out on the counter. We'll continue to carry it. It's cute. Everybody wants one. Don't you want one?"

One of first reports from the hinterlands indicates considerably less enthusiasm. In Philadelphia, Snellenberg's dept. store (main store & 5 branches) has been carrying the set on an exclusive basis for 2 weeks before other Philadelphia outlets. Its only promotion for the set has been a single one-third-page Sunday newspaper ad.

In 2 weeks, Snellenberg's sold exactly 2 sets, we were told by asst. TV-radio buyer Robert Thompson. Nevertheless, he said, the store will continue to carry it. Why? "It's a good traffic-builder. People came in to look at it, saw the price and realized they could buy a console for the same amount. Many wound up buying other merchandise."

"It's going very well, and sales are running into many thousands," we were told at week's end by merchandise vp Milton Thalberg of Sony Corp. of America. If he was worried about the set's acceptance in non-N.Y. markets, he gave no indication.

By best estimates, a little more than 3,000 Sony portables have been shipped to the U.S. to date (Vol. 17:36 p12). There's an industry axiom which states that "people will buy 5,000 of anything," and it's still too early to make any judgments on the mass-marketability of 8-in. battery TVs. The industry will be watching with extreme interest how Sony does with its second 5,000.

**NEW YORK—A UHF MARKET?** FCC's New York uhf experiment may well mean more than a mere technical test to the TV manufacturing & distribution trade. It means the introduction of uhf to the nation's biggest TV market—and if programming plans of municipally operated WUHF are followed with action, uhf television could serve much of the same program needs that FM now does among urbane & cultured New Yorkers who are considered the community's (and the nation's) opinion leaders.

Blonder-Tongue Labs, which now calls itself the biggest manufacturer of uhf converters, estimates the uhf test will bring as much as $100 million in added income to electronic equipment dealers—in converter & antenna sales and installation. The estimate is made on basis of tentative programming plans for WUHF, which is due to start full-time programming Nov. 1.

For purposes of FCC's tests, the station will be required to rebroadcast network programs for 50% of its broadcast day. Programming the rest of the day seems to be the type designed to appeal to people who say: "I have a TV set but I never watch it." For WUHF seems determined to televise programming similar to the radio fare now broadcast by the city's WNYC—symphony concerts, UN sessions, specialized cultural attractions—in addition to educational programs for schoolroom & adult use.

No "mass market" is anticipated, but Blonder-Tongue Chairman Isaac S. Blonder sees N.Y. converter potential at "5-10% of the population." He says he expects some dealer advertising & promotion keyed to reception of the new cultural channel.

After the test—what? Very few people believe WUHF will go off air after FCC is through with it. It's expected that somehow the city will hold onto the channel & equipment—and non-commercial cultural TV will continue in N.Y. as a counterpart of the city's highly regarded WNYC & WNYC-FM.

**20 FM STATIONS NOW STEREOCASTING:** FM stereo is now on air in 14 markets—including all of the top 7—with 20 stations providing programs. This up-to-the-minute information comes from FCC and broadcasting sources.

Here's the list of stereocasting stations arranged in descending order of market size: N.Y.C.—WQXR-FM, WDHA-FM (Dover, N.J.), WLIR (Garden City, N.Y.). Los Angeles—KFMU, KMLA. Chicago—WEFM, WKFM. Philadelphia-Wilmington—WFLN-FM(Philadelphia), WJBR (Wilmington). Detroit—WDTM. Boston—WUPY (Lynn), WCRB-FM (Waltham). San Francisco—KPEN. Houston—KODA-FM. Seattle—KLSN. Cincinnati-Dayton—WPFB (Middletown). Dallas—KIXL-FM. Albany-Schenectady-Troy—WGFM (Schenectady). Columbus—WBNS-FM. Spartanburg, S.C.—WSPA-FM.

Of the top 10 markets only Pittsburgh, St. Louis & Washington (8th, 9th & 10th) are currently unserved with FM stereo signals. WHFS, a-building in Washington suburb Bethesda, Md., is believed ready to spring in FCC's backyard.

**TRADE TOPICS & TRENDS:** Distributor TV sales for August were 10% higher than in Aug. 1960, preliminary figures indicate, bringing total 8-month distributor sales to within 1% of 1960 total. Distributor sales of radios were up 34% over Aug. 1960, the 8-month total up 15%. The figures: Distributor TV sales for Aug., 458,000 vs. 417,000 in Aug. 1960; 8-month sales. 3,359,000 vs. 3,395,000. Aug. radio sales, 904,000 vs. 675,000; 8-months, 6,030,000 vs. 5,264,000.

EIA's Parts Div. is going it alone in its anti-import information campaign (Vol. 1:1-A p6); all other EIA divisions are understood to have voted against participation . . . Motorola expands its auto-industry horizons with its first under-the-hood product—an all-electronic alternator system to replace generators in cars. Motorola's automotive products vp Elmer H. Wavering predicts that by the end of 1964 "all cars & trucks will be alternator-equipped" . . . New gadgets shown at Milan (Italy) TV-radio exposition: By Emerson (Italy), a remote-control unit which swivels the TV set (on motorized turntable), in addition to performing normal remote functions; by Atlantic, a TV set whose screen becomes a mirror when not in use . . . National Video stockholders have approved a 2-for-1 split . . . Electronic-equipment industry wage floor for workers on govt. contracts will be set by Labor Dept.'s Wage-Hour Div., which has started hearings on rates following EIA-contested determinations of minimum pay for component-parts & tube contractors (Vol. 17:21 p19).

**TV-RADIO PRODUCTION:** EIA statistics for 37th week of 1961:

| | Sept. 9-15 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 143,430 | 118,788 | 138,092 | 4,101,344 | 4,077,021 |
| Total radio | 400,235 | 345,848 | 385,823 | 11,117,191 | 11,460,735 |
| auto radio | 89,551 | 111,078 | 147,804 | 3,501,831 | 4,340,487 |

**SET MAKERS VETO UHF-VHF LEGISLATION:** TV-receiver manufacturers are opposed without equivocation to any legislation—for whatever benefit or purpose—that dictates the function or design of their products.

We got this expected reaction loud & clear last week when we queried 10 manufacturers on their views of FCC's proposed legislation requiring all TVs sold in interstate commerce to include all-channel uhf-vhf tuners (Vol. 17:5 p1 et seq.).

Some foresee an ultimate shift to uhf-only, others sympathize with FCC's current problems & objectives, still others blame TV manufacturers in general for having dragged their uhf feet—but all are opposed to being compelled to add uhf channels by a federal law. Their opposition centered on 3 essential themes:

1. Compulsory uhf channels will add $25-30 to retail price of TV sets—and will force vast majority of viewers to pay for a service they can't use.

2. There are sufficient uhf-vhf TVs available now to meet the needs of viewers in uhf areas.

3. Sales depression likely would develop because of higher set prices, resulting in unemployment at factory level and a squeeze on small TV dealers.

Composite comments of 10 manufacturers differed not one whit from sum-up last March by Motorola's Edward R. Taylor, chmn. of EIA's Consumer Products Div. Executive Committee. Following his committee meeting at EIA's Spring Conference (Vol. 17:12 p13), Taylor re-stated EIA's opposition to FCC's proposed legislation: "The FCC should decide the allocation policy first. It makes no sense to force 93% of the people to buy something they can't use now. We're opposed to any edict of that sort by the government. We don't believe govt. should dictate what manufacturers should produce. Making such sets would penalize the consumer about $20-25. There are enough elements of confusion in our business as it is. Further confusion would stop the market."

Alternate proposals for solution of TV space problem were submitted by several of the TV makers. Here are some of their ideas:

Packard Bell Pres. Robert S. Bell would support a proposal requiring that all TV sets sold in interstate commerce after a given date be equipped with either all-channel vhf-uhf tuners, or with a vhf tuner which is easily convertible for the reception of all uhf channels.

"The conversion could be simple enough for the consumer to do it himself," Bell suggested, adding: "This would leave it up to the consumer to convert to uhf whenever he feels the additional cost is warranted, and, therefore, TV set sales would not be adversely affected."

Setchell-Carlson Pres. B. T. Setchell is another manufacturer who believes that "use of a vhf tuner which accommodates individual channel strips that can be converted from vhf to uhf would be a possible solution." "Another solution," he suggested, "is that chassis design be made such that a continuous uhf tuner can be added to the chassis at a later date if required, and that the TV manufacturer have available to his distributors & customers the complete kit of parts which should mainly consist of the uhf tuner itself, knobs and panel."

Motorola Pres. Robert W. Galvin notes "the simple fundamental that a basic overhaul of the spectrum is the primary need of this industry. This is going to be achieved only by the establishment of a single spectrum agency. The administrator of this agency must have the power to move things around so that we come up with, effectively, a single grouping of frequencies for the TV industry. There need not be as many frequencies as at present in the vhf & uhf allocations. Obviously, the change can be accomplished only on a long-term basis, but it is a long-term fundamental solution that we need."

Olympic Pres. Morris Sobin believes FCC "should submit the final allocation of channels prior to proposing that manufacturers be required to produce only all-channel receivers." Elsewise, he said, "FCC is putting the cart before the horse." He took note of FCC's forthcoming uhf tests in N.Y., declared: "Certainly, the results of tests like this should be studied prior to passing any legislation defining the technical characteristics of receivers."

Emerson Pres. Benjamin Abrams opined "that a better solution to the problem will be for the broadcasters and particularly the networks to equip themselves to broadcast simultaneously on both vhf & uhf bands, thereby increasing the immediate interest in all-channel receivers on the part of the buying public. Then, at a later date and in the foreseeable future to make the change, but only after enough all-channel receivers have been placed in the hands of the public."

In addition to the above manufacturers, "vetoes" on the proposed all-channel legislation were registered by Capehart sales vp Seymour Mintz, Symphonic Pres. Max J. Zimmer, Westinghouse TV-radio Div. gen. mgr. O. H. Yoxsimer, and Zenith Pres. Joseph S. Wright, who criticized the FCC proposal but concluded that "our industry has an obligation to cooperate in finding a way to solve this difficult problem so that the whole medium of TV can continue to grow in importance & scope without being limited to a 2 or 3 network system of 12 vhf channels." Warwick Pres. Lawrence G. Haggerty, voted neither pro nor con because his company makes only private-label TVs, but noted: "The ultimate good that might be obtained if all-channel tuners were required would have to be very major in view of the increased expense to the consumer."

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**Albert Warren, Editor & Publisher**

Wyatt Building, Washington 5, D.C., STerling 3-1755

**The authoritative service for executives in all branches of the television arts & industries**

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**REPORT TO SUBSCRIBERS:** Approximately 75% of you have already indicated distinct desire for continuing to receive our services—by promptly returning the authorization forms or cards. And they're still arriving at brisk clip. If you have returned one, ignore the card accompanying this issue; service will continue to you regularly from now on.

We intend to merit this vote of confidence. We're still cleaning up "fallout" involved in transition from predecessor Triangle Publications—which has done everything in its power to ease changeover. We have one area of regret—inability immediately to respond to literally hundreds of letters. Time will remedy that. Business has resumed at old stand, Wyatt Bldg., with same phone, Sterling 3-1755.

**LEE PLAN FOR VANISHING V'S:** FCC's firmest uhf advocate, Comr. Lee, knows what he'd do with the vhf channels which would be taken from the 8 markets Commission proposes to deintermix. He'd give them to non-broadcast users.

His idea hasn't been made public, and his colleagues haven't gone along with him so far. Speculation within Commission is that he won't get majority support, even in rule-making to solicit industry comments, though his adherents insist situation isn't so cut and dried.

Lee would apply plan only to Ch. 2 through 8, not touch Ch. 9-13. He'd give deleted Ch. 2-8—in such markets as Madison, Rockford, Hartford, Erie, Binghamton, Champaign, Columbia and Montgomery—to mobile 2-way radio users in Safety & Special Radio Services. He'd wrap up new users in all kinds of limitations to

insure no interference to other Ch. 2-8 stations. For example, only "base" (stationary) stations in 2-way services might use TV frequencies, while mobile units would continue with non-TV frequencies—thus eliminating danger of mobile units invading other Ch. 2-8 areas.

Lee is said to believe he can gain support from vhf stations—on theory that pre-emption of Ch. 2-8 in certain areas by non-broadcast users would block possibility of dropping in short-spaced Ch. 2-8 stations to slice coverage of nearby co-channel and adjacent-channel stations. Support is also expected from big industries which have been lobbying for more vhf space through National Assn. of Manufacturers—plus police, fire and other safety services.

On political front, meanwhile, all trumps seem to be held by vhf forces resisting deintermixture. Thunderous political power has been commandeered in Congress and in states affected (Vol. 1:2 p1). However, Commission has decided to go through rule-making in conventional fashion, accepting comments and reply comments—turning down petitions asking it to admit error now and rescind rule-making altogether. Whether deintermixture will finally take place is something else. There's distinct possibility Congress may lift matter bodily out of FCC's hands, block proposal by flat law or resolution.

Parties in proceeding—and FCC itself—have nice legal question on hands when it comes to discussing deintermixture. FCC has announced that no off-the-record approaches may be made in the 8 cases. On other hand, no such strictures have been invoked in over-all "help-uhf" rule-making. Then, the over-all proceeding has been "incorporated by reference" in the 8 cases. So what can you discuss freely with commissioners and staff? No one is sure, yet.

**NBC-NIGERIAN TV TIEUP:** Quiet world-wide scouting, planning and negotiating by U.S. TV entities bore more fruit last week when NBC and Nigerian govt. announced that the former was sending 16-man team to the country in mid-Nov. to establish a national system.

From capital Lagos last week, NBC Chmn. Robert Sarnoff and Nigerian Information Minister T. O. S. Benson described plans, including early 1962 start with coverage of Lagos and Ibadan 5 hours daily. NBC said it is "first U.S. broadcasting company to establish a long-term relationship with an African nation."

Alfred Stern, NBC International Ltd. chmn., in Lagos with Sarnoff, said programming will be: One hour of basic education, agriculture and scientific information; the balance news, public affairs and entertainment. Shows will be locally originated and imported—and spots will be sold. Eventual goal is coverage of whole population, 35 million. NBC said agreement resulted from a year's planning.

U.S. TV entities, including multiple owners as well as networks, have been probing virtually all non-Communist-bloc nations for TV potentials, making tieups. Central America was an early hunting ground. Africa and South America are said to be particularly fertile—and pioneers are breaking ground today.

**BEHIND GE'S SATELLITE COMMUNICATIONS WITHDRAWAL:** When GE told FCC last week it decided not to fight any longer for a common carrier position in space communications—withdrawing its pending applications—immediate assumptions at FCC and other Washington quarters were:

(1) GE is convinced that Commission has built-in predilection toward giving preference to international common carriers, despite disclaimers.

(2) If U.S. is ahead of Russia in any event of space race, it's in communications. Therefore, GE, which has suffered enough opprobrium from price-conspiracy anti-trust convictions, isn't about to risk accusation of slowing progress by fighting for a carrier position.

So—GE vp George L. Haller told Commission company will "concentrate on its traditional role as a manufacturer of space vehicles and allied equipment." Chmn. Minow thanked him for GE's contributions "of substantial value" to date, said he hopes for company's continued "active participation."

Importance of space communications to President Kennedy was underscored in his UN speech last week when he said U.S. would "propose a global system of communications satellites linking the whole world in telegraph, telephone, radio and television." He envisioned day when UN proceedings would be televised to "every corner of the world" via satellites.

Kennedy's science adviser James Wiesner echoed his chief later in week, in speech before Radio-TV News Directors Assn., saying U.S. "is the strongest scientific nation in the world" and predicting "direct broadcasting from satellites in foreseeable future."

**SPONSOR INFLUENCE—AND FCC'S ROLE:** As parade of blue-ribbon TV advertisers described their "hands on" or "hands off" policies re network programming, in FCC's hearing in N.Y. last week, fundamental question was raised as to Commission's business probing network-sponsor relationship.

There's no question that Commission has power to examine relationship. But its power to do something about it, if it doesn't like it, is something else. Fact is, there's considerable affection for "magazine concept" at Commission. Some people there believe advertisers should buy time, have nothing to say about programs, leaving networks (and stations) free as birds—and completely responsible for their output. Others there assert that there's considerable magazine concept in the business already, through multiple sponsorships, and that big spenders are always going to have influence—no matter what kinds of rules or laws you write. They also note that print media are not without advertiser influence. Difference is that no govt. agency can get them to testify to it in hearings.

Commission frankly doesn't know what will emerge from current hearings. Last phase, after advertisers' testimony, will be examination of network policy makers themselves. Then Commission will digest whole mass of programming-process testimony, report to Congress. Commission has already asked for power to apply rules directly to networks, instead of merely to stations. At height of quiz & payola scandals, there would have been strong chance of bill's passage. Heat's off now, and Congress is much less likely to give FCC all it seeks or may seek. Commission isn't likely to ask for less; rather, it will request more regulatory power.

Witnesses for huge TV advertisers—such as Proctor & Gamble, General Motors, Alcoa, Brown & Williamson Tobacco—made it abundantly clear that they don't permit anything on their shows which might antagonize people or disparage their products. They were candid in describing specific instances of altered scripts. Reason: It just isn't good for business.

But Bell & Howell is the leading maverick. Its witness flatly disagreed with fellow sponsors. Not only does B & H love the tough, controversial, public affairs shows (discrimination against Negroes, for example) on principle—but it found that they produce sales, increasing company's share of the market. Standard Oil has similar policy, its witness stating: "We considered it as somewhat pretentious and unrealistic to set ourselves up as arbiters or censors in the field of drama in our democratic society."

**IMPROVING CLIMATE FOR TV-RADIO NEWSMEN:** Radio & TV newsmen—once mere step-children or non-existent outside of networks—demonstrated growing stature in New Frontier public-affairs climate as Radio-TV News Directors Assn. met in Washington last week. Highlights:

(1) Fight govt. interference, Pres. Bill Monroe, NBC Washington, urged members. "Broadcast journalism has more to offer the American people," he said, "than the govt. regulators have to offer them by methods of official persuasion." He noted, however, that FCC Chmn. Minow not only encouraged editorializing but accepted in good humor stations' editorials against his "wasteland" speech.

(2) Ex-pres. Russ Van Dyke, KRNT-TV Des Moines, also talking about editorials, put finger on basic difference between broadcasting and print: Govt. licenses former. He asked: "Would a station involved in FCC hearings editorialize against Chmn. Minow? Or if, in all honesty, it wanted to come out for Mr. Minow, wouldn't this be misunderstood and thus weaken the whole broadcast editorial function?" A TV workshop session emphasized fact that few stations are adequately staffed to research for editorials.

(3) Public affairs programs are fine—but community must be organized to follow up on them. That was thesis of Westinghouse Bcstg. Co. pres. Donald McGannon. He called attention to forthcoming WBC approach in Baltimore: "Focal Point," which is "the very tight interrelation between a thoroughly organized community-structure and a series of related TV programs."

(4) Reportorial qualifications of man-who-gives-the-news means little to public, a radio workshop concluded. Personality, showmanship—that's the thing.

(5) Income from news, in addition to prestige, stressed by Corinthian Bcstg. Co. pres. C. Wrede Petersmeyer.

**CURRENT CAPSULES:** More to come in Congress: The first session of the 87th Congress ended with enactment of only 2 major broadcasting measures—FCC reorganization (Vol. 17:35 p3) & sports TV (Vol. 1:2 p3)—but House Commerce Committee Chmn. Harris (D-Ark.) promises more action in the 2nd session. His legislative agenda includes: (1) Deintermixture. (2) Network regulation. (3) License trafficking. (4) Clear channels.

Easier logging rules are in works, FCC Broadcast Bureau Chief Kenneth Cox assured Federal Communications Bar Assn. luncheon meeting last week. He told lawyers Commission is receptive to showings on "burdensome" aspects of FCC's proposed rules. However, he added, more lenient rules will require "fair dealing" on part of stations. As for FCC's authority to elicit information: "Don't waste your powers on false skirmishes regarding problems with First Amendment questions. FCC needs information on programming to do its job. It's simply trying to improve existing tools." He said broadcasters should worry when Commission tries to force or suppress programs. "I don't expect to see that arise," he said.

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FCC-broadcaster program-form meeting Oct. 6, 2 p.m., arranged by NAB Pres. Collins (Vol. 1:1-A p2), will feature 16 top-notch broadcasters, including NAB TV board Chmn. Dwight Martin, WAFB-TV Baton Rouge, and radio board Chmn. George Hatch, KALL Salt Lake City.

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Official Films has asked SEC (File 2-18998) to register: (1) 232,086 outstanding common shares to be offered for public sale by present holders at over-the-counter or negotiated prices. (2) 65,000 shares to be sold by officers who obtain them under options at $1.16-$3 per share.

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Treaties ratified: The 1959 Geneva International Telecommunications Convention and a technical agreement covering frequency assignments for radio astronomy & space research were finally approved Sept. 25 by a 66-0 Senate vote. Text of Convention available in 20 pages of Sept. 25 Congressional Record.

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Opposition to FCC's proposed FM rules will be expressed by Washington consulting engineers. AFCCE last week agreed that allocation on mileage-separation basis is inefficient.

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AM stereo was given quick & brusque brushoff by FCC last week, as expected (Vol. 1:2 p4). It told petitioners Philco, RCA & Kahn Research there's "little evidence of public need or industry desire" for it, and, besides, it's busy with "a host of other current problems." Comrs. Bartley & Cross dissented.

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FCC's experimental WUHF N.Y. due to test with temporary antenna this week, start programming near end of Oct. Educational & religious WYAH-TV (Ch. 27) Norfolk began Oct. 1, educational WETA-TV (Ch. 26) Washington Oct. 2, commercial CBXT (Ch. 5) Edmonton, Alta., Can. Oct. 2.

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Donald MacDonald leaves Smith & Pepper, Washington law firm, to establish practice in Denver; he's son-in-law of Sen. Carroll (D-Colo.). John Cole takes leave of absence from firm to become asst. to Rep. Flynt (D-Ga.). New associates in firm are: Robert Conn, ex-FCC; Robert Cahill, ex-NAB.

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ABC was "clearly derelict" in not informing public that portions of "Untouchables" were fictionalized, FCC told ABC last week, as indicated (Vol. 1:2 p4). If something like this becomes prevalent, FCC said, "serious consideration will be given to appropriate steps to cope with the situation." It didn't elaborate on "steps."

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WTSP-TV Inc. (Rahall brothers) tapped for Ch. 10 Largo (Tampa-St. Petersburg), Fla. CP, FCC instructing staff to draft final decision that way, denying 5 competitors, sustaining examiner's initial decision.

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CATV system in Lake Arrowhead, Cal., 500 subscribers, sold for $72,500 to Ontario, Cal. accountant Milton Thurber by George Acker—through broker Daniels & Assoc.

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License-fee system, whereby industry would defray FCC's expenses (Vol. 17:27 p1), due for Commission discussion this week.

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Annual Federal Communications Bar Assn. outing: Oct. 10, Woodmont Country Club (near Washington), golf, softball vs. FCC, etc.—the traditional good-natured works.

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Oscar Byram Hanson, 67, known throughout broadcast world as "O.B.," died of heart attack in Norwalk, Conn. Sept. 26. A pioneer of pioneers, he served NBC & RCA 38 years, retiring in 1959 as RCA engineering services vp.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**INDUSTRY LOOKS AT 16-IN. BONDED TUBE:** There's still industry interest in a smaller picture tube—and Corning has begun sampling a new lightweight 16-in. bonded bulb, essentially a squared-off version of the 14-in. tube. At least one very large set maker has expressed enthusiasm for this size & shape—but it will still be some time before there will be any inkling whether it will ever go into production.

The 16-in. 114-degree bonded bulb is fresh version of the 16-in. "heavy" non-bonded bulb sampled by Corning late last year (Vol. 16:43 p15). That one flopped because it didn't offer enough price & weight advantage over the 19-in.

New bulb is something of a breakthrough in weight, if not in price. As opposed to the 20-lb. bulb & cap for the 19-in., this one weighs just slightly over 10 lb. In quantity, the bulb would be priced at about $7 (including cap), compared with $8.80 for 19-in. bulb & cap. The heavy non-bonded 16-in. bulb sampled by Corning last year was quoted at $7.50-$8, industry sources say. This price wouldn't have included implosion plate, which is included in price of bonded bulb, of course.

Is this reduction in price & weight sufficient to arouse the widespread industry interest required for tooling up a new tube size? This point is hotly disputed. Some tube makers see absolutely no customer interest in it; others, while not excited, see it as a good possibility. It's believed that Admiral was behind last year's 16-in. activity, but vetoed it after costs were determined. Another big set maker is understood to be mover this time.

What's the reasoning behind idea of a smaller tube? There's a school of thought which believes that the 19-in. size was a mistake. This size has cornered about 40% of TV market, and some set & tube makers claim it has cut into 23-in. set sales because there's not enough difference in size between the two. Whether a new smaller size can rectify this situation is debatable, but at least it would restore some measure of portability to portables, and introduce more variety into TV lines.

As far as Corning is concerned, the official line now is that this would help round out a "family of bonded tubes." Last year, Corning backed the 16-in. size with results of its own consumer surveys, which indicated that many people preferred 16-in. to 19-in. size (Vol. 16:43 p16).

In view of Corning's big drive to reduce weight (and price) of its 19-in. bulb, it's interesting to note that proposed 16-in. bulb has bonded cap which is substantially lighter per unit area than either the 19- or 23-in. cap. Corning's newly designed 19-in. bulb, reported last week, will be "several pounds lighter" than present 19-in. bonded bulbs due to use of less resin and weight savings in glass of bulb itself and cap—not on the basis of a reduction in the amount of resin alone, as was erroneously implied in our story last week (Vol. 1:2 p5).

Tube makers are still uncertain as to whether redesigned 19-in. bonded bulb will make possible tube price reductions, because they say no new price on the bulb has been quoted yet by Corning. New bulb represents latest step in Corning's drive for industry acceptance of 19-in. bonded tubes. Currently only about 5% of 19-in. tubes are of the bonded variety—and this 5% includes not only Corning's but Pittsburgh Plate Glass' bonding process. On other hand, it's estimated that 60%—possibly even more—of 23-in. tubes being made today are bonded.

Pittsburgh bonding process, incidentally, is now being used with at least 3 different sizes of TV picture tubes—19-in., 27-in. and 21-in. color. Although all tube manufacturers are currently either using Pittsburgh process or experimenting with it, nobody seems willing to say whether it is cheaper than the Corning process. One tube maker did tell us that preliminary indications were that cost will be about same, due principally to cost of glass panel (about the same as Corning's molded cap) and the Mylar tape required in the Pittsburgh process (22¢ or more for a 23-in. tube). He said labor costs are about equal for the 2 processes.

While tube sizes may be getting smaller, they're still getting bigger, too. Following Admiral's recent introduction of 27-in. set with Pittsburgh bonded implosion glass (Vol. 17:36 p15), it's known that at least 2 more set makers will add 27-in. sets to their lines before year's end. In addition to Admiral, 27-in. sets are now being sold by Magnavox, Du Mont and Packard Bell.

**FORD STILL MULLING PHILCO'S FUTURE:** "We do not plan any moves at all at Philco as of now, but we make no guarantees of any kind." So said Ford Chmn. Henry Ford 2nd in Philadelphia last week in response to queries regarding the future of Philco's consumer products business. "We have no plans as of today to get out of any of the Philco business," he continued. "We will analyze all facets. Maybe in a month or so we'll know more than today."

Ford journeyed to Philco's Philadelphia hq in response to a request for a meeting from the Quaker City's Mayor Richardson Dilworth. Mindful of Ford's closing of its nearby Chester, Pa. assembly plant earlier this year, spilling some 1,500 workers into the Greater Philadelphia labor market, Dilworth sought the session to determine the effect of Ford's proposed takeover of Philco (Vol. 1:1-A p5) on the city's economy. The bulk of Philco's 26,000 employes work in the Philadelphia area.

Although he would give no assurances about Philco's role after his company completes the purchase, probably by early December, Ford was firm about its geography. The motor company does not intend to "close down Philco" in its hq city, Ford said, adding: "We're not going to move out of Philadelphia—not with the investments Philco has here." Mayor Dilworth, summing up his private 15-min. session with Ford, commented: "We hope Philco under the Ford Co. will grow in Philadelphia, but Mr. Ford can't commit himself now." He said "no conclusions were reached" at the meeting. With Ford at the session was Ford Co. General Products Div. vp Irving A. Duffy.

Status quo at Philco will undoubtedly continue—for a while, until Ford Co. has had an opportunity to digest and become acquainted with what it has acquired. Speculation in electronics industry is that little if any changes will develop for 6 months after Ford takes over—then things will begin to happen. One extremely savvy industry executive predicted to us that Ford will carry Philco's TV-radio lines for about a year, conclude that the low-margin business isn't worth the headaches, and junk it to use production facilities for more profitable operations.

Philco Pres. James M. Skinner Jr. believes Ford "will be interested in preserving & enhancing all phases of Philco businesses," including the Consumer Products Div. which "represents a large percentage of our assets and our total current business." However, with "total current business" reflecting a first-half loss of $4.4 million (Vol. 17:33 p20), there's increasing industry sentiment that Philco's consumer products days may be numbered—unless Ford can quickly find in them substantial profit which has eluded Philco. Automotive as well as electronics executives point to the Edsel as proof that Ford is quick to amputate decaying limbs, regardless of invested capital & prestige, to prevent the spread of dry rot.

**ZENITH LOOKS AT TV'S FUTURE:** Although branching out, into "the more sophisticated fields of electronics," consumer-oriented Zenith is one of the few companies which sees electronics' greatest growth potential still in the consumer field. This minority report was filed last week by Zenith Pres. Joseph S. Wright in address to Investment Analysts Society of Chicago.

Of all electronics fields, Wright said, "Zenith anticipates that greatest growth is going to come in consumer products & services." As to TV, he reflected some of RCA's bullishness on color. While he saw "no hope for a near-term breakthrough which would permit a color set to be sold at a reasonable profit under 2 or 3 times the price of a b-&-w set," he predicted:

"We look forward to a possibility of there being a million color sets a year being sold within 5 years." Within same 5-year period, he said, "I would think that the industry can look forward to getting back again to the kind of figures it enjoyed in 1955 & 1956 [7-7.5 million sets], which would be a growth in units of more than 20%, and an even higher growth in dollar sales because of color."

As to Zenith itself, Wright said it expects to produce & sell more than a million TV sets in 1961 for 3rd year in row. Zenith is still breaking its own records, he indicated, citing these distributor-to-dealer sales marks: In TV, "our last 4 weeks' TV receiver sales were the highest in history for a comparable period in 3 of the 4 weeks, and for the total of 4 weeks" In radio, "6 of the last 7 weeks were the best in our history for a comparable period."

**WHAT WE CAN LEARN FROM EUROPE:** "They're far ahead of us in automation and have developed some extremely clever automatic equipment. As a result of this trip, we're going to put some of our people to work on development of new types of automatic equipment." Delbert L. (Debs) Mills, RCA Victor Home Instrument divisional vp thus summed up to us the most significant observations of a top-level 3-man RCA Victor team on a tour of Europe's TV plants.

Accompanying Mills on the 3-week trip were Bryce S. (Buzz) Durant, RCA Sales Corp. vp for product planning & development, and Earl I. Anderson, Home Instrument chief engineer. We talked with Mills & Durant last week at New York's International Airport shortly after they stepped off the plane which brought them back from their tour of TV production facilities in Germany, England, Holland & Italy. Among highlights of their impressions of the European TV-radio industry and what American manufacturers can learn from it:

"I was impressed most by the productivity of the people," said Mills, who (among his other talents) is a production specialist. "Everybody is at work, everything is very busy and there's a serious labor shortage in Europe. Because of this shortage—particularly in the Netherlands, Germany & England—factories have been pushed into automation." Durant was impressed by an automatic coil-winding machine they had inspected—which handles complete manufacture of complex coils directly from the basic materials.

"Everything is printed-circuit over there," said Mills. "Even in the smaller plants, where automatic component insertion isn't practical, we saw them assembling printed boards—by hand. We were told repeatedly that this is the only way to get the uniformity and reliability required in the European TV market. For the average European, a TV set represents a far greater investment—in terms of the number of man-hours worked to pay for the price of the set—than it does for the average American. And Europeans demand a set they can keep for a long time with few repairs."

European TV sets appear to be "over-designed" compared with American units, Mills & Durant agreed—there's more material in them. Durant pointed out that standards of picture linearity are far stricter in Europe (with consequently higher cost)—principally because all European TV stations project test patterns for all or part of the daytime hours, and viewers are told how to use them to check the performance of their sets. An egg-shaped circle in a test pattern just won't go, even though such distortion in an actual TV picture may not even be noticeable.

European TV sets can't penetrate U.S. market effectively in their present form, said Durant, because extra materials used result in non-competitive prices. The RCA officials quoted the president of a large German company which has tried exporting to U.S. as saying that the American market, while fine for radios & phonos, is not a good one for German TV.

As to new product designs in Europe, Durant said he saw "some interesting products, but nothing startling that would go over here—nothing that particularly interested us that we didn't know about already."

They found much interest in color in Europe, but little inclination to be in a hurry. They viewed the Sylvania-Thorn "Zebra" tube—somewhat similar to Philco's "Apple," and were told that practical development is at least 2 years off.

As to stereo, "they don't think much of it over there," said Mills. "They think we've overrated it. Records are high priced there, and people just don't have the money to pay for stereo discs."

Both Germany & Italy now have 2-network competition, with the "2nd channel" on uhf, but the RCA team said there have been no European breakthroughs in uhf tuner sensitivity. The design of German & Italian uhf tuners & converters permits pre-selection of channel by the consumer, so that the switch from the vhf to uhf channel may be made by pushbutton. All new sets sold in Germany & Italy contain uhf tuners.

There's little worry in Europe about Japanese imports of either components or transistor radios—and Mills & Durant gave these probable reasons: The Japanese are concentrating on the U.S. & Canadian markets now, and tariff regulations in Europe are less favorable to the Japanese.

European TV distribution & marketing patterns were intriguing to the RCA experts in that many manufacturers make several different brands—each with its own marketing organization, distribution channels, etc., all selling against one another.

"The European economy appears to be 4-5 months behind ours," said Mills. "They're coming out of their recession now, with full employment everywhere and all of the economic indicators good." British recession last year was particularly severe, but temporary lifting of 55% purchase tax has effectively

liquidated topheavy TV inventories. Purchase tax has been reinstated, and British manufacturers are predicting production of 1.6-1.8 million sets this year. Magnitude of their inventory problem earlier this year is apparent in the fact that 2.8 million TVs were produced there last year.

How about American vs. European consumer electronic products on world market? "Even with their lower wages, we can compete successfully today," Mills told us. "As their standard of living rises, we can compete better. Right now, in the TV business, we can hold our own and beat them at cost."

**PHONO SALES SLUMPED IN JULY:** Blame it on the weather, the recession, FM-stereo confusion or what-have-you—retail sales of phonographs just weren't up to snuff in July.

Just-released EIA figures show that 203,759 phonos were sold to consumers in July 1961, about 15% fewer than in July 1960. The July figure is low even in comparison with July 1959's 207,721 phonos.

Although EIA's released statistics cover total unit sales only, they carry strong indication that dollar sales were down even more sharply. They show that nearly 30% of the phonos sold last July were monophonic—which generally indicates the very lowest price bracket—as opposed to less than 22% in July 1960 and the general 1960-61 trend of 76% stereo, 24% mono.

For the first 7 months of 1961, retail phono sales totaled 1,868,116, down about 11% from the 2,104,779 units sold in the same 1960 period. Retail sales for both 1960 and 1961 have been quite erratic, seeming almost to defy past seasonal patterns. In Jan. 1961, sales were 28% below the same 1960 month, dropping in Feb. to low point of 36% below 1960. Pickup began in March, when sales were only 3% behind the same 1960 month, with April sales 23% ahead of a comparatively poor April 1960, rising in May to 42% ahead. Then June 1961 dipped about 4% below a strong June 1960, followed by July's 15% drop.

Factory sales have been slow, too, and there seem to be no serious inventory problems—factory sales running about 120,000 behind retail sales for the first 7 months of 1961. In July, factory phono sales were 18% below July 1960, in keeping with a 17% cumulative drop for the 7 months.

Despite this summer slump, there's absolutely no inclination to pessimism among phono manufacturers. New models, FM stereo and increasing personal income are still being counted upon to produce record or near-record stereo sales this fall & winter.

Here are EIA's final monthly figures on retail phono sales, together with its tabulation of factory sales. EIA discontinued compiling TV, radio & phono retail statistics with the July figures (Vol. 17:22 p16).

PHONO FACTORY SALES

| Month | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,648 | 324,666 | 417,315 |
| March | 62,396 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| May | 53,887 | 142,450 | 196,337 | 36,793 | 146,176 | 182,962 |
| June | 61,533 | 197,170 | 258,703 | 69,293 | 198,407 | 267,700 |
| July | 70,681 | 171,331 | 242,012 | 70,992 | 222,559 | 293,551 |
| TOTAL | 432,647 | 1,307,415 | 1,740,062 | 482,353 | 1,618,069 | 2,100,422 |

PHONO RETAIL SALES

| Month | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 105,753 | 271,124 | 376,877 | 150,688 | 368,964 | 519,652 |
| February | 61,646 | 255,722 | 287,368 | 102,063 | 347,860 | 448,128 |
| March | 64,138 | 237,537 | 301,675 | 61,249 | 249,497 | 310,746 |
| April | 56,312 | 182,773 | 239,085 | 41,503 | 152,141 | 193,644 |
| May | 62,328 | 194,891 | 257,319 | 39,734 | 141,080 | 180,814 |
| June | 49,183 | 152,950 | 202,133 | 44,925 | 165,339 | 210,264 |
| July | 59,839 | 143,920 | 203,759 | 58,787 | 180,949 | 239,746 |
| TOTAL | 459,199 | 1,408,917 | 1,868,116 | 499,750 | 1,605,029 | 2,104,779 |

**TV-RADIO PRODUCTION:** EIA statistics for week ending Sept. 22 (38th week of 1961):

| | Sept. 16-22 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 141,662 | 143,430 | 143,808 | 4,243,006 | 4,221,481 |
| Total radio | 411,264 | 400,235 | 424,457 | 11,528,455 | 11,886,225 |
| auto radio | 96,977 | 89,551 | 176,733 | 3,598,808 | 4,517,015 |

**TUBE SALE TRENDS:** Fewer picture tubes were sold in July than in any month since 1954. EIA reports factory sales of 457,181 picture tubes at $9,364,364 for the month, and a search through the records discloses that the unit sales figure—but not the dollar figure—is a 7-year low for any month. The July figures compare with 806,852 at $15,887,776 in June and 681,785 at $13,898,468 in July 1960. The January-July total for 1961 was 5,032,378 at $100,335,883 vs. 5,136,581 at $102,497,735 in January-July 1960.

Receiving tube sales for July totaled 27,566,000 at $20,979,000 (factory value), down from June's 31,463,000 at $25,989,000 and considerably below the 34,883,000 at $28,810,000 reported in July 1960. During the first 7 months of 1961, receiving tube sales were 206,320,000 at $171,479,000 vs. 229,307,000 at $195,207,000 for the same 1960 period.

OCT 9 1961

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WEEKLY

# Television Digest

OCTOBER 9, 1961

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NEW SERIES VOL. 1, No. 4

Albert Warren, Editor & Publisher

Wyatt Building, Washington 5, D.C., STerling 3-1755

The authoritative service for executives in all branches of the television arts & industries

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### *Consumer Electronics*

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**3-YEAR MOVE TO UHF** suggested by Admiral, which proposes use of excise tax exemptions to ease transition for set makers & public (p. 9).

**COLLINS' CURRENT POLICY & POSTURE:** On eve of NAB fall conferences—first one in Dallas Oct. 9—Pres. Collins is convinced, more than ever, that posture NAB has assumed since he became head of association is the most correct and protective one.

His philosophy, as he restated it to us last week: "A few people in the industry would have had NAB attacking any criticism that came from the govt. This would have had the govt. calling for improvement while we resisted it. This would be an untenable position. We can't give the impression of being hauled unwillingly by the govt." He quoted from his Sept. 29 speech in Minneapolis:

"Our responsibilities as broadcasters do not begin and end with 'hands-off' statements directed to govt. Certainly we can and should urge positions for govt. to take or not take. But what means most is the positions we take—what we do upon our own initiative and with our own brains and resources."

He asserted that relations with govt., notably FCC, have improved markedly—in such areas as collaboration on program-form and logging modification. "They could not have worked with us in this spirit," he said, "if we at NAB had created an atmosphere of furor and distrust by screaming invectives, as some of the observers of the broadcasting scene would have had us do."

Collins insisted that freedom of speech isn't being jeopardized, that he'd be first to recognize and fight any invasion.

Among other things on Collins' mind is need for greater industry financial stability. He repeated his belief that FCC is authorizing too many radio stations, said that station rates should be firmer and that NAB will increase its efforts to improve industry's efficiency.

It's understood that NAB has up its sleeve, for board and membership consideration, a novel public relations ploy: video tapes, kines and audio tapes of Collins interviewing prominent public figures in

Washington, interspersed with Collins' strong pitch to public about TV-radio's role. First rough pilot, presumably to be shown in Dallas, features 30-min. program of interviews with Commerce Secy. Hodges and Senate Minority Leader Dirksen (R-Ill.), 15-min. each. Called "Meet the Man," program focuses on personal side of interviewees—philosophy, childhood background, religious outlook, etc. Half dozen programs yearly are contemplated. Concept is in line with Collins' long-held opinion that broadcasting can do much more to promote itself through own facilities.

Balance of the one-day conferences, to which non-NAB broadcasters are invited this year: Oct. 13, St. Louis; Oct. 18, Salt Lake City; Oct. 20, San Francisco; Nov. 10, Boston; Nov. 13, Pittsburgh; Nov. 15, Minneapolis; Nov. 20, Jacksonville.

**MINOW'S VIEWS ON PROGRAMS & CENSORSHIP:** We confronted FCC Chmn. Minow last week with a question continuing to bother a lot of people:

"How do you square your pitches, in many speeches, for kinds of programs you consider good—children's, public affairs, prime-time news, etc.—with your assertion that you're not seeking to impose your beliefs on the industry, a form of censorship? A lot of people think that your voicing such preferences is a threat that industry better follow them—or else."

Minow's response: "I've never threatened anyone with an 'or else' based on my thinking about programming. But the Communications Act says that we should encourage the greater use of radio, and that's what I'm trying to do. I don't think that anyone in the industry should try to censor me any more than I should censor him. For many years, the Commission has said that programming in various categories is in the public interest. I go along with that. Now, if a broadcaster promises certain programming and doesn't deliver, I think it's our duty to find out why. Really, have I been saying anything that the Commission hasn't been saying for years? I don't understand why anyone is surprised at what I say."

**'I'M NO COP,' SAYS FTC'S DIXON:** What's with FTC Chmn. Paul Rand Dixon? Since he took advertising-guard post on New Frontier March 21 (Vol. 17:13 p8 et seq.), heralded in trade press as anti-business zealot, broadcasters & admen have waited—more or less apprehensively—for FTC crackdowns on TV-radio practices. They haven't come.

Broadcasting was FTC Target No. 1 under Dixon's Republican predecessor Earl W. Kintner, who rode TV quiz & payola scandals to page one headlines. It was common assumption that Democrat Dixon would carry on in TV-radio field—and more so. Yet in contrast to Kintner regime, Dixon's FTC administration so far has been marked by: (1) No launchings of big cases against big TV advertisers. (2) No stern, finger-wagging reform-or-else ultimatums to broadcasters. (3) No public inquisition sessions for network officials. And payola cases have been dropped.

We made 6-month check-up on Dixon recently in effort to learn what gives. We found him at his Washington desk, fuming over takeout in copy of U.S. News & World Report which was headlined: "Business & Kennedy—Why a Growing Rift." Article said businessmen have plenty of reason to view New Frontier agencies with alarm. "I'm a little annoyed," Dixon told us. He swung at once into theme he has stressed in his few public speeches: FTC is court-like law-enforcement—not crusading—agency, responsible for protecting U.S. economy from anti-free-enterprise competitive practices.

"I'm no damned policeman or cop," Dixon said, brushing magazine aside. We suggested that some operators in broadcasting industry nevertheless had been expecting him to act like one in clean-up campaigns started by Kintner. Dixon waved suggestion down. On TV commercials: "I have noted no increase in complaints about them." On payola: "America is full of payola. This [record-promotion practice] was just one that got out in the public eye." On NAB Codes: "Self-regulation is highly desirable." But no responsible broadcaster should need industry rules to tell him what's right or wrong in free competition with other media. On TV generally: "I thoroughly enjoy TV. Some of the things I see I don't want to comment on, one way or another, however."

What's ahead at FTC for broadcasting industry, if there's been honeymoon up until now? Dixon told us FTC would call its shots as it finds them, that he wants to put more TV-radio monitors at work in agency, that he had no predictions which might be either reassuring or menacing to broadcasters. He added: "You can't promise them that we're going to come blazing in with guns at either hip." FTC staffer close to Dixon told us later that industry can count on one thing: Sponsors of phony commercials will know they've been hit when they're hit. FTC complaints will be followed up swiftly with stop-it orders.

**FCC PONDERING REORGANIZATION PLANS:** Presented with a workload-lifting law by Congress, FCC is due to dig into implementation ideas today (Oct. 9) in special meeting. In addition to their own ideas, commissioners are understood to have these staff recommendations before them:

(1) Set up 3-man employe review board.

(2) FCC delegate matters to review board on case-to-case basis at first, holding itself free to take over major cases—such as renewals & revocations—at all times.

(3) Opinion writers in Office of Opinions & Review should be retained in a pool rather than split up and assigned to commissioners' staffs.

(4) Use of review staff should be readily available to panels of commissioners or review board.

(5) FCC should decide whether to delegate cases to review board or to commissioner panel after exceptions have been filed to initial decisions.

(6) Oral argument should be heard by commissioner panel or review board at request of any party—unless request is frivolous.

Staff offers no recommendation on whether individual commissioners should write decisions. Commissioners have considered this practice impractical for FCC. However, it's the only regulatory agency that doesn't do it.

**PROGRAM & LOGGING FORM COMPLAINTS DELUGE FCC:** Seldom has FCC come up with a less popular set of rules than the changes it proposed in program form and logging. Mass of industry comments filed with Commission last week attacked almost every facet.

Commission staff is studying the stack, but, as far as we can gather, found few surprises so far. Prediction still is that staff will recommend changes easing about 80% of complaints about logging and that Commission will buy them. In program form, however, there seems less likelihood of substantial modification of proposal. We've been alerted to anticipate some easing. For example, instead of requiring each station to submit big report analyzing composition and needs of community, local university might do job covering most questions for most stations. Here are some of objections found in last week's filings:

(1) Extensive inquiry into programming is censorship—in form of implied subsequent punishment.

(2) Broadcasters are constantly determining their communities' needs, don't need FCC to tell them how to survey them.

(3) Why the emphasis on local news? That's a station's business, not FCC's.

(4) Why ask broadcasters to submit "selected week" as typical of their output—along with present "composite week"? Latter is adequate; no need for more paperwork.

(5) Counting "interruptions" make no sense in modern radio. Times have changed to short-spot technique.

(6) Why should wire news be termed "recorded" if read verbatim, "live" if rewritten?

(7) Why in the world must "unusual" programs be described?

(8) Why shouldn't religious music be classified as "religious" programs?

And so it goes. Basically, broadcasters just can't understand why FCC asks for all this information unless it intends to indicate what is "good" or "bad" programming—and that, they maintain, is censorship.

Informal FCC-broadcaster confab Oct. 6, arranged by NAB, established at least 2 factors clearly: (1) FCC is quite firm about retaining the "survey community needs" concept. (2) FCC isn't trying to create logging chores so burdensome that hiring of extra people will be necessary.

Only time Commission really bristled was when industry representative suggested that "you don't trust us when you ask for community surveys." Comrs. Ford and Lee, particularly, were disturbed at that, pointing out that they're after the "bad actor," not the vast preponderance of reputable broadcasters.

NAB's representatives made it clear they were reserving right to object to any aspect of FCC's approach remotely resembling censorship. Meeting was informal, generally quite amicable, all commissioners on hand except Bartley and Cross.

**PAY-TV TROUBLE IN ETOBICOKE:** After nearly 2 years of operation, Paramount Pictures' pay-TV system in Toronto suburb Etobicoke still is losing $11,000 per week, longtime director Norman S. Robertson of operating subsidiary Famous Players Canadian protested in resigning last week.

Paramount is "milking" Canadian company to pay for losses on pay-TV setup developed by International Telemeter, Robertson said in quitting post he had held 20 years. He asserted shareholders of Famous Players Canadian, which had already invested $2 million in system, were unaware of continuing losses.

It's "completely ridiculous" that shareholders "should be barraged with laudatory press releases about what is happening in Etobicoke without being informed of the full story," Robertson went on in blast against Paramount management. He said he had submitted resignation in August, but had held it up in hope that Paramount would make full disclosure.

"The experiment was never designed to make money," spokesman for Paramount retorted in N.Y., but refused comment on Robertson's estimate of losses. Famous Players Pres. J. J. Fitzgibbons also said Robertson displayed "impatience & misinformation." For one thing, Fitzgibbons said, International Telemeter had agreed "to bear all expenses of the experiment" since Jan. 1 without depriving Famous Players of its rights in system.

**TV MAGAZINE CONCEPT REJECTED:** TV critics at FCC & elsewhere who want to divorce advertisers from all control over programming forget one thing when they advocate magazine formats instead, Commission was told last week. There's a big difference between TV & print media.

This primer lesson was spelled out at FCC's N.Y. hearings on network-sponsor relations (Vol. 1:3 p3) by Lever Bros. advertising vp Samuel Thurm: Readers don't hold companies responsible for editorial content of publications in which ads appear. Viewers identify advertisers directly with TV programs they sponsor.

That's why magazine concept won't work and why most sponsors will continue to insist that they have something to say about what goes on air under their names, Thurm said. He also made these points: (1) TV advertisers risk much money on programs over long periods of time. Print-media advertisers don't. (2) Newspapers & magazines offer guaranteed circulations and known editorial content. TV can't.

Thurm's testimony helped wind up sponsor phase of proceedings at which FCC's network study chief Ashbrook P. Bryant presided. Other witnesses (U.S. Steel, Westinghouse, General Foods, Bristol-Myers, Revlon) generally supported his argument that TV advertisers just can't afford to buy magazine-format shows sight unseen. Next to be heard from (time & place unscheduled): Networks themselves.

## CURRENT CAPSULES

Vote on Indianapolis Ch. 13 expected this week. In June, FCC instructed staff to draft decision taking channel from Crosley (WLWI), giving it to WIBC (Vol. 17:25 p8). Majority voters were Minow, Bartley, Ford & Lee. Hyde & Cross were for Crosley, Craven not voting. "Concentration of control" issue is believed to weigh heavily in majority thinking.

———— ■ ————

Oral argument on option time—whether it should be abolished—comes before FCC Nov. 3, following last week's filing of briefs. Of the few new elements in briefs was mention of CBS's sliding compensation plan. Anti-option time forces, such as KTTV Los Angeles, Station Representatives and Ziv-UA, said, in effect, that CBS plan shows that networks can come up with something even worse than option time unless FCC clamps down. SRA asked that stations be prohibited from carrying more than 3 network hours during each of day's segments. Ziv-UA said: 2½ hours. KTTV says all "tying" arrangements must be prohibited. Networks argued that FCC has learned nothing new to counter its basic and original finding that option time is necessary for networking—and that networking is vital. Network affiliate groups agreed. NBC affiliates went step further, indicated that CBS compensation plan shows that undesirable relationships will arise if option time is abolished.

———— ■ ————

"Dealing With the White House," valuable tips for PR men, interview with Pierre Salinger, Kennedy's news secy., in summer issue of "Quarterly Review of Public Relations," Box 114, Springfield, Va.

Release of network documentaries for foreign showings through USIA was objective of President Kennedy's luncheon meeting at White House last week with network heads, USIA Director Murrow and NAB Pres. Collins. Network chiefs indicated concern lest they compete with themselves via USIA, but Kennedy said he was thinking of distribution in remote countries, wouldn't want to put networks at commercial disadvantage. President also asked Collins what had happened to latter's suggestion that U.S. back an anti-illiteracy TV-radio project for some backward country. Collins wryly informed him that it was somewhere in bowels of State Dept. Present at lunch: ABC's Goldenson, CBS's Paley, NBC's Sarnoff.

■

"Mr. Minow, you could catch some fish." That's advice given by Dr. Frederick J. Stare, Harvard School of Public Health, referring to "melodious incantations of nutritional nonsense" carried by 60 radio stations, which he offered to identify. Dr. Stare spoke last week in Washington at a National Congress on Medical Quackery, sponsored by AMA and Food & Drug Administration. FCC sources say they've been looking into case. It involves one Carlton Fredericks; AMA & FDA have been attacking his programs for 14 years. FCC isn't inclined to get into portion of the controversy which involves conflicting claims of vitamin value, etc.—but it's delving into other aspects of program.

■

"Children's Hour" concept of 3-network cooperative effort, proposed by FCC Chmn. Minow with blessing of Attorney General Kennedy (Vol. 1:2 p2), has petered out. ABC said it would go it alone, so CBS and NBC called it quits, noting that they have and will have programs of value to children. Minow isn't dejected about situation, believes networks have shown willingness to give greater attention to subject.

■

Station-union dealings aren't FCC's business, Commission majority said last week (Minow & Bartley dissenting) when it approved sale of radio KQBY San Francisco. NABET had asked FCC to disapprove sale, saying transfer would cause "personnel displacement" and "be otherwise contrary to public interest." Commission said station-union matters "involve business management and policy, matters which the Supreme Court has held are not within the supervisory control of the Commission." Minow & Bartley were dissenters again in another sale approval, radio WOGA Chattanooga. They argued that: (1) Extent of commercialization proposed by buyer Dick Bcstg. Co. casts doubt on its financial ability and raises question whether there's real need for station; (2) Concentration-of-control question is raised by proximity of buyer's WIVK Knoxville and WQOK Greenville.

■

Denison, Tex. CATV system, 2,000 subscribers, bought by RKO General, which had entered CATV field (15 systems) through purchase of late Henry Griffing's Video Independent Theatres Inc., Oklahoma City. Griffing holdings included theatres, TV, radio, microwave (Vol. 17:17 p7). Denison sale broker was Daniels & Assoc.—its 45th CATV transaction.

■

Another trimmed tenure: FCC gave radio WHOL Allentown, Pa. one-year renewal (Hyde & Craven dissenting) on promise-vs.-performance grounds. Station had said it would offer substantial religious, agricultural, educational, live, etc. programming—but didn't carry through. When Commission asked "how come?" station revised its showing Sept. 1, promising more in such categories. Commission quoted its KORD decision (Vol. 17:29 p1): "The licensee cannot disregard the proposals in the hope that he will simply be permitted to 'up grade' when called to account."

■

Maine Gov. John Reed wants Ch. 7 shifted back to Calais from Bangor for ETV use, told FCC he's calling special session of state legislature Nov. 27, to consider funds for ETV, asked Commission to hold everything until then. FCC made his message public, invited comments. Background: Reed is seeking to outpolitic Sen. Muskie (D-Me.), who also wants credit for fostering ETV.

■

"Equivalent protection" of short-spaced vhf drop-ins has been "clarified" by FCC in a supplement to its Aug. 3 decision amending engineering standards. Commission said it's apparent people are confused as to just how new stations are to protect old. Copies of supplement available from Commission.

Alleged TV-radio bias against small-time advertisers in favor of big sponsors will be explored Nov. 6-7 in long-threatened & long-delayed hearings by House Small Business Subcommittee headed by Rep. Alford (D-Ark.). Subcommittee counsel J. Allan Sherier told us NAB & 4-A spokesmen will be among witnesses testifying about "quite a few complaints" from small businessmen that they can't get time on air. Also in offing—but unscheduled yet—during Congressional recess: (1) Another round of TV crime-&-violence hearings by Senate Judiciary Juvenile Delinquency Subcommittee. (2) Another equal-time go-around by Senate Commerce Freedom of Communications Subcommittee, which wants to probe state & local political broadcasts.

———■———

Unique call letter arrangement approved by FCC permits separately owned WRDW-TV & WRDW Augusta, Ga. to continue with those call letters. Commission accepted stations' word that public isn't confused and that changes would bring hardship; it granted waiver of rules, said it would look at situation again at renewal time.

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Tall TV tower roundup by FCC lists 101 more than 1,000 ft., with 1,676-ft. KFVS-TV Cape Girardeau, Mo. still tallest. Joint tower of WRBL-TV & WTVM Columbus, Ga. will hold record when built—1,749 ft. List is Mimeo. 10449, Public Notice B.

———■———

BBG rejected ABC's bid to buy 25% of CFTO-TV Toronto (Vol. 17:36 p11), explaining Sept. 28 that it isn't "prepared to recommend any transaction involving financial participation of American networks in Canadian TV stations." BBG member Edward Dunlop dissented, arguing that the turndown "would impair the interests" of CFTO-TV.

———■———

It's a federal crime now for anybody to do malicious damage to TV, radio or other communications systems which may be needed for govt. use. New legislation setting up stiff prison terms & fines for sabotage (Vol. 1:2 p4) was signed by President Kennedy.

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Govt. manual on codes used by all advertising-industry segments will be published by the Commerce Dept. under supervision of its advisory committee of admen, with Eldridge Peterson of Printers' Ink as editor in charge.

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Handy texts of all anti-deintermixture bills may be found in Sept. 26 Congressional Record, put there by Rep. Roberts (D-Ala.).

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Sale of KOCO-TV (Ch. 5) Enid, Okla., from Caster-Robison TV Corp. to Capital City Investment Co., for $1,376,320, approved by FCC.

———■———

Storer Bcstg. Co. buys 37,500 shares of its Class B stock held by estate of late J. Harold Ryan, senior vp, will hold them in its treasury.

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"Advertising Won More Decisions Than it Lost" is title of quick rundown on Congressional action, available from AFA Washington vp Don Wilkens, 1145 19th St. N.W.

———■———

Radio-TV News Directors Assn. elects: pres, Dick Cheverton, WOOD-TV Grand Rapids; first vp, Bill Garry, WBBM-TV Chicago; radio vp, Ed Ryan, WTOP Washington; TV vp, Bert Cannings, CFPL-TV London, Ont. Board: John Thompson, NBC & KCRA-TV Los Angeles; Jim Bennett, KLZ-TV Denver; Ray Moore, WSB-TV Atlanta; Bob Gamble, WFBM-TV Indianapolis.

———■———

FCC Comr. Bartley missed FCC-broadcaster program conference Oct. 6 to be near his cancer-stricken uncle, House Speaker Sam Rayburn, with whom he has extremely close relationship.

———■———

Transmitters stereo type-accepted by FCC: Standard Electronics 5-kw Model 2012-5, 250-w Model 930.

———■———

Add Rochester Ch. 13 applications: Genesee Valley TV Co. and Rochester Metropolitan Area TV Assn.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**FALL BUSINESS—SOLID & IMPROVING:** The predicted post-Labor-Day pickup has come, and all manufacturers see a strong, healthy tone in the TV-radio-phono business. Not sensational, but good—and with profit.

September's distributor sales to dealers didn't blaze any trails—they're estimated at about 500,000 this year, up very slightly from the 497,000 of Sept. 1960. Yet there's entirely different feeling in the trade than last year. It's a rising market, not a declining one. Unlike in Sept. 1960, which paved way for October's sales collapse, there's virtually no dumping, no distress merchandise, few special price promotions today.

We talked last week with nearly every top manufacturer, and rarely have we seen such unanimity. General view is that this solid September is prelude to good & orderly fall-winter business. But unlike last summer's rather wild optimism, there's spirit of realism today. Most manufacturers are planning on basis of industry-wide sale of around 6 million TVs this year—some even less. To go above 6 million would require 4th-quarter production and distributor sales of 21-22% greater than last year.

Several manufacturers reported back-ordering & shortages of some models—but nobody was particularly unhappy about this. Inventories have been so tightly controlled this year that there seems to be little chance of major dumps or price weakening. And it's good reasoning that a few spot shortages would be better than overproduction. Thus industry enters big selling season with TV sales (distributor-to-dealer) slightly below 1960 (for first 9 months) but with pickup beginning and all signs pointing to strong business.

Highlights of comments of manufacturers on post-Labor-Day TV-radio phono sales and prospects for rest of year:

Admiral Sales Corp. Pres. Carl E. Lantz: "So far there's been a marked improvement over last year, across the board. Sales have taken off considerably faster than they did a year ago. There's been a sizable improvement in color TV." Another Admiral spokesman told us that the company is already back-ordered on its new 27-in. bonded-tube sets, TV-stereo combinations and some 23-in. sets. Radio also is doing well, he said, and stereo sales are beginning to pick up. As to prediction for industry-wide TV distributor sales, Lantz foresees about 6 million sets.

Emerson Pres. Benjamin Abrams: "In TV & radio, we're ahead of last year by 10-12% and are now in a position where we must allocate merchandise in 90% of our line. Our business is limited by what we can deliver. At the consumer level, things have been moving more briskly than a month or 2 ago, and better than last September. In stereo, we're shipping all we can make, but we're not in it as heavily as last year." Abrams said he thought industry's volume would be limited by the number of sets which could be produced. While the holding down of inventories may limit sales, he added, its effect on profits will be beneficial. As to year's TV sales, he predicted they would be "around 6 million, within 2 or 3%."

Motorola consumer products marketing vp S. R. (Ted) Herkes: "Business is fairly buoyant—but no runaway. All along the line, particularly at the distributor level, there's a jubilant feeling. Unlike this time last year, we can't find a negative, there seems to be no drop-off in the wind. It looks like a steady pickup from here on in. Everything is up—that includes TV, stereo, home, clock & portable. We're selling what we can produce and having trouble keeping up. If the industry figures don't seem to back up our optimism, watch October. I believe we'll see quite an increase for the whole industry." Motorola, said Herkes, is still basing its planning on sales of about 6.25 million sets this year.

Olympic Pres. Morris Sobin: "We're very happy with the way things are going. It's not spectacular, but very steady, very solid. There's a much better feeling than last year. Prices are being maintained well. Radio & hi fi are outstanding. TV is solid, too, but percentage-wise the increase isn't as great. And best of all, there's no price-cutting or manipulation like last year. We see industry distributor sales of 5.95-6 million sets this year."

Sylvania senior marketing vp George C. Connor: "Our surveys indicate that shortages are developing in distribution channels in certain models now. We originally expected this in November [Vol. 17:35 p17], but apparently the consumer rush has already started." Sylvania Home Electronics Pres. Peter J. Grant told us: "During September, each week's sales have been progressively better. At the present time, our sales are most gratifying. We are continuing to estimate that 1961 industry retail TV set sales will hit 6.2 million."

Westinghouse: An official said September was the company's best month this year "by a sizable margin" and that sales were "excellent." The company is back-ordered on some models in TV & radio. The Westinghouse spokesman said the industry will "do well to sell 6 million sets this year."

Zenith Sales Corp. Pres. Leonard C. Truesdell: In telegram to all distributors last week, he said: "Congratulations on last week's sales to dealers. National sales of TV were highest for any week in our history. Radio sales to dealers were highest for any week in our history except during month of December. September was biggest September we ever had in TV, radio & phonos." Truesdell told us that response to Zenith's new color line has been "fantastic." With the expected continued good sales picture, however, he said industry will be "lucky to hit 6 million" in distributor sales of black-&-white sets.

**SECOND THOUGHTS ON 'FULL LINES':** Remember the mid-fifties when the battle-cry was "you gotta have a full line"? When such TV-oriented companies as Philco, Admiral & RCA expanded heavily into major appliances, and GE's appliance-oriented Hotpoint expanded into TV?

A few companies bucked this trend, and presumably were headed for oblivion. In TV-radio-phono they were companies called Zenith, Motorola, Magnavox. In appliances, Frigidaire, Tappan, Kelvinator, Norge.

Battle of the full line is still being fought. But there's considerable manufacturer sentiment now away from full-line concept. Full-line specialist Philco, for example, showed loss while electronics-only specialist Zenith was racking up sales records. Hotpoint dropped TV. And now there are some indications of marital problems within the RCA-Whirlpool family.

Strong distributor set-up may well be most important key to success of any TV or appliance line, and this, of course, was behind full-line thinking of most manufacturers in past decade. Full-line concept still has its champions, who put forth logical & convincing arguments: brown & white goods complement each other in seasonal patterns; both have traditionally shared same distributors, and many of same retail outlets.

One of biggest distributor realignments in recent times came after complicated RCA-Whirlpool-Seeger "merger" in 1955. Called at the time "the biggest merger in appliance history," it gave birth to "new giant in the white goods market." RCA merged its Estate Range business with Whirlpool, and Seeger Refrigeration merged with the resulting company (then known as Whirlpool-Seeger), which was 18% owned by RCA, with about the same ownership participation by Sears Roebuck, for whom Whirlpool-Seeger made home laundry equipment & refrigerators.

Distributors were encouraged to carry full RCA Victor & RCA-Whirlpool lines, and there were a number of changeovers of distributors who previously had carried one line or the other. (At time of merger, only 17 of RCA's distributors also handled Whirlpool line.)

But some say full lines create more problems than they solve. They argue that while the largest big-city distributors can specialize in many fields, most of the smaller distributors are oriented either toward white goods or electronics—rarely both. A successful major appliance distributor won't necessarily be tops in TV-radio—and vice versa. An appliance line may "dilute" the effort of a good one-man electronics distributor—or, again, vice versa.

In the case of non-full-line electronics manufacturers, there have always been good companion white goods lines to share billing under aegis of big distributors. As one manufacturer (who makes TV-radio-phono only) expressed it to us: "Our most successful distributors have been exclusive. We feel that we have a more than equal oportunity of succeeding with a single line because we can put more effort behind our products."

Arguments can be, and have been, made on both sides of the full-line fence. But there's growing feeling now that full line under one roof may create as many problems as it solves. As to RCA & Whirlpool, they still share most distributors (including 6 RCA-owned distributors), but there has been a developing tendency to separate in some areas. Whirlpool recently has established factory branches in 4 locations. It's not known how "official" the separation policy is, and neither company will comment at this time.

**TV'S ELECTRIC BILL—$500,000,000 A YEAR:** American public is now spending close to half-billion dollars annually for electricity to keep TV screens lighted.

This figure gives some idea of stake the nation's electrical utility companies have in the TV industry. Based on figures supplied us by Edison Electric Institute, it's obvious that utilities are receiving big bonanza from TV boom, and if 2nd sets were added to all homes without them, TV would be pouring close to a billion in electrical company coffers.

It's no wonder, then, that both Edison Institute and local utilities have been participating heavily in Corning's "Operation Snowball" 2nd-set promotion in Kansas City. The figure also gives rise to question of whether industry has solicited enough assistance from utilities in pushing concept of 2 sets in every home.

Here are latest Edison Institute figures on nation's TV power consumption (updated to July 31): Average U.S. household uses 3,945 kilowatt-hours of electricity a year at 2.46¢ per kw/hr, for a yearly electric bill of $97.05, or about $8.09 a month. Average black-&-white TV set consumes 345 kw/hr per year, or about 9% of the average family's electrical consumption. Thus the average household pays about $8.49 a year (or 71¢ a month) to operate the TV set.

Color sets consume about 450 kw/hr per year, or $11.07 in terms of average annual bill. Thus color sets already are bringing electrical utilities some $6 million in gross income annually.

Based on some 56 million TV sets now in use in U.S., and about a half-million color sets, total electrical company return is some $480 million a year—or more than half of the total factory TV sales dollar volume of last year.

Despite these phenomenal figures, TV actually presents an electricity bargain, due to comparatively low power consumption per set. Compared with black-&-white TV's 345 kw/hr, a frost-free refrigerator consumes 1,625 kw/hr per year, or close to $40 worth of electricity. A conventional refrigerator consumes 845 kw/hr on the average, an electric range 1,225, an air conditioner 1,265.

Down near bottom in power consumption is the lowly radio, which perks along for full year (on basis of average family use) on 90 kw/hr, at cost of $2.21—less than the average family pays during the year for power to operate its electric coffee maker. Radio-phono uses 105 kw/hr, costing about $2.58 a year.

**ADMIRAL SUGGESTS 3-YEAR MOVE TO UHF:** Use of excise-tax exemptions to ease 3-year transition of all TV from vhf to uhf was suggested last week by Admiral engineering vp William L. Dunn. Admiral's proposal was one of several made in response to our survey of TV manufacturers on how to encourage growth of uhf, short of legislation banning vhf-only receivers. Earlier replies were digested in our Sept. 25 issue (Vol. 1:2 p7). Admiral's proposal:

(1) "An interim period of 3 years for manufacturers & broadcasters to convert to uhf production & telecasting. During this 3-year period, federal excise taxes should be removed on TV receivers shipped with installed continuous uhf tuners so the consumer would not be penalized for the higher cost."

(2) "At the beginning of the 3-year transition period, excise taxes should be removed on all vhf receivers in inventory at all levels on that date, and on any vhf receivers produced during the period. In lieu of the excise tax, manufacturers would provide uhf converters for these sets at no additional cost to the distributor, dealer or consumer." Unless this were done, Dunn notes, industry could be penalized as much as $20 million (on basis of average inventory of 2 million sets at all levels).

(3) "At the end of the 3-year transition, the vhf band would be eliminated. All telecasting & TV production after that time would be in the uhf band. On the date the order for complete uhf operations becomes mandatory, the excise tax would be reinstated on uhf receiver production."

**TV-RADIO PRODUCTION:** EIA statistics for week ending Sept. 29 (39th week of 1961):

| | Sept. 23-29 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 150,901 | 141,662 | 150,503 | 4,397,333 | 4,373,121 |
| Total radio | 448,769 | 411,264 | 521,194 | 11,980,604 | 12,408,377 |
| auto radio | 124,724 | 96,977 | 264,212 | 3,730,053 | 4,780,922 |

**TOPICS & TRENDS:** Lowest list price to date for color set is Sears Roebuck's $449.95 on its Silvertone consolette, unveiled last week. Sears will have 3 models—the consolette plus 2 consoles, ranging to $579.95. They're assembled by Warwick.

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September color set sales to dealers by RCA distributors were up 105% over Sept. 1960, RCA Sales Corp. announced last week, adding that there has been "an even greater increase" since start of accelerated new-season color programming.

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P. J. (Pat) Casella, former RCA exec. vp in charge of consumer products, who joined Endicott Johnson Corp. last May, was elected president of the shoe company last week.

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Assn. of Discount Merchants is new trade group established last week as "the official voice" of the discount-house trade by a group of nation's largest discount merchants.

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First legal test of use of "manufacturers' suggested list prices" in comparative advertising will begin Nov. 7 when FTC is due to start hearing appeal by George's Radio & TV Co., big Washington chain, from cease-&-desist order issued by FTC last July.

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New FM-stereo starter: KCMO-FM is due to open up the Kansas City market for FM stereo today (Oct. 9) when it begins multiplex stereocasts.

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Two-year labor contract with IBEW was signed last week by Admiral, covering all of its electronics plants. It provides for no wage increase first year, 8¢ raise 2nd year. IBEW Local 1031 (Chicago area) Pres. M. Frank Darling, explaining deferral of wage hikes, blamed imports of Japanese components and "govt. policy" of transferring military electronics contracts to West Coast. Similar contracts were signed with Webcor and Appleton Electric.

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First LP record, made in 1945, was presented to Smithsonian Institution last week by CBS Labs Pres. Peter C. Goldmark.

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British exports of electronic equipment to U.S. during first quarter of 1961 totaled $4,557,000, up 6% from the $4,298,000 in the same 1960 period, but down from $4,805,000 during 1959's first quarter, according to Commerce Dept.'s Business & Defense Services Administration. More than one-half of the amount in 1961 was represented by record-playing mechanisms—up 26% to $2,302,000—but most end-products, such as radio and phonos, were down sharply.

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Zenith's battle for Britain: The largest U.S. hearing aid manufacturer announced in London plans to set up network of "hearing centers" to cater to about 5 million Britons with hearing problems. Zenith thus takes on giant EMI, England's biggest hearing aid manufacturer.

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Packard Bell's Eastern drive took on more steam last week with naming of Wallace T. Powell as Eastern sales mgr., with responsibility for building Packard Bell's direct factory-to-dealer program in East, South and Midwest. Powell was formerly merchandising dir., Home Instrument Div., Capitol Records Distributing Corp., Hollywood.

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Imports of Japanese radios have helped pioneer new market which has aided American manufacturers of transistor radios. So said Electronics Industries Assn. of Japan in statement filed with House Labor Subcommittee investigating impact of imports on U.S. employment. Statement said U.S. electronics exports last year were 3 times as great as imports ($466 million vs. $142 million), that import of Japanese components totaled only 3/10 of 1% of U.S. production, that import restrictions would hurt U.S. industry by weakening Japanese ability to buy from U.S.

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WEEKLY
# Television Digest

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Albert Warren, Editor & Publisher

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The authoritative service for executives in all branches of the television arts & industries

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**MINOW'S NO MENACE, SAYS COLLINS** in NAB conference keynoter. He pooh-poohs fears that "white knight's" policies jeopardize freedom of air (p. 2).

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**"ACCOUNTS RECEIVABLE"** headache in spot TV-radio: Nearly $9 million in billings overdue in average month as result of paperwork blizzard (p. 3).

**LEE COVERS THE WATERFRONT** in Wis. speech, would give Ch. 6 to FM, laments FCC lack of authority in station sales approval, commends "search out needs" policy (p. 3).

### *Consumer Electronics*

**HERTZ TV-RENTAL BUSINESS** booming. Offers 19-in. portables at $5 weekly, $15 monthly, and has increased its rental stock 10-fold since rental service began a year ago (p. 6).

**TV-RADIO PRICE HIKES** eyed by manufacturers, but no break in dike is seen. Granco factory prices raised 3%; Emerson & Du Mont adjustments being studied (p. 7).

**SEMICONDUCTOR PROFITS** still shrinking as price cutting continues unabated. Our talks with industry leaders reveal concern over fierce competition, maintenance of quality, continuation of R&D activities (p. 7).

**TV MANUFACTURERS & BROADCASTERS**—should they work together to improve medium which supports them both? Motorola thinks so, putting million dollars in 3 specials. "We want to join in this effort," says Galvin (p. 8).

**TV OUTPUT PASSED** 1960 figure in August, but no inventory problems are seen. Cumulative radio production lags behind 1960, due to slow auto radio business (p. 9).

**ZENITH & RKO UNFAZED BY ETOBICOKE LOSSES:** Paramount's problems with wired pay-TV system in Toronto suburb Etobicoke don't disturb Zenith and RKO, according to their spokesmen. Norman S. Robertson, a director of Famous Players Canadian, Paramount's pay-TV operating subsidiary, had resigned with blast stating that Paramount had failed to tell stockholders project was losing $11,000 weekly (Vol. 1:4 p4).

Zenith Pres. Joseph Wright told us last week: "The events in Etobicoke don't affect our thinking about Hartford at all. Wired systems have certain disadvantages costwise. That's why we've worked so hard on an air system. It's a different animal in business considerations. We haven't seen Paramount's figures. I doubt whether anyone knows them except Paramount."

RKO General Pres. Thomas O'Neil was out of country last week, but a company spokesman told us: "We've always projected a loss for the Hartford test, so a loss for Etobicoke would come as no surprise."

In D.C. Court of Appeals, meanwhile, FCC defended itself against movie exhibitors who have challenged its authority to grant the Hartford test. Commission filed brief stating that it had jurisdiction to grant trial, that RKO met its conditions, that station licensee responsibilities wouldn't be impaired, that RKO supplied adequate information on programming.

**THOSE TROUBLED MIAMI CHANNELS:** Just as Miami Ch. 10 case reached the late, late stage last week—U.S. Supreme Court refusing to upset FCC and Court of Appeals ruling shifting channel from National Airlines to L. B. Wilson—city's Ch. 6 ran into problems.

FCC last spring instructed staff to draft final decision giving Ch. 6 to South Florida Amusement Co., denying Coral TV Corp. and Publix TV Corp. Coral later asked case be reopened, charging, among other things, that South Florida Pres. Sherwin Grossman faked letters to FCC members when he ran uhf WBUF-TV Buffalo.

Letters purported to come from Buffalo civic leaders, urging shift of WBUF-TV to Ch. 8. FCC turned Coral's petition down, saying it didn't have acceptable proof.

FCC's Broadcast Bureau then got into case, had letters examined by documents expert Albert W. Somerford of Post Office, who said 49 letters were typed on same machine used by Grossman and that 13 were signed by same person, using community leaders' names. Broadcast Bureau last week asked Commission to reopen case to examine "grave" charges, including in petition statement from WBUF-TV secretary Betty Lou Paupst, who said she was directed to write the letters by Grossman and exec. vp. Gary Cohen. Cohen isn't a principal of Miami (Perrine) application.

In Ch. 10 case, first of the hot "influence" cases involving former FCC Comr. Mack, apparently all that's necessary now is for Commission to tell WLBW-TV when to take over from WPST-TV. WLBW-TV has said it's ready on 15 days' notice; it has facilities built, skeleton staff standing by. It will take over ABC-TV affiliation. Next question: Will WLBW-TV hang onto channel? FCC said it could have it for 4 months, then it would have to seek renewal. It's assumed other eager aspirants will try to wrest channel away.

**MINOW'S NO MENACE, SAYS COLLINS:** Broadcasters might as well face up to fact that FCC Chmn. Minow has established himself with public as "the 'white knight'—the people's champion for improvement in TV programming," NAB Pres. LeRoy Collins said last week.

TV industry muffed chance to assume role itself, ignoring long-festering "public disaffection" for some network shows—and Minow just "moved in," Collins told NAB fall conferences in Dallas & St. Louis in keynote speech.

Collins developed & sharpened themes which he had outlined for us week earlier in interview (Vol. 1:4 p1), warning that it does no good for broadcasters to strike back furiously & blindly at such critics as Minow, inside or outside govt.

Minow "overstated his cause" in "vast wasteland" address to NAB convention in Washington in May (Vol. 17:20 p1), Collins said, but "there was justification for much of his criticism." At same time, Collins pooh-poohed fears expressed in some industry & trade-press quarters that FCC under Minow was out to subvert Constitution and deny broadcasters their freedom-of-air rights. "I simply do not believe the facts justify the extremism that has been expressed," he told conferences, which applauded him warmly.

**SATELLITE PLANS LAUNCHED:** After 75 meetings & good deal of fizzing, Ad Hoc Carrier Committee designated to design launching pad for controversial White House-FCC satellite-communication system proposals (Vol. 17:31 p3 et seq.) last week produced 31-page blueprint for non-profit corporation—and more arguments.

Industry group obviously had eye on Congress in recommending to FCC that development, construction and operation of system be controlled by non-profit setup. Hill critics have denounced original White House-FCC plan as scheme to give monopoly in space to private U. S. companies—particularly AT&T.

But private ownership of satellites themselves was urged by Ad Hoc Committee. It said any eligible FCC-recognized carrier should "participate in joint ownership" so long as it kicked in $500,000 for venture. And each carrier would be permitted to "establish & operate its own ground stations." Investments would be counted in carriers' bases for FCC rate-making purposes.

General recommendations were signed by all 9 companies (10th invited company, U. S.-Liberia Radio Corp., didn't participate) represented on Committee. But RCA (which expressed wait-&-see doubts about plan), Western Union (which said it excluded too many companies) and other carriers required 26 appendix pages to record their qualified agreements with it.

Committee report disagreed with FCC itself on one significant point. Commission had limited participation in proposed private satellite consortium to established international carriers, excluding General Telephone. Inclusion of General Telephone was provided in broader definition of international carrier as any U. S. communications company which "participates in international communications."

Non-profit corporation would be headed by directorate, number undetermined. President Kennedy would appoint 3 directors. Each authorized participating ownership company would be entitled to name 2 directors. Another would be designated by non-owning carriers.

AT&T pledged $50 million for venture initially—and $15 million more if needed. RCA said it wasn't

ready to put any money up—that it has "espoused no particular form of organization & ownership of communications satellites." Western Union said it would put up no more than $5 million, that satellite ownership should be open to all U. S. "carriers, aerospace companies, equipment manufacturers, and the general public, to avoid dominance."

"Political realists" on Committee were credited at FCC with proposal for non-profit setup to allay Congressional suspicions of original plan. We were also told at Commission that any action on recommendations is unlikely soon, although they have "high priority" on FCC's agenda. And it's anybody's guess what Congressional critics of satellite policy will do with plan after they come back to Washington in January. Senate Small Business Monopoly Subcommittee will get first crack at it in Nov. 8-9 hearings.

**SPOT TV'S 'ACCOUNTS RECEIVABLE' HEADACHE:** In any average month, more than $6 million in national spot TV billings (add another $2.8 million for spot radio) is 60 days overdue. That's about 16% of all national spot business done by U.S. commercial stations. About half that figure is in arrears for 90 days or more. Some is as much as a year behind.

This measure of financial foot-dragging by major agencies & advertisers is from a new study of spot-handling practices made by Central Media Bureau Inc., latest firm to declare itself in the race to establish a centralized spot clearing house to accelerate cash flow to reps & stations. Other study highlights:

(1) It takes an average of 8 different paper forms, which differ widely between agencies, reps & outlets, just to process a single spot TV buy. Result: a paper blizzard.

(2) About 53% of the working time spent by the average agency timebuyer, 42% of the rep salesman's work effort and between 6 and 15 man-days per station each month is devoted to time-consuming, payment-delaying paperwork.

(3) A big N.Y. agency spends $500,000 each year in non-timebuying, routine servicing of spot TV-radio campaigns, of which $65,000 goes for salaries of personnel involved in clearing discrepancies between what agency ordered and what station billed.

"The complexity of spot is defeating its purpose," said CMB Pres. Kenneth C. Schonberg in N.Y. last week. "Constant earned-rate adjustments, package plans and policing problems are actually making it cheaper, in many cases, for agencies to process network buys rather than spot."

CMB hopes to reduce paperwork load of admen, reps & broadcasters with billing-paying system that uses standardized forms, facilities of C-E-I-R Inc. (which has aided in CMB financing).

**LEE COVERS THE WATERFRONT:** FCC's blunt-spoken, jovial Comr. Lee was in usual free-wheeling form last week in speech before an "FM Clinic" at U. of Wis. Admitting that some of his ideas are unpopular—"some would like to drop my weighted body into the Potomac whose polluted waters are quite convenient for the purpose"—he made these points:

(1) "I believe that the 72 mc of frequency space which the vhf TV stations occupy should be put to better use."

(2) He'd give all or most of Ch. 6 to FM. Recently, he suggested that Ch. 2 through 8, in deintermixed markets, be given to mobile radio services (Vol. 1:3 p1).

(3) Everyone should be happy with FM stereo, because it "obsoletes nothing in hands of public, dealer, manufacturer or distributor." Stereo standards are "very high" but "all this will go for naught if the heat of competition results in killing the goose that will lay a beautiful golden egg."

(4) "It was the faith of the Commission that kept this FM band from being encroached upon by other communications users who demonstrated a valid need for additional facilities."

(5) He's unhappy about fact that FCC "has so little authority" in approving station sales: "We have seen a bothersome number of established well-programmed stations sold to rock'em, sock'em licensees who will program anything that sells."

(6) He finds "far-reaching and invigorating significance" in FCC's denial of FM applicant (Suburban) for Elizabeth, N.J. for "failure to ascertain the needs of the community" (Vol. 17:27 p1). He said he'll be glad to see courts pass on FCC's authority in this area "once and for all." The public, he added, "should be given a voice in the nature and character of programs of proposed stations."

## CURRENT CAPSULES

Clear summary of industry opposition to FCC's "tough" policy efforts was presented by Washington attorney James McKenna to Alabama Bcstrs. Assn. Oct. 13. He traced history of TV and radio development, emphasized their differences, said Commission is seeking to apply 15-year-old standards to radio and is leaning toward "unconscious and unintended censorship." He noted that Congress gets tough when FCC is lenient, and vice versa. He ended on optimistic note: "Since the quiz scandals, we have been in a period of increasing regulation. There is reason to believe that we will soon reach the apex of this period, following which there will again be a decline in FCC attempts to regulate programming."

A different view was offered to Connecticut Bcstrs. Assn. Oct. 12 by Washington attorney Morton Wilner: "The new leadership at the Commission have exhibited absolute integrity in their conduct—and consistency in their decisions. Their public interest thrust is not new. It carries over from the immediate past chairman. The rule-making on programming information is a sincere effort to obtain meaningful information —and is not directed toward censorship or placing of licensees in a straitjacket. These men, although young, have had too much prior successful experience in dealing with people and industry not to recognize honest human error. This successful experience, in my opinion, will not permit them to depend on a mere arithmetical basis to determine the licensees' competence or artistic skill . . . I suggest that broadcasters not read the headlines but rather thoroughly digest the new proposed revision of [the program form]. Some might get some ideas that will induce more dollars in profit."

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Chicagoan FCC Chmn. Minow has been bombarded with several hundred complaints from good-music lovers living near Skokie, Ill. They object to interference to FM station WFMT Chicago, caused by new Class A WRSV which began operating Aug. 20. WRSV on 98.3 mc, WFMT on 98.7 mc, comply with Commission rules—and stations had agreed to accept any interference caused. But listeners to classical-music WFMT obviously aren't interested in rules. Minow has form letter telling complainants to try high-gain directional antenna, get serviceman to adjust set—and that WRSV is welcome to shift to another Class A channel, if it can find one.

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RCA raises price 5% Nov. 1 on all TV, radio and closed-circuit TV equipment it makes. This excludes equipment, such as towers, it gets from other manufacturers. C. H. Colledge, vp-gen. mgr. of Broadcast & TV Equipment Div., said boost was caused by "increased engineering and manufacturing costs involved in turning out the more complex equipment required by current high standards" and that such equipment hadn't risen in price recently while other types of capital equipment had.

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New applications for Syracuse, Rochester and Grand Rapids—for recently dropped-in vhf channels —will be accepted by FCC at least until Nov. 1, Commission announced. It said it wouldn't designate pending applications for hearing before that date. At the moment, there are 7 on file for Syracuse's Ch. 9, 5 for Rochester's Ch. 13, only one for Grand Rapids. There are more in works, particularly for Grand Rapids, according to Commission staff. (For details of applications filed, see recent TV Addenda.)

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Big NAB had nose tweaked by a tiny FM applicant last week. Y T Corp., Class A applicant for Palo Alto which had been opposed in hearing by CBS's KCBS-FM because of interference potential, asked FCC to ignore an NAB petition which would have supported CBS. NAB had asked that Commission hold off action on applications such as Y T's pending finalization of new FM standards. Said Y T: "Regardless of what position NAB envisages for itself as a Cerberus in the nether world of FM allocations, it is clear beyond all doubt that it is not, and cannot be, a 'party in interest' to the adjudicatory proceeding being held . . ."

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Add foreign TV growth: Sweden's Erik Esping, technical director of Swedish Telecommunications Board, reports that 2nd network is expected by 1965, color following year. He said 5 million of country's 7.5 million people are in range of TV. Our Spring-Summer TV Factbook shows 1,150,000 sets in use. . . . Canadian Bcstg. Corp. sends 2-man team to Ghana for 2 years, C. W. Harvison to advise govt. on technical matters, Frank Goodship on programming.

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Martin Codel, ex-publisher of Television Digest, now industry consultant, returns this week end from 10-week TV-radio survey of South America.

"All FCC matters fade into insignificance compared with speculation about supergrades." So commented a top Commission staffer last week. He referred to fact Congress is allowing a few hundred more govt. employes in top grades—up to Grade 18, which pays $18,500. Along with all other govt. agencies, FCC must go through "comparative proceeding" before Civil Service Commission which decides who gets what —and doesn't have to tell why. FCC is asking Grade 18 for 6—4 bureau chiefs, general counsel and chief engineer. It's likely to get few, if any, competing as it does with such huge establishments as Defense Dept.

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First action on new "Sec. 307(b) withdrawal" rule was taken by FCC last week. It refused to let Lamar, Mo. AM applicant withdraw from competition for 1560 kc with Joplin, Mo. applicant on payment of $194 expenses, which would have left Joplin free for CP. Commission noted that cities are 32 miles apart, that Joplin has 3 stations, Lamar none. It ordered Lamar applicant to publish fact of his withdrawal, invited new applications for Lamar for 30 days.

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Election campaign debates on TV should be shunned by incumbents, former President Eisenhower told CBS-TV's Walter Cronkite. Interviewed on "Eisenhower on the Presidency" show, Gen. Eisenhower said: "I can't think of anything that's worse. Any man that is an incumbent has to stick to the facts. He is a responsible man debating with someone who, if he chooses, can be irresponsible." The Eisenhower advice to politicians: "When you're in, never debate with an outer."

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Product "puffing" on TV came under skeptical scrutiny by FTC at hearing on recommendation by examiner William L. Pack that deceptive-advertising case against Colgate-Palmolive and Ted Bates agency be dismissed (Vol. 17:22 p9). Pack held that "sandpaper" commercials for Rapid Shave cream were "harmless exaggeration or puffing." But most FTC members at hearing indicated they didn't go along with examiner's tolerant reasoning, that they thought commercials were questionable—harmless or not.

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Storer's deal to buy radio WINS N.Y. for $10 million has been called off and Storer has reached agreement to acquire WMGM. FCC has been holding up WINS renewal, questioning whether management was implicated in disc jockey payola; vote on renewal is expected this week. Crowell-Collier agreement to purchase WMGM was called off after Commission questioned Crowell-Collier's qualifications in operating other stations (Vol. 17:28 p10).

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W. D. (Dub) Rogers' $3.8-million sale of his KDUB-TV & KDUB Lubbock and KEDY-TV Big Spring, Tex. to Grayson Enterprises Inc., whose Pres. Sidney A. Grayson owns 15% of KSYD-TV Wichita Falls (Vol. 17:27 p16), has been approved by FCC.

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Liquor commercials must be kept off air, Texas Assn. of Bcstrs. said in resolution adopted after NAB's fall conference in Dallas (see p. 2). Calling on all state TV-radio organizations to join in reaffirmation of NAB Code policy, resolution said: "We do not believe such advertising is in the public interest."

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New advertising-traffic patrolman has been put on TV-radio beat by FTC Chmn. Paul Rand Dixon. Veteran FTC lawyer Frank C. Hale will be program review officer—new job in which Hale will "study the various areas of our economy, locate the primary trouble spots, and make recommendations."

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KATU (Ch. 2) Portland, Ore. plans "early 1962" start, reports Vp-Gen. Mgr. William J. Hubbach. GE transmitter is being installed on Livingston Mountain, and test pattern is due Nov. 1. Studios at 2153 N.E. Sandy Blvd. are to be completed in Dec. Katz is rep, and staff is being recruited now.

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FCC Chmn. Minow's views on TV programming are shared "personally" by more than 90% of 408 advertising executives polled by Printers' Ink magazine, which said that most respondents expect "evolutionary program improvement through changes in public taste and sponsor outlook."

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Vhf translator rules have been finalized to permit a translator to feed more than one 1-watt final RF amplifier to serve different communities, FCC warning that no combinations of amplifiers will be permitted to increase radiation in any direction. It's Doc. 14132, amending Sec. 4.735(a).

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**HERTZ TV-RENTAL BUSINESS BOOMING:** Growing volume & profit are being mined, apparently, by giant Hertz Rent-All Corp. in a field which has proved barren for many TV dealers—the short-term rental of TV sets to consumers.

"TV represents one of our better business items—despite the fact that we don't really promote it," Hertz Rent-All vp-gen. mgr. Harlan Liss told us last week. "It's only one of numerous products we offer. If we really merchandised TV, I'm convinced we could rent all the TVs we wanted to handle."

Hertz Rent-All has been renting TVs since its formation last November (Vol. 16:40 p16) as a subsidiary of the worldwide car & truck rental & leasing organization. The rental operation now embraces 3 company-operated stores in Chicago. Slated for opening next month is a posh showroom in New York, at ground level of Newsweek Bldg. at 444 Madison Ave. In addition, Hertz Rent-All has franchise operations in South Bend, Ind., Norfolk, Va., and New Brunswick, N.J., a franchiser scheduled to open in Cincinnati, and 4-5 other franchisers slated for other areas of the country. "We hope eventually to be in every major city in the country," Liss said.

Rental firm offers a broad range of merchandise, found an instant demand for TVs. "We started with a minimum inventory a year ago," Liss told us. "Today our TV rental stock is 10 times greater than it was when we started." Hertz offers Motorola & Sylvania 19-in. portables, charges $5 weekly, $15 monthly. "It's really an emergency rental service," he said, noting that his No. 1 & 2 customer groups are home owners with guests and TV owners with broken sets.

Hertz has had some calls for color sets but doesn't handle them. "I'm not convinced that they are mechanically feasible for this type of business," Liss explained. "Rental equipment must be simple and easy to operate, because service can eat away your margin quickly. Even on b&w TVs we have service calls for problems a child could solve." Over-all, service & damage represent minimal problems. "The vast majority of people who rent are responsible, take care of the merchandise and will pay for any obvious damage above normal wear & tear."

A "very successful" operation, is the way Liss summed up his TV rentals. The profit potential is so attractive, he said "that I'm convinced we could do well if we stocked TVs the year round for rental only for the World Series and the 4-5 other major sports events of the year. The World Series cleaned us out—and we rented our sets on an all-games basis."

We spoke also with Hertz's New Brunswick franchiser, Lee Merel, who shares Liss's optimism for TV rentals despite a sad experience. Merel opened his Hertz Rent-All just before the World Series, but his TV stock hadn't arrived by the final game. He will offer Philco & Sylvania 19-in. portables, at $7 weekly, $21 monthly. He buys his TVs direct from the TV companies, is handling his own service. He, too, has had calls for color sets but has no plans to carry them because "it will take too long to get the investment back on a rental basis."

Despite Hertz's seeming success, few TV dealers apparently have been able to make a go of TV rentals. NARDA Chmn. Mort Farr told us that to his knowledge there are few dealers in the country who rent. Farr operates a big TV retail outlet in suburban Philadelphia and used to rent sets—"but we found that it did more harm than good."

"There's very little reason for people to rent TV sets today," Farr said. "People with broken sets usually can get a replacement from their service dealers while their sets are being repaired. A good many dealers offer this service. It seems to me, however, that there's little of this 'emergency' interest in TV anymore. Even TV interest in the World Series was way down. I don't think there's much percentage in trying to build a rental business on the basis of 'emergency' customers. As for me, I don't want my new sets misused on a rental service and I don't want the headaches of renting trade-ins."

**TV-RADIO PRICE HIKES IN WORKS?** Cost-price squeeze is getting tighter for many manufacturers. Business looks good for rest of year. There's very little dumping. Is this the time to raise prices? Several set makers are studying question closely.

There's been no break in price dike yet—but maybe a little leak. Emerson will increase factory prices of its entire Granco radio line by 3% across the board Nov. 1, with readjustment of list prices. Move was prompted by increases in labor and material costs.

Does this foreshadow TV price hikes? As to Emerson and Du Mont lines, Pres. Benjamin Abrams told us at week's end: "We don't know yet. We're studying it. On the basis of costs, we think there should be increases generally."

In an unrelated price action, Sylvania has dropped all suggested list prices. Official reason, as given by Sylvania Home Electronics Pres. Peter J. Grant: "We feel that they have lost some of their significance because of varying marketing conditions across the country." Company intends to issue no retail pricing information either to distributors or to public.

Factory prices of Sylvania products have not been changed with the dropping of list prices. Whole area of list prices continues to be extremely touchy; pilot case on use of list prices in comparative advertising is due for FTC hearing Nov. 7, on appeal by big Washington retailer George's Radio & TV (Vol. 1:4 p10).

**SEMICONDUCTOR PROFITS STILL SHRINKING:** It's getting tougher than ever to make a buck in semiconductors, and there's no relief in sight. What is in sight—unless pricing stabilizes quickly and cutthroating is stopped—are a drop in product quality, a curtailment of development & research activity, and an increase in the number of manufacturers who will be squeezed into merger or bankruptcy. That's the consensus of industry leaders with whom we spoke last week.

Virtually all report that current sales & profits conform with the general industry pattern—which at halftime saw sales up 46.4% over 1960, but dollar volume ahead by only 2.7% (Vol. 17:34 p14). Most are offering considerably more semiconductor types than they were this time last year, and areas of competition are increasing. Sprague Electric believes that specialization is one answer to the industry problem and is also moving in the direction of specialty semiconductors.

There's general agreement that industry is suffering effects of 3 "Os"—over-optimism, which led to over-capacity and over-board spending. One knowledgeable sales executive told us that the profit squeeze has become so fierce that his company was able to get a duplicate reorder on a 1960 contract involving several hundred thousand pieces only by cutting the price to less than half the 1960 figure. "What we're beginning to run into now," he said, "are discounts and discounts on top of discounts—the kind of throatcutting that was once so prevalent in the electron tube field."

Most of the companies we spoke with are taking this kind of competition in stride and showing their confidence by expanding. CBS Electronics was the most recent major to quit the semiconductor field (Vol. 17:37 p13), but Raytheon has taken over the former's model plant at Lowell, Mass. as the hq of its expanded Semiconductor Div., and Sprague purchased from CBS specialized manufacturing equipment which will increase its transistor production by about 30%.

Here is a sampling of the thinking & planning we found in the semiconductor industry last week:

GE Semiconductor Products Dept.: Product planning mgr. E. O. Vandeven told us GE is now producing 25% more transistor types than it did a year ago and "we foresee a definite increase in types by us

and industry" to meet increasing needs of customers. He thinks the industry eventually will shakedown to both broad-line companies as well as specialists.

GPE's Kearfott Semiconductor Corp. subsidiary: Special projects mgr. Saul Liss looks forward to a good 1961 but agrees that increasing competition is thinning the profit margin. He attributes industry's plight to "the tremendous number of over-optimistic manufacturers who over-expanded and now find themselves in a fiercely competitive situation." He foresees more semiconductor companies stabilizing on fewer semiconductor lines, and more standardization coming to transistor types.

Motorola Semiconductor Products Div.: Vp Dr. C. Lester Hogan told us 1961 business is "up substantially" over 1960 and Motorola "looks for a satisfactory profit in spite of the fact that there are competitive forces at work, that there are more manufacturers in the picture and that production capacity has greatly increased." He noted that Motorola is continuing to expand its line "in breadth & depth" and believes that throughout industry "semiconductor products will continue to increase in number & capability."

RCA Semiconductor & Materials Div.: Vp-gen. mgr. Dr. Allan M. Glover said that the profit pinch is getting tighter and that it is impossible to forecast 1961 business "because of the current unsettled conditions" in the industry. RCA has introduced a number of new transistor types this year and will continue to broaden its line. The recently introduced RCA "universal" silicon transistor (Vol. 17:34 p14), which can perform the functions of upwards of 40% of the more than 2,000 transistor types now on the market, reflects one trend "we will accentuate," Dr. Glover said.

Raytheon Semiconductor Div.: A spokesman noted that unit sales are up & dollar volume down from a year ago, "but we're demonstrating our faith in the industry" with new plants in Maine & Massachusetts. Raytheon Pres. Richard E. Krafve, he noted, forecast recently that today's multiplicity of manufacturers would dwindle to about a dozen in 5-10 years. Krafve declared: "The shakeout is on in the semiconductor field and the race will go to the lean and the hard and the hungry."

Sprague Electric Transistor Div.: Gen. mgr. Robert L. Parrish told us that "sales are up moderately but we're having to ship considerably more units to equal 1960 billings." Sprague has broadened its line in 1961, is also moving into specialization. "We hope we will not be entirely dependent on switching types of transistors where the major price cutting is taking place," Parrish said. "We hope to lead the development of our new products into the area of specialization. Competition is very strong. This is a hard business and it's disappointing to see it come to this. The product is difficult to make, and all this price cutting could affect quality in the industry. That's the real problem—that companies unable to take the competition will cut corners at the expense of quality. Sprague is one company that won't compromise with quality."

Sylvania Semiconductor Div.: Vp-gen. mgr. Dr. William J. Pietenpol termed the profit squeeze "an impossible situation, a very serious thing that can have the obvious effect of curtailing developments for the future." R&D represents one area in which manufacturers can cut costs, he said, "and this would be bad for the industry and for national defense." Pietenpol said Sylvania's 1961 dollar volume is about the same as a year ago, but unit volume is up considerably—reflecting the profit squeeze. He believes the glamour of transistors was overplayed, "resulting in the tremendous influx of manufacturers—well over 150 today—and a serious overcapacity in the industry." He forecast that more mergers and dropouts will develop in the near future, that the big manufacturers will continue to offer broad product lines, that "specialization may be the salvation of small manufacturers."

**TV MANUFACTURERS & THE TV MEDIUM:** Nobody has come up with satisfactory formula for the relationship of TV program quality to TV set sales in today's saturated market. However, just as the radio makers were the first sponsors on network radio, so TV set manufacturers were among the earliest on TV—feeling a deep obligation to help provide attractive programming to encourage set purchases.

From TV's less saturated days, memory still serves to identify TV makers with quality programming —Admiral with the Max Liebman-produced Sid Caesar variety shows, Westinghouse with Studio One, Philco & Motorola with top live drama shows. GE & Westinghouse, advertising their broad range of consumer products, and RCA, pushing color, are still identified with top-quality TV programming.

Has the TV manufacturer a responsibility to foster improvement & "uplift" in the medium which supplies his bread & butter? In recent years we have heard little on this subject except from Zenith, which feels that real answer to improved programming lies in pay TV, and is backing this conviction with action.

About half of the major TV manufacturers, in fact, have chosen to leave TV alone as a national ad medium—preferring to concentrate on magazines, newspapers, billboards, presumably as more efficient way to contact prospective TV set purchasers.

After an absence of 7 years, one large set maker, Motorola, has returned to network TV this season, investing a million dollars in series of 3 prestige specials. Already this season, it has presented the 60-min. "Carnegie Hall Salute to Jack Benny" and is scheduled to sponsor the 2-hour dramatization of The Power & the Glory (Laurence Olivier, Julie Harris) and the Bing Crosby Christmas program.

Motorola Pres. Robert W. Galvin recently broke industry silence surrounding discussion of TV program quality. We think his remarks are worth summarizing here.

Pointing out that it may be "shrewd" for manufacturers to sponsor private eyes, Westerns, etc., "regardless of their lulling effects on intelligence & cultural standards," Galvin said: "We feel that this attitude is not compatible with the leadership that industry covets in our national economic & cultural life. True leadership can come only from high-purposed convictions and from supporting actions which beckon all people to higher levels of intellectual interest and emotional experience. Leadership today requires facing up to life's realities rather than fostering escape routes."

Praising efforts of networks to upgrade program quality, Galvin tackled question of whether TV receiver manufacturers also shared some responsibility. Praising such advertisers as U.S. Steel, Du Pont, Hallmark, Bell & Howell and GE, he added:

"Respect & admiration for others is not enough. We want to join in this effort. We want to help insure the future importance and the significance of TV as a dynamic force in man's progress through better quality, more meaningful program products. In the final analysis, we believe this conclusion is a practical one. For as the importance of the information & entertainment beamed by TV grows, so goes the marketability and the personal value of the receiver."

The trio of shows is only "a beginning" for Motorola, said Galvin, whose comments seem to us to effectively tie in Motorola's drive to build an image of quality & leadership with its serious concern for the well-being & value of the medium which gives Motorola its sustenance.

Whatever Motorola's self-interest in this pronouncement of its obligation toward the TV medium, we feel it is the type of enlightened self-interest which will at least open for discussion the whole subject of the relationship between TV broadcasters and their "circulation managers"—the manufacturers, distributors & dealers of TV receivers. We'd be interested to know what you think.

**TV OUTPUT PASSES 1960 FIGURE:** Production of TV sets caught up with last year during August, official monthly EIA figures show—with 8-month production for 1961 almost identical to 1960 (3,699,188 vs. 3,694,187).

Despite fact that TV production this year almost certainly will be greater than last year, there seems to be no industry worry about overproduction. Already there are reports of shortages and expected shortages in some models (Vol. 1:4 p7), and business for rest of year should be better than last year. Last August, if you'll recall, was the month that many manufacturers began to tighten reins on production because of consumer buying slow-up.

EIA figures show radio production slightly behind last year—but all of this lag (and then some) is represented by slowdown in auto radio production first half of this year. Incidentally, August was first month this year when auto radio output exceeded that of comparable 1960 month. Cumulative FM radio production appears to be sharply behind last year—but remember, EIA's figures cover table models only, don't reflect this year's increased use of FM tuners in hi-fi phonos & combinations. EIA's 8-month production figures:

| | TELEVISION | | | | RADIO | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Total Production | | Uhf Production | | Total Production | | Auto Radio Production | | FM Production | |
| Month | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 |
| January | 367,935 | 526,494 | 25,270 | 50,119 | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 50,421 | 33,816 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 41,357 | 56,515 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 75,044 | 83,127 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 51,260 | 68,196 |
| May | 470,399 | 442,176 | 22,782 | 32,295 | 1,196,949 | 1,277,040 | 408,875 | 463,165 | 49,705 | 65,438 |
| June | 615,118 | 518,870 | 34,641 | 34,245 | 1,626,263 | 1,551,451 | 518,010 | 596,870 | 88,808 | 105,317 |
| July | 383,378 | 268,854 | 23,233 | 14,621 | 1,030,399 | 890,359 | 320,128 | 328,009 | 48,114 | 49,707 |
| August | 514,674 | 462,286 | 33,946 | 26,829 | 1,385,101 | 1,048,406 | 451,374 | 340,860 | 69,090 | 71,125 |
| TOTAL | 3,699,188 | 3,694,184 | 205,011 | 286,297 | 9,952,790 | 10,463,285 | 3,153,293 | 3,991,961 | 473,799 | 565,665 |

## TOPICS & TRENDS

Charge of import "counterfeit" has been made in U. S. District Court in Chicago by Pickering & Co., which has named as defendant Wico Corp., Chicago importer-distributor. Patent-infringement suit charges Wico copied Pickering stylus assemblies used in Seeburg juke boxes and has been selling them direct to juke operators. It's no small-time business; Pickering Pres. Walter O. Stanton told us needle-replacement trade among operators of Seeburg juke boxes "runs well into 6 figures annually, since needles are changed as often as once a month." Pickering charges Wico's Swiss-made sapphire styli have been "exactly copied" from its designs. Wico denied the charge.

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GE's sales & earnings were a little higher than 1960 levels in the 3rd quarter. Its sales rose 3% to $1,063,621,000, earnings a fraction of one percent to $57,516,000 (65¢ a share). Chmn. Ralph J. Cordiner said consumer goods sales were about same as the accelerated shipments of the pre-strike 3rd quarter of last year.

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"Receiver Certificated With FCC." That's all a label on receiver need say, EIA told FCC, responding to recent proposal regarding radiation-labeling requirements. It recommended that no specific size of label be required, only that it be "accessible, clearly legible and readily identifiable," and that Commission be sure to apply rule to imported sets. Electronic Industries Assn. of Japan, through Washington counsel M. William Tanaka, said it agrees with FCC proposal "in principle" but suggested label be ½ x 1½-in. instead of 1 x 3-in. because receivers are getting smaller & smaller.

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New Jerrold jobs: Kenneth E. Farr, ex-Philco, Westinghouse and Hazeltine, has been appointed chief engineer of Jerrold Electronics' expanding industrial products div. at Huntingdon Valley, Pa. John W. Black Jr., ex-Bendix and Tele-Dynamics, heads new products design div. in lab there.

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Emerson stockholders will be offered 320,000 common shares of subsidiary Emertron's stock on subscription basis of 7 shares of parent's stock for one of Emertron, which concentrates on missile & aircraft subsystems. SEC registration (File 2-19107) listed F. Eberstadt & Co. as chief underwriter, didn't specify subscription price.

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New head of electronics div. of Commerce Dept.'s Business & Defense Services Administration is E. MacDonald Nyhen, who became acting dir. in August when Donald S. Parris was promoted to chief of industrial equipment div. (Vol. 17:34 p15).

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Automatic civil defense alarm-radio has been developed by GE and demonstrated to Office of Emergency Planning in Washington. The 2-Compactron set would utilize OEP's proposed NEAR (National Emergency Alarm Repeater) system, which activates civil defense warning signal via power lines. In event of emergency, GE's alarm radio would sound buzzer and automatically tune to civil defense radio frequency when activated by NEAR signal on power line. GE's receiving tube dept. said it can make a kit containing essential parts available to radio manufacturers.

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New Philco producer in France: Schneider Radio has been licensed by Philco Corp. to make Philco brand TVs, radios, and phonos for sale by Philco International in France and other European countries.

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Not waiting for "the big boys," Pilot Radio has signed with New York's WQXR-FM to sponsor 8 hours of midday stereo programming weekly beginning Oct. 23, supplying dealers with programming to demonstrate FM stereo receivers during store hours.

**TV-RADIO PRODUCTION:** EIA statistics for week ending October 6 (40th week of 1961):

| | Sept. 30-Oct. 6 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 157,656 | 150,901 | 131,583 | 4,554,989 | 4,505,124 |
| Total radio | 451,804 | 448,769 | 426,968 | 12,432,408 | 12,838,771 |
| auto radio | 147,328 | 124,724 | 169,171 | 3,877,381 | 4,949,698 |

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WEEKLY
# Television Digest

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**The authoritative service for executives in all branches of the television arts & industries**

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**TV NEEDN'T BE 'ASHAMED,' SAYS SALINGER,** defending programming—particularly public affairs—against critics. White House aide gets Pulse Inc. award (p. 2).

**BALABAN UNLOOSES PAY-TV "TRUE FACTS"** in blast at critic of Etobicoke test. Paramount chief says experiment is losing only $3,500 per week, not $11,000 (p. 2).

**ETV HEADS FOR NEW RECORD** with 60 stations on air, 8 starters so far in 1961, 3 more due before year's end. Washington's WETA-TV becomes showcase (p. 2).

**CANADIAN CATV GROWTH** reminiscent of U.S. pattern few years ago, new systems coming to light (p. 3).

### *Consumer Electronics*

**COMPONENTS BUSINESS** is up & improving. Our discussions with industry leaders reveal confidence in industry growth potential despite headaches of Japanese imports, price cutting and increased competition (p. 6).

**NEW COLOR THEORY** by Sylvania scientist explains color perception mathematically, may lead to new devices, improvements in color TV. Theory is outgrowth of Land color experiments (p. 7).

**WESTINGHOUSE'S VIEW** of color: The one company which made rectangular color tubes thinks shape of tube is relatively unimportant. "We believe in color," but time isn't ripe yet (p. 8).

**FALL BUSINESS UPSWING** documented in Sept. distributor-to-dealer sales figures: TV up 5% from last year, radio up 16%. Inventories continue at comfortable level, below 1960 (p. 9).

**FORD WORRIED ABOUT RADIO ECONOMICS:** FCC Comr. Frederick W. Ford has added another chapter to what now, clearly, will become a classic—a series of speeches which carves out and illuminates roles and problems of broadcasting in our generation.

Ruinous competition in radio? That's the simple thesis Ford examined last week in speech before Ky. Bcstrs. Assn. in Lexington. It's in tradition of his other addresses in last few years, which covered in same clarifying fashion such subjects as:

Programming, commercial practices, TV allocations, ETV, govt. ethics, CATV, editorializing, FCC and the courts, etc.

Ford's latest suggestion: Let's find out, soon, whether we're hurting the public by putting too many radio stations on air. We needn't worry about TV. That's an economy of scarcity—now.

With customary careful documentation last week, Ford presented basic financial vital statistics, FCC and judiciary policy on subject. In 1946, average radio station had revenues of $221,000, income before taxes of $57,100. In 1960, revenues averaged $153,200, income $14,900—and ⅓ of stations reported losses.

But here's the legal situation today, Ford reports: "The Commission cannot refuse to consider the economic effects of a new grant where an existing station offers to prove resultant injury to the public at large. Judging by Commission actions over the past 20 years, however, the nature of the evidence produced by the existing station would have to be extremely compelling to persuade the Commission to reach such a finding . . . Has the time come for the Commission to re-examine its thinking? . . .

"A careful analysis of all the factors involved in the rapidly growing number of AM radio stations should be made to determine whether they are all properly evaluated. For example, should our engineering standards be altered? Should our processing line rules be modified in such a way that priority would be given to processing applications in areas where the number of services or the number of stations is minimal or should the economic question be met head on in every case? These and many other subjects should be thoroughly explored so that whatever actions are taken will be based on a sound factual background which will give

some degree of certainty to the predictable effects of such actions. I hope that funds will be sought from the next session of Congress to make the study to which I refer.

"I am sure that radio broadcasters generally are worried about the economic future of their business as it affects their ability to comply with our program policy. During recent weeks, I have become increasingly concerned myself."

Few Ford recommendations—whether as FCC staff member, top Justice Dept. official, GOP FCC Chairman, or commissioner—have ever been tossed aside casually, by colleagues, Congress or commonwealth. We suggest you write him for full text of his talk.

**TV NEEDN'T BE 'ASHAMED,' SAYS SALINGER:** Despite blasts by FCC Chmn. Minow & other critics who think TV programming needs bettering, networks & stations have been doing good job and owe no apologies, according to President Kennedy's press secy. Pierre Salinger.

"You don't have to be ashamed of what you have been doing," he told broadcasters in N.Y. Oct. 18, accepting Pulse Inc.'s 1961 "man of the year" award for arranging live coverage of White House news conferences.

Salinger denied "poaching on Newton Minow's territory" in making his own appraisal of programming, but said he wanted to make this observation: "Whatever else it has done, the debate certainly has focused attention on the job the networks & the stations are doing in the field of news, information and public affairs. I think it is highly significant—as well as gratifying—that the quality of the job being done is almost universally praised. You don't have to be ashamed."

**BALABAN UNLOOSES PAY-TV 'TRUE FACTS':** Squall stirred up among Famous Players Canadian stockholders over losses in Telemeter's Etobicoke pay-TV venture (Vol. 1:4 p4) has blown lid off some closely-guarded trade secrets of operation in Toronto suburb.

"True facts" of situation were produced publicly for first time by Pres. Barney Balaban of parent Paramount Pictures in 4-page singlespaced letter to Famous Players Canadian Pres. John J. Fitzgibbons. Dated Oct. 12 & released by Paramount 4 days later, letter said veteran dir. Norman S. Robertson didn't know what he was talking about when he resigned, accusing Paramount of "milking" Canadian operating company.

Etobicoke losses are running $3,500 per week before depreciation—not $11,000, as Robertson reported, Balaban said. Current weekly loss is under $7,500 even if amortization of pay-TV system is added, he maintained.

"It costs money to make these tests and to maintain a proving ground for testing purposes," Balaban wrote, adding that it's only "common sense" to regard losses as "cost of pilot operation which could not possibly show a profit on its present narrow base."

Paramount has taken financial load off Famous Players, agreeing to make arrangement "retroactive" to Jan. 1, Balaban reminded Fitzgibbons in letter. He said he was "shocked" that Robertson "rushed into the press" with blast just before Paramount lawyers completed "remaining details" of deal.

Special pay-TV shows "cost us far more than we could possibly recoup" from 5,000 Etobicoke subscribers now linked to system, Balaban went on. But he said he was encouraged by "very significant" response to extra-added features. Examples: "Show Girl" with Carol Channing drew 35% of subscribers at $1.50 per home. Local pro football games on pay TV have drawn 15% at $2 while other games were on free TV at same time. Movies have been bought by half of subscribers at $1 following "full theatrical release."

Pay-TV "vicissitudes" don't faze Paramount at all, Balaban concluded in his counter-blast at Robertson. "We plan to move ahead in major TV markets of the world."

**ETV HEADS FOR NEW RECORD:** Sixty educational TV stations were on air last week and 3 more are due before Dec. 31, promising to make 1961 biggest year in ETV history with 11 new starters in addition to launching of Midwest Project on Airborne TV Instruction (Vol. 17:21 p8).

At least 24 more prospective ETV outlets were listed for us by Washington office of National Educational TV & Radio Center (NET) as likely starters within next several years—and that cautious tally doesn't include WNTA-TV Newark-N.Y., whose purchase by ETV group has been challenged by N.J. Gov. Robert B. Meyner (Vol. 1:2 p4).

Newest stations on ETV operating roster are KTPS (Ch. 62) Tacoma and WHRO-TV (Ch. 15) Norfolk, which vied with Washington's new WETA-TV (Ch. 26) in race to get ready for opening of new school year, brought 1961 starting total to 8. Expected on air before year ends are WSTU-TV (Ch. 8) Carbondale, Ill.; WXGA (Ch. 8) Waycross, Ga.; WCBB (Ch. 10) Augusta, Me. Previous record: 10 in 1959.

Washington became national ETV showcase following Oct. 16 start of regular in-school programming by WETA-TV for 250,000 pupils in suburban Md. & Va. communities—but not in Capital itself, where school authorities have refused so far to participate. Despite D.C. boycott, WETA-TV hopes that station's impact will help persuade Congress to pass federal-aid-to-ETV legislation (Vol. 17:34 p8). First week's operation was reported generally successful, although some schools weren't ready and others needed antenna & set adjustments to correct faulty reception.

Big problem at WETA-TV is being seen in Washington, where all 4 commercial stations are vhf. Station had no estimate at last week's end as to how many sets in Washington homes had been converted for uhf reception, but demand by householders for adapters was enough to exhaust many dealers' supplies. Conversion wasn't complete even in FCC offices, although Chmn. Minow & Comr. Lee had their home sets ready for WETA-TV.

Cost of installing adapters was stickiest part of problem. One suburban dealer offered do-it-yourself equipment for $19.95. Other TV service shops offered installation estimates of around $24. But these prices seemed to be exceptions. One of first Washington householders to have his set fixed for uhf—David C. Stewart, who has dual job as NET's Washington dir. & secy. of Joint Council on Educational Bcstg.—got bill for $89.59.

**CANADIAN CATV GROWTH:** As in U.S. a few years ago, community antenna systems keep popping up unexpectedly in Canada. Benco TV Associates Ltd., Rexdale, Ont., substantial equipment maker, recently supplied us with list of systems we didn't know about when we compiled directory in our most recent Factbook. Some are fair size, some tiny, some several years old, some new—but all new to us. Here's Benco's list:

Ontario: Red Rock, Madsen-Red Lake, Hearst, Cochenour, Renabie. British Columbia: Beaverdell. Alberta: Hinton, Red Deer. Quebec: Chandler, Grande Riviere, Quebec, Port Cariter, Valleyfield, Notre Dame de Laus, St. Justine, St. Joseph de Mekinac, St. Rene de Goupil, Gaspe.

In U.S., Entron Inc. reports supplying equipment to systems in Ft. Pierce and Vero Beach, Fla.; Emporia, Kan.; Big Spring, Tex.; Idabel, Okla.

## CURRENT CAPSULES

WLBW-TV takes over Miami Ch. 10 from WPST-TV Nov. 20, FCC setting date last week, marking first time operating TV station has ever been taken off air. Though given only nominal 4-months' license, WLBW-TV is expected to keep channel in face of possible competition. One top FCC staff member mused about situation thus: "WLBW-TV is owned by out-of-town interests. Assume that Miami group challenged it; such a group would have advantage in local ownership. However, WLBW-TV would have a 4-month record to point to—and you can damn well bet it will be loaded with public service. This will balance the 'local ownership' angle." WLBW-TV starts with full 316 kw, 500 ft., plans 1,000 ft. Year ago, it sought to buy WPST-TV facilities, was asked $5 million, declined. Spokesman says no negotiations are underway again for equipment purchase. WPST-TV property is said to be valuable real estate.

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Reruns of 2 old "influence" cases featured FCC's hearing schedule last week. Full Commission heard arguments by Boston Herald Traveler's WHDH-TV that it should be reinstated in its Ch. 5, from which it was ordered evicted last year for alleged back door approaches to FCC members. WHDH-TV also said that Ch. 5 applicant Greater Boston should be disqualified because its corporate character was changed by resignation of stockholder Richard Maguire, who joined White House staff (Vol. 17:32 p9). Meanwhile, FCC examiner James Cunningham took another look at award of Jacksonville Ch. 12 to WFGA-TV, whose principals were accused of ex-parte dealings with ex-Comr. Richard A. Mack (Vol. 17:16 p5). In response to rare subpoena issued by FCC to a member of Congress, Rep. Herlong (D-Fla.) testified that even before Mack took office he confided that he was committed to Mitchell Wolfson, whose Wometco Enterprises is minority stockholder in WFGA-TV. Herlong said he found this out when he called Mack in behalf of loser Jacksonville Bcstg. Co.

All letters to FCC were genuine, South Florida Amusement Co. informed Commission last week, submitting affidavits to refute questions raised by FCC Broadcast Bureau in Miami Ch. 6 case (Vol. 1:5 p2). South Florida Pres. Sherwin Grossman, whose application has been favored over 2 competitors, submitted affidavit quoting various Buffalo civic leaders as stating they had authorized and signed letters (or authorized signatures) to FCC members, supporting efforts of Grossman's uhf WBUF-TV to obtain a vhf channel. South Florida urged Broadcast Bureau to withdraw its petition to reopen record.

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Minow is known to be disappointed with uhf activity of ETV forces, is understood to be telling them: (1) They've been lax about promoting uhf. (2) All the vhf channels in nation wouldn't be enough for ETV's needs. (3) They should marshal strength to get all-channel-set legislation through Congress, at same time encouraging purchases of uhf converters and vhf-uhf sets. (4) Not enough ETV program showmanship.

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In action to be made public this week, FCC has unanimously voted for Chmn. Minow's plan to encourage ETV within Commission. A new Research & Education Div. has been created to replace Economic Div. within Broadcast Bureau. H. H. Goldin will head Div., but chief of Education Branch is yet to be selected. Budget of Branch is tiny, $18,000, covering salary of chief, secy., other expenses.

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Worldwide "on-the-minute" news telecasts will come soon via satellites, Senate Commerce Committee Chmn. Magnuson (D-Wash.) predicted in speech to American Rocket Society in N.Y. He called on FCC to get together now with other govt. agencies on over-all, coordinated U.S. allocations plans to submit to 1963 International Telecommunications Union conference.

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Worldwide TV is "pie in the sky" to people who think instantaneous satellite communications will be "panacea" for international cooperation & goodwill, according to FCC's specialist in such matters—Comr. Craven. It won't be that easy, he said in panel discussions at American Rocket Society meeting in N.Y. "Even if otherwise practicable," Craven said, "international TV will fail as a means of achieving understanding & cooperation among nations until diplomatic efforts have succeeded in alleviating the fears & suspicions."

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FCC should reject satellite plan drawn up by its Ad Hoc Carrier Committee (Vol. 1:5 p2), House Judiciary Committee Chmn. Celler (D-N.Y.) said—as expected. Longtime foe of AT&T, Celler protested that it would dominate communications system, no matter how many ways capital investments are cut up under proposals by international carriers. "AT&T's power, potency and usage in the satellite system in relation to the other international carriers would afford it clear dominance," Celler wrote FCC Chmn. Minow. Deadline for comments on Committee's recommendations was extended meanwhile from Oct. 30 to Nov. 13 by Commission, which said General Telephone wanted more time.

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New NAB Code Authority dir. Robert D. Swezey will be no "czar," but he'll keep "nagging" broadcasters until "our house is clean & in order so that we can stand & defend it in good conscience." This was theme of Swezey's speech at NAB fall conference in Salt Lake City—his first appearance as administrator of TV & Radio Codes. He said he sees his role as "industry conscience."

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"More federal controls are inevitable unless there is a greater effort at self-regulation" by broadcasters, NAB's TV Code Review Board Chmn. E. K. Hartenbower (KCMO-TV Kansas City) told a regional meeting of American Women in Radio & TV Oct. 21 in Wichita. He said most TV & radio operators are "decent," but that too many still yield to "commercial expedients" in programming & advertising practices.

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Business & govt. must pull together if U.S. is to beat back Khrushchev's threat of Russian economic supremacy by 1980, NBC Chmn. Robert W. Sarnoff told Chicago Executives' Club. "I do not believe we can afford the luxury of pulling in different directions at home," he said.

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Public hearings for GE & Westinghouse to determine their fitness as broadcasters are demanded by Senate Judiciary Anti-Trust Subcommittee Chmn. Kefauver (D-Tenn.) Citing parent companies' monopoly records and decrying "most distressing" reports that FCC is ready to grant renewals of their station licenses (Vol. 1:2 p8), Kefauver says "Commission will be failing in its public trust" if it goes ahead without hearings.

## Personals

**Theodore H. White**, magazine correspondent and author of *The Making of the President 1960*, joins CBS News as creative planning consultant . . . **John E. McArdle**, Metropolitan Bcstg. Corp. TV sales dir., named to new post of vp-gen. mgr. of its WNEW-TV N.Y. . . . **Glenn Marshall Jr.**, pres. of WJXT Jacksonville, elected vice chmn. of Fla. Educational TV Commission.

**Frank Stanton**, CBS Inc. pres., receives Cultural Leadership Award from Sterling Silversmiths Guild of America . . . **Marvin V. McCormick**, ex-Virginia Metal Products Inc., Orange, Va., named business affairs dir. of NBC o-&-o stations and NBC Spot Sales . . . **Robert Wogan** promoted to NBC Radio network program dir.

**Marion Harper Jr.**, Interpublic Inc. chmn.-pres., elected American Assn. of Advertising Agencies chmn.; **John Crichton**, *Advertising Age* editor, reported selected as 4-A pres. . . . **J. Russel Smith** appointed law & enforcement chief of FCC's Safety & Special Radio Services Bureau, succeeding **Irving Brownstein**, now asst. Bureau chief.

**Walter Cronkite**, CBS News correspondent, wins "distinguished achievement" award from U. of Southern Cal. journalism school . . . **Richard B. Barnhill** promoted to operations mgr., WNBC-TV N.Y., succeeding **Allan B. Connal**, now in operations dept. of NBC-TV . . . **John S. Hansen**, gen. mgr. of KPTV Portland, Ore., named pres. of operating subsidiary Oregon TV Inc.

**Marie Torre** reported quitting as *N.Y. Herald Tribune* TV-radio columnist, to be replaced by **Jack Iams** of *Newsweek* . . . **Paul Arnold**, TV-radio singer, writer, producer and announcer, named TV-radio editor of new Washington-published weekly *World*.

**Robert H. Klaeger** elected pres. & chief exec. officer of Transfilm-Caravel Inc., replacing **William Miesegaes**, who became exec. committee chmn. of N.Y. producer of TV commercials, industrial films and business shows . . . **Jack M. White** promoted by GE to midwest district mgr. of closed-circuit equipment sales . . . **J. Ralph Crutchfield** appointed ARB station sales supervisor; **Jim Rupp**, station services marketing dir.

**Max Paglin**, FCC gen. counsel, analyzed equal-time rules as "A Headache or a Boon" in Boston speech at joint meeting of Bcstg. Executives Club of New England and Mass. Bcstrs. Assn. . . . **Donn Shelton** promoted to promotion mgr. of WITI-TV Milwaukee.

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**Fighting deintermixture**, particularly aiming to preserve WISC-TV's Ch. 3 in Madison, Rep. Thomson (R-Wis.) blasted FCC Comr. Lee in a letter to Chmn. Harris (D-Ark.) of Commerce Committee. Lee had opposed Thomson's H. Res. 450, which would hold up FCC action pending evaluation of N.Y. uhf experiment. Lee said N.Y. tests aren't necessary to judge whether uhf will work adequately in other areas. Thomson argued that N.Y. tests were sought by FCC to compare vhf & uhf generally, not merely for N.Y. In Illinois, meanwhile, state legislature passed resolution urging Congress to enact measures blocking deintermixture.

**Deintermixture grace period** for KERO-TV Bakersfield to operate on its Ch. 10 has been recommended in an initial decision by FCC hearing examiner David I. Kraushaar. He said it should be left alone until the station's present license expires Dec. 1, 1962. Rejecting Broadcast Bureau demand that KERO-TV be shifted promptly to Ch. 23, carrying out Commission's all-uhf plan for Bakersfield, Kraushaar said he hadn't been persuaded that any "objectively definable public benefit" would result from any hurried transition.

**Microwave grant upheld:** KSTF Scottsbluff-Gering, Neb. has lost its appeal from FCC's microwave grant to Collier Electric Co. to carry Denver TV signals to Alliance & Scottsbluff CATV systems. KSTF asked the Court of Appeals to reverse Commission on grounds—among others—that Collier modified its microwave plans and proceeded with construction without permission. Court held, however, that unauthorized changes were unintentional and that FCC properly turned down KSTF's protest.

**Storer earnings slipped** in 3rd quarter this year to $702,584 (28.4¢ per share) from $733,072 (29.6¢) in corresponding 1960 period. For 9 months: $2.7 million ($1.11) vs. $3.6 million ($1.44). Results were announced following disclosure of Storer's deal to buy radio WMGM N.Y. from Loew's Theatres (Vol. 1:5 p5).

**Second International TV Festival** will be held next April 23-May 5 in Montreux, Switzerland. TV symposium, in which 400 specialists from 32 countries participated at this year's exhibition, is scheduled for April 30-May 4.

**FCC should take lesson** in TV programming from what happened when CBS presented interview with former President Eisenhower in prime time (Vol. 1:5 p5), columnist David Lawrence wrote last week. Deploring low audience rating ("about 7%") for "one of the most remarkable TV programs of all times," Lawrence said poor showing in competition with entertainment should teach FCC that public's tastes aren't changed by criticizing networks for too little public service. "FCC will make more progress & the American people will get the TV shows they like if the govt. keeps its hands off programming," he maintained.

**Payola conviction** of Peter C. Tripp, former disc jockey at radio WMGM N.Y., brought $500 fine and 35 separate 6-month jail sentences, which were suspended by 3-judge N.Y. court. Tried under state commercial-bribery law, he was found guilty of taking $36,050 from 8 record manufacturers to promote their music on air from June 1958 to Oct. 1959. "There is no doubt that I'm the scapegoat & the fall guy for the whole country," Tripp told reporters. "Today there are still hundreds involved in payola."

**WINS N.Y. won renewal** of its license by 5-2 FCC vote, Chmn. Minow & Comr. Bartley dissenting because they wanted hearing to explore payola charges against radio station (Vol. 1:5 p5). "There remain substantial questions whether the licensee has been wholly candid and whether, for purposes of its own, it wilfully or recklessly tolerated the taking of payola by several of its key employes," Minow said in statement.

**Million-dollar fire** wrecked studios & equipment of WGBH-TV Boston Oct. 14 but didn't put educational station off air for long. It was back in operation 2 days later in temporary quarters at Catholic diocesan TV center, using tape equipment loaned by Boston's 3 commercial stations.

**More vhf channel-shuffling** in Neb., Wyo., Colo. & Kan. has been proposed by FCC to provide assignments for a Kan. ETV network, add a channel to Scottsbluff-Gering-Terrytown, Neb. and add Ch. 11 to Julesberg, Colo. (For tabulation of extensive shifts proposed, see *TV Addenda* herewith.)

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**COMPONENTS BUSINESS IS UP & IMPROVING:** Sales & profits are perking up in the components industry, and outlook is for a good 4th quarter and a rising business curve into the first quarter of 1962. That's consensus of industry leaders with whom we spoke last week.

Despite current headaches of Japanese imports, fierce competition and price cutting, most components makers see only growth and new markets to conquer ahead. They point to a host of new and relatively untapped growth fields for components. Among them: microwave, citizens band radio, data processing and other equipment for the broad range of business services.

Industry growth has been charted by Centralab Pres. W. S. Parsons. He's just completed a study of 10 components manufacturers, "picked at random," to determine what progress they've made over past decade—and why. He found they aggregated a growth of 172% since 1950. Individually, growths ranged from a high of 155% to a low of 33%—"and the important factor is that each of the 10 companies showed substantial growth over the period," Parsons noted. Despite increasing competition, particularly from overseas, market is expanding significantly.

Japanese imports continue to plague & divide industry. Some components makers still hold to their resolve to have nothing to do with made-in-Japan products. Others are meeting Japanese competition by joining it. A prime example is General Instrument which is now distributing the products of Japan's Toko Radio Coil Labs. Pres. Monte Cohen told us: "It becomes more difficult to make certain products in your own plants and compete with imports at their prices." Still other companies are now looking with less disfavor on possibility of handling Nippon products. Among them: The Muter Co.

"We know that some companies are taking on Japanese lines," Pres. Leslie F. Muter told us, "and quite frankly we're taking a good look at the situation ourselves. We don't want to get into handling Japanese products, but we may have to. If you can't beat 'em you may have to join 'em—and it's almost impossible to compete with them on some items. Some of our customers buy American only. But others are being forced to Japanese components to stay competitive. We can't blame them. We're looking into Japanese products for the same reason."

Here are comments & opinions of other industry leaders we spoke with:

Centralab: Pres. W. S. Parsons told us sales are up, "not violently, but up," and rising. "However, costs haven't come down and there's a big squeeze on profits. For the year, our sales should be ahead of 1960 by at least 10%—but we'll be lucky to reach the 1960 profit level." TV-radio components business, he said, has now picked up to a point "where it pays to go out and talk to people." He noted a considerable unrest in the industry, with movement & shifting of personnel at high levels, attributed it to tightening profits and dissatisfaction with salaries & bonuses. Summing up import situation, Parsons said that manufacturers who distribute components "are like kids playing with a chemistry set in the basement—they run a good chance of blowing up their own homes."

C-B-C Electronics: Gen. mgr. Manuel Doxer said that sales are running about the same as a year ago, but profits are up because of the elimination of several unprofitable lines. "We are not handling any Japanese components," he told us, "but both import & domestic competition are on the increase and may force us into exploring the possibilities of purchasing from Japan. Prices are getting tighter & tighter. As a good example, a decade ago our picture tube brighteners sold for $9.95 each. Today, the price on the same item is down to 38¢."

Erie Resistor: Mktg. vp Allen K. Shenk reported "volume is definitely up so far this year, but over-all prices are lower. I look forward to a good 4th quarter—and the first quarter of next year should be ahead of first-quarter 1961." Shenk told us Erie Resistor "has been approached by many Japanese manufacturers to act as their distributors—but we won't touch them." He said imports of capacitors are up at "an alarming rate," granted that Japanese components are of good quality, noted that many American customers have been burned on delivery & service. "The latest Japanese move," he said, "is to offer kits of parts, on the theory that it won't be as objectionable to American customers to buy kits for assembly as to purchase finished products."

General Instrument: Pres. Monte Cohen noted that 1961 sales are up, profits are down, and outlook for 4th quarter is "very encouraging." He said that import competition is on rise and is a threat to industry. He termed General Instrument's arrangement with Toko Radio as a "protective measure." GI is sole distributor in U.S. & Canada for Toko products, also has right to produce certain Toko components—such as IF coils—in this country. "We buy a certain percentage of Toko products," Cohen told us, "and we manufacture the identical product in our own plant."

International Resistance: Vp-treas. Edward A. Stevens told us that "sales are slightly up and profits are slightly down—principally because of increased R&D expenses." Japanese imports "haven't hurt us so far," he said, "and we still believe that U.S. quality and back-up service will be deciding factors."

P. R. Mallory: Mktg. vp Harold C. Buell told us "sales & profits in the electronics end of our business are running about the same as a year ago. For all of 1961, we expect volume & revenue to approximate 1960 performance." Buell noted that there has been some "softening" in prices, said that TV & radio components are now "pretty much at rock bottom, with not too much profit." Mallory doesn't handle Japanese components. "We plan to continue to make our own components in our own plants," Buell said.

The Muter Co.: Pres. Leslie F. Muter said: "Sales are up substantially, but profits are rough because of the lag in the first 6 months, the price cutting that's going on, and because everybody wants delivery yesterday." He noted that "things look good for the 4th quarter," forecast that Muter's 1961 sales & profits will be better than a year ago. He sized up the import situation this way: "The Japanese hourly wage rate has been figured to about 15¢, including all fringe benefits. They take pride in their work and their components are good, damn good. We don't worry about their big components and 6-week delivery by boat. But, anything they can fly over here is death to us. And the air freight runs only about $1.95 per pound. When you total up the low wage rate, the quality product, and the fast delivery by air freight, you've got a combination that's getting tougher & tougher to compete with. Unless the govt. steps in to protect the American manufacturer, our only salvation may be to join 'em if we can't beat 'em."

Radio Condenser: Operations vp Russell E. Cramer Jr. said "sales to date are about standoff with a year ago, but it looks like a very good final quarter—better than a year ago." He estimated that 1961 profits would compare with the 1960 figure. Cramer noted that import competition is increasing, but calculated that the total extent of the dent is "no more than 6% of total volume." Radio Condenser doesn't handle Japanese components, markets its products with labels reading "Made in America by American Workers." Cramer told us: "Many companies which tried Japanese components are now back in the American fold. They found out quickly that you don't get American-type service, quality and follow through at those prices."

Sprague Electric: Chmn. Robert C. Sprague (EIA import committee chmn.) told us "this will be a peak year for us in both sales & profits." Regarding the import situation, he said Sprague has not been affected too seriously "because the Japanese concentrate on standard, low-price items which aren't our specialty." He added: "This industry is divided into those manufacturers who also do research & development and those manufacturers who are concerned mainly with price and make no such contribution. They're the ones who are really feeling this Japanese competition. We've been a prime target for many Japanese manufacturers to become their distributors, but we've turned them all down. I don't see how you can ride both sides of the fence. I don't see how you can convince customers that you're a quality producer while at the same time you get involved with these low-cost imports."

**NEW BREAKTHROUGH IN KNOWLEDGE OF COLOR:** Building on color-vision discoveries of Polaroid's Dr. Edwin Land (Vol. 15:27 p19), a Sylvania scientist has mapped mathematically the process of human color perception. Implications of this first complete formulation of the behavior of any of the human senses is expected to be widespread in all fields where color is used—including, eventually, color TV.

This advance in theoretical color research was announced last week by Sylvania Pres. Gene K. Beare at dedication of new hq & lab facilities of Sylvania Electronic Systems (GT&E's govt. systems management wing) at Waltham, Mass. Developer of new mathematical color theory is Dr. Huseyin Yilmaz, described by his colleagues as a mathematical genius who spent his boyhood in Turkey as a shepherd.

To arrive at significance of new theory to TV-electronics, we talked with Dr. Yilmaz and other Sylvania research scientists at Waltham last week. At present stage, of course, new theory is a breakthrough in basic research only, but it's understood Sylvania already has govt. contracts to arrive at some practical applications. Here are highlights of the theory and what it may mean:

Dr. Yilmaz' work organizes on a mathematical basis the color discoveries of Dr. Land—which created such an uproar in scientific world 2 years ago—but it goes beyond that. It paves way for duplication of human color perception processes electronically, and may make possible devices with better color perception than human beings. ("It may be possible," said a Sylvania scientist, "to build a machine which will see color in 4, 5 or 6 dimensions, as opposed to 3-dimensional color vision in normal humans and 2-dimensional vision in color-blind people.") By divesting the process of color perception of its mysteries, theory can lead to improvements in all fields where color is used—including paints, phosphors, dies, color TV.

Most sensational aspect of Yilmaz' theory is that it backs up with figures what Dr. Land proved experimentally—"the inescapable fact that by using only 2 colors you can get the entire rainbow." It breaks away from classical theory that color sensation is determined solely by wavelength, and proves that color perception is a relative phenomenon, governed by the frame of reference in which color is viewed. In short, for the first time, a "subjective" phenomenon has been explained mathematically.

What are the TV implications of Yilmaz' theory? If you will recall, in 1959 nearly every TV color lab was hard at work experimenting with Land's 2-color phenomenon—and this includes Bell Labs & BBC as well as set manufacturers. Early last year, an EIA committee headed by RCA's Charles J. Hirsch came up with report on Land's 2-color work as it may apply to TV, stating that at present state of art its rendition of colors wasn't as faithful as 3-color system, although it held promise of simplified receivers and that continuing studies of basic color phenomena "should be encouraged."

Is the picture changed by new mathematical formulation? Dr. Yilmaz thinks it is—but Sylvania scientists point out it would be long, long time before such theories could be applied to new system of color TV. Dr. Yilmaz believes that development of new phosphor combinations will be necessary to bring out true colors in a 2-color TV set, and that under optimum conditions a new, more economical set of color standards would be advantageous.

In lab experiments with 2-color TV, it has been found that scenes with wide varieties of color showed up best, but where there was little or no color contrast—for example, a green field unbroken by any other color—the color washed out (Vol. 15:27 p19). Yilmaz conceded that this condition is inherent in 2-color TV, but said color contrast could be enhanced by use of contrasting "halo" effects around screen.

It's doubtful that there will be 2-color commercial TV receivers in near future. But here are some fields in which Yilmaz theory could have more immediate impact on TV: (1) Non-standard closed-circuit TV systems for military or industrial use could present true color information at lower cost using 2-color system. (2) New & more uniform color phosphors may be made possible by greater knowledge of color phenomena. (3) Techniques arising from the Yilmaz discoveries should vastly improve color TV studio lighting.

You'll be hearing plenty more about the Yilmaz formulation in connection with the Land discoveries. Its major implications for TV are indirect and far in future. Its principal significance is that frontier of man's knowledge has been pushed back another inch—there is new basic knowledge of color perception, which scientists inevitably will apply to development of better devices in all color fields, including TV.

**WESTINGHOUSE'S WITTING VIEWS COLOR:** Only 2 big-name TV manufacturers aren't peddling color sets today—Motorola & Westinghouse. Motorola's position on color is well-known: Having built sample color sets with 90-degree 23-in. rectangular tube, the company says it will produce color sets when tube industry will supply it with such a tube (Vol. 17:27 p19, 31 p16). Westinghouse is also on record—that it won't re-enter color until it's convinced there's big enough market.

It may not be recalled that Westinghouse once had color set with rectangular tube—22-in. It was not the wide-angle compact type which Motorola wants, but it was in production by Westinghouse's picture-tube

operation, using bulbs made for it by Corning. Rectangular color set never reached high-volume production —consumer products vp Chris J. Witting now estimates that 400-500 a month was tops.

We asked Witting whether he felt rectangular picture would be important factor in color sales. He said he saw "no great advantage," and if Westinghouse were to go into color today, "we would buy a round one made by somebody else if it were less costly than making our own."

When will Westinghouse go into color? Answer: "The minute we think the market is right." As one of the early color-TV producers, Witting gave this Westinghouse view of color: "We believe in it. Maybe if we were selling a million TVs a year, we would do a little testing of the color market. But our big goal has been to build a solid position in black-&-white."

How is this project coming along? TV sales are "excellent," said Witting. "Finally it has started to click. We have been amazed at sales this fall." He said 2 of Westinghouse's demonstrable features have been sparking extra sales—the "Instant-on" feature which eliminates warmup, and "Mobile Sound," which permits use of any AM radio as wireless remote speaker. He said Westinghouse's Sept. TV sales were 65% ahead of Sept. 1960, and that 9-month sales are 19% above last year's level. In radio, Sept. was 37% over 1960, with 9-month sales up 21%. Company's phono business (console & portable) was up 36% for the 9 months. In other phases of Westinghouse's consumer electronics operation, Witting gave us these highlights:

Electronic refrigeration—Westinghouse has sold 500 electronic water coolers for homes in the San Diego area, distributed by a bottled-water distributor. They have created no service problems, are priced competitively with standard electric coolers. No other consumer thermo-electric products are imminent from Westinghouse.

Picture tubes—"Our cathode-ray tube business has been extraordinarily profitable in the last 2 years. We have had to turn down business."

Molecular electronics—Witting is sticking to his prediction of last summer that "functional blocks" will begin to appear in consumer goods "substantially before 1965" (Vol. 17:26 p15).

**DOCUMENTING FALL'S BUSINESS UPSWING:** Distributor-to-dealer sales of TV sets caught up with last year's figure in September, according to preliminary industry statistics—9-month sales totaling about 4,041,000, compared with 4,039,000 for same 1960 period. September TV sales to dealers totaled 645,000 sets, up 5% from the 643,000 the year before.

In radio, the increase was more substantial—Sept. distributor sales up 16% over last year, cumulative 9-month sales up 15%. Inventories in both TV & radio still seem to be in excellent shape, and well below the year-ago figures. Here are highlights of Sept. & year-to-date figures compared with 1960 (figures approximate):

| | Sept. 1961 | Sept. 1960 | 9 Months 1961 | 9 Months 1960 |
|---|---|---|---|---|
| TV production | 698,000 | 679,000 | 4,397,000 | 4,373,000 |
| TV factory sales | 712,000 | 701,000 | 4,225,000 | 4,180,000 |
| TV distributor sales | 674,000 | 643,000 | 4,041,000 | 4,039,000 |
| Factory inventory | 418,000 | 519,000 | — | — |
| Distributor inventory | 826,000 | 892,000 | — | — |
| Home radio production | 1,451,000 | 1,156,000 | 8,251,000 | 7,627,000 |
| Radio factory sales | 1,496,000 | 1,281,000 | 7,915,000 | 6,988,000 |
| Radio distributor sales | 1,405,000 | 1,210,000 | 7,428,000 | 6,475,000 |
| Factory inventory | 1,036,000 | 1,113,000 | — | — |
| Distributor inventory | 1,581,000 | 1,757,000 | — | — |

**TV-RADIO PRODUCTION:** EIA statistics for week ending Oct. 13 (41st week of 1961):

| | Oct. 7-13 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 152,841 | 157,656 | 124,587 | 4,707,830 | 4,629,276 |
| Total radio | 441,971 | 451,804 | 433,493 | 12,874,379 | 13,276,219 |
| auto radio | 127,907 | 147,328 | 156,510 | 4,005,288 | 5,105,843 |

## TOPICS & TRENDS

TV industry's "emphasis on price" was scored again by Zenith Sales Corp. Pres. Leonard C. Truesdell at last week's Boston Conference on Distribution. The public, he said, suffers from "complete misconception of the true retail value of a TV set." Retailers & distributors, he added, make inadequate profits. Urging marketers to "close up the national bargain basement," he said: "Let's resolve that we will market our products and our services on the basis of values, performance, features & quality."

Truesdell had some words on trends away from full-line coverage, as discussed in our Oct. 9 issue (Vol. 1:4 p8): "In our industry, the companies that have had the most difficult problems in the past few years have been those who expanded too much to try to reach for the greener pastures in the other fellows' backyard. Perhaps if they had done a better job in the industry they knew, they would have been more successful."

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Latest fair-trade move: GE's sales & distribution dept. has decided to fair trade color TV, along with home laundry equipment & dishwashers, in N.Y.

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Capitalizing on sing-along trend, Admiral has introduced portable stereo phono with microphone to permit listener to sing along with record—through the amplifier. Phono with detachable speakers and microphone lists at $139.95.

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Highlights of EIA's Radio Fall Meeting, Oct. 30-Nov. 1, Hotel Syracuse: Progress report on FCC's N.Y. uhf project by FCC lab chief E. W. Chapin; papers on reliability, with emphasis on development of warranties; papers on transistorized TV sets by Philco engineers, transistorized AM-FM auto radios by RCA engineers, transistorized hi-fi amplifiers by Motorola's Douglas Taylor; "Subjective Aspects of Stereo Reproduction," by RCA Labs' C. J. Hirsch. Dinner speaker will be Brooklyn Polytechnic Institute Pres. Dr. Ernst Weber.

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FM stereo programming has been stepped up to 52 hours weekly by Zenith's WEFM Chicago.

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Industrial Research Institute Medal for 1962 will be awarded to GE vp-research dir. Dr. Guy Suits for his "skill & leadership in promoting the growth of an industrial research laboratory enjoying worldwide recognition. . . ."

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Texas Instruments "hit a big, bad bump recently," Nov. Fortune says in profile piece on "The Men Who Made T.I." and are trying to get it back on road as "glamor" company. Another article in issue explores state of solid-state physics.

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FM stereo adapters are subject to excise taxes on manufacture of TV & radio components, Internal Revenue Service has decided (Rev. Rul. 61-183). No matter what they're called—detector, converter, tuner, or "any other name"—adapters come under excise-tax definitions of chassis assemblies, IRS held.

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It had to come: an acoustical stereo phono. Trans-National Electronics, Montclair, N.J., is importing a Japanese-made non-electric pickup arm and earphones for listening to stereo records on any electric or wind-up record player. The crystal stereo pickup is attached by 2 plastic tubes (one for each channel) to a device which looks like a doctor's stethoscope. Volume and balance are controlled by tube clamps. The $29.95 gadget can be attached to the record player with a suction cup. But is it hi fi?

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August was best 1961 month for factory sales of both stereo & monaural phonos, EIA reported last week. Stereo sales totaled 242,164 units, topping previous leader March's 227,469. Mono sales jumped to 106,157. January had been 1961's best mono month, with 80,366. For year to date, stereo sales increased to 1,549,579 but still trailed 1960's Jan.-Aug. total of 1,925,586 units. Cumulative mono sales were 538,794, vs. 591,674 in 1960's first 8 months.

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Delmonico International's 9-month sales more than doubled to $5,737,225 from $2,626,880 in 1960's first 3 quarters. Third-quarter sales soared 138% to $2,373,000 from $956,079 in July-Sept. 1960.

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OCT 30 1961

WEEKLY **Television Digest**

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**Albert Warren, Editor & Publisher**

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**The authoritative service for executives in all branches of the television arts & industries**

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### *Consumer Electronics*

**COLOR SALES INCREASE**—is this it? Sharp upturn in demand for color sets gives indication that hued TV may be taking off at long last (p. 7).

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**ITT BREAKS INTO U.S. RADIO BUSINESS** with line of 8 transistor models to be handled by electronics parts distributors (p. 7).

**SALES & PROFITS INCREASED** in 3rd quarter. Zenith, RCA and Siegler report gains in volume & earnings in July-September period (p. 8).

**THERMO-ELECTRIC FIELD** heating up. GE will unveil commercially available electronic water cooler with no moving parts at Hotel Show in N.Y. this week (p. 8).

**PATTERNS IN PHONO FACTORY SALES:** EIA figures show phono volume 17% behind 1960 for first 8 months of this year (p. 9).

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**DEINTERMIXTURE VS. ALL-CHANNEL BILL:** Buildup to TV allocations showdown, with Congress the arena, begins to shape up like this:

FCC is likely to drop deintermixture plans if—and only if—it gets all-channel-receiver legislation, forcing manufacture of only combination vhf-uhf sets, which would gradually build potential uhf audience to point that uhf stations might have a chance.

Commission adopted deintermixture proposals by slim 4-3 margin, and with no enormous zeal. Vhf telecasters, mostly through Assn. of Maximum Service Telecasters, are putting tremendous pressure on Congress to stymie or reverse Commission. Knowing Commission's real nation-wide hopes are vested in the receiver legislation, MST has endorsed that proposal, in which it finds little danger to vhf.

Now educators have been enlisted for all-channel bill, through FCC Chmn. Minow's speech to NAEB last week. With FCC and commercial & ETV forces pushing for the bill, set manufacturers face formidable opponents in a Hill fight. However, receiver makers do have an ally in Commerce Secy. Hodges. It's understood he has filed comments with Budget Bureau, arguing that bill would give Govt. control over devices not involved with public safety or health, thus extending hand of Govt. into new, unwise and uncertain areas.

It's an axiom at FCC that 4-3 vote is very poor foundation for any major policy—and there's every possibility that at least one member will switch, killing deintermixture. But this will happen only if Congress comes through with all-channel law. If it doesn't, whole situation will become completely unpredictable.

Minow made candid pitch to educators, asking them to lobby for all-channel bill. "Why," he asked, "should any TV set manufactured in this country leave the factory incapable of receiving ⅞ of the channels available for TV broadcasting in America? . . . How hard has the NAEB worked for these bills? How thor-

oughly have the hundreds of organizations interested in education and TV been canvassed for support? Are you working with the FCC to win public support for this legislation?"

Hard-driving MST continued to pound at deintermixture last week, submitting 2 petitions to FCC: (1) Asking Commission to defer all action until conclusion of Congressional consideration of deintermixture and all-channel set legislation, and until full results of forthcoming Commission N.Y. uhf experiment are known. (2) Requesting FCC to publish all engineering and economic assumptions underlying deintermixture proposals. MST is aching for Commission to make public the staff studies we disclosed (Vol. 17:30 p4), obviously satisfied it can rip them apart.

**FCC'S LEGISLATIVE PROGRAM:** Changes in Communications Act desired by FCC reportedly have been sent to Budget Bureau, which has job of scanning them—usually pro forma—before passing them on to Congress. It's understood that Commission proposals include following, ranked according to priority:

(1) All-channel-set regulation (S-2109 & HR-8031 in last session).

(2) Regulation, but not licensing, of networks (S-2400).

(3) Control of CATV to promote viability of local stations (S-1044 & HR-6849).

(4) "Summary judgment" procedure in hearing cases, to speed decisions by eliminating hearings (S-2108 & HR-7895).

(5) In sales of stations, allow FCC to consider transfers to purchasers other than those selected by seller (HR-1165).

(6) Give FCC power to require painting & lighting of abandoned towers (HR-4114).

(7) When a decision is reversed and sent back to FCC by courts, Commission should have discretion of reopening record for new evidence and new parties. It can do so now only if courts say it should.

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FCC still has under consideration, it's understood, possible legislation to:

(1) Let it prohibit manufacture of devices which radiate excessively. Currently, Commission has power only to set radiation limits—and it finds enforcement to date unsatisfactory.

(2) Take care of space communications problems not now covered by law.

(3) Require parties wishing to intervene in hearings to do so within 15 days after hearing issues appear in Federal Register—instead of up to 10 days before hearings start.

**MEYNER LOSES, ETV WINS WNTA-TV:** To great surprise of nobody—including N.J. Gov. Robert B. Meyner, who mounted massive campaign to stop it—NTA's $6.2-million sale of WNTA-TV (Ch. 13) Newark-N.Y. to educational group (Vol. 17:8 p8 et seq.) has been endorsed by FCC.

Meyner didn't give up fight to keep his state's only home-based vhf, promising to carry battle on into Court of Appeals. But it's unlikely that any further legal maneuvering will bring delay in plans of Educational TV for Metropolitan Area (ETMA) to go on air early next year with N.Y.'s first ETV outlet.

"These people are being duped into paying an exorbitant price for their franchise," Meyner said, alleging WNTA-TV's physical facilities are worth only $400,000. N. J. citizens can raise $1 million to buy & operate station for one year if they get chance, he said. "I'm not highly provincial," Meyner insisted. "But we don't want to be dominated by New York."

"Bare & unsupported" charges against deal were made by Meyner, FCC said Oct. 25 in 6-1 decision (Comr. Cross dissenting & calling for hearing) which approved sale. FCC noted that 200 petitions & letters supporting Meyner's case had poured in, but spurned allegations that: (1) Contributions of $2 million by 3 networks and WOR-TV & WNEW-TV N.Y. to purchase price violated anti-trust law and represented plot to eliminate WNTA-TV as commercial competitor. (2) NTA was guilty of license trafficking. (3) Deal takes Ch. 13 away from Newark in violation of allocations requirements of Communications Act.

"New, specialized educational & cultural format" for N.Y. area viewers outweighs all protests against sale, FCC said. At same time, Commission acknowledged "undesirability" of lack of state-based TV in N.J.,

pointed to dormant uhf there, reminded all commercial stations in adjacent N.Y., Pa. and Del. that "they have a duty" to serve N.J. local needs, too.

Decision provided climax for last week's Washington convention of National Assn. of Educational Bcstrs. (NAEB), which was keynoted by FCC Chmn. Minow. Nothing on 5-day agenda for 550 delegates—largest number ever to attend NAEB sessions—matched news that ETV had finally broken into N.Y. Convention at Marriott Motor Hotel just outside Capital otherwise was NAB conclave in miniature—with equipment exhibits, technical demonstrations, workshop panels (including one featuring FCC's Broadcast Bureau chief Kenneth Cox), luncheon sessions, annual banquet.

Minow reproached educational broadcasters for not being lively enough. "Commercial TV has no monopoly on wastelands," he said, complaining that ETV is too barren of showmanship—"a dirty word" to many educators. Minow also: (1) Said it was time for ETV to stop "going hat in hand, begging for help," and start "aggressive & militant" campaign to raise money. (2) Called for concerted lobbying for federal aid to ETV. (3) Urged faster moves toward live ETV networking, reporting AT&T is developing "tangible suggestions" for hookup.

**MORE DAYTIME DOLLARS FOR CBS OUTLETS:** Drastic sales facelift applied by CBS-TV earlier this year to sagging daytime schedule (Vol. 17:7 pp 3 & 8) has created handsome revenue outlook for affiliates. That's the gist of letter to affiliates by Carl S. Ward, vp & dir. of affiliate relations, concerning CBS-TV's 10 a.m.-noon "Morning Plan" program block, sold since February on basis of rotating minute spots rather than 15-min. segments.

Current outlook is for 100% increase in station payments over what affiliates had been getting under old-style sales plan, Ward said. It works out like this: For station with $1,000 card rate, the now-fully-sold "Morning Plan" shows will produce annual payment of about $31,000 and would still deliver $25,000 at 80%-sold level. At start of 1961, outlook was only for some $16,000 in payments since only 25% of CBS-TV's pre-noon segments were sold.

Ward's formula can be read another way, however. Critics of CBS switch to minute daytime sales (station reps, some affiliates, and NBC-TV) say that what CBS has actually done is boost sales volume at expense of unit price and with sacrifice of maximum potential.

"Morning Plan" block must now be fully sold to produce a station payment ($31,000) which CBS-TV could potentially reach by selling only 50% of its former daytime 15-min. segments ($32,000) for station with $1,000 rate. And if CBS-TV had sold all of its pre-noon segments, annual payment to this station would have been $64,000. This, however, CBS found impossible.

CBS has made sales gains but is at outer limit of revenue potential in its "Morning Plan," barring network rate hike for plan's minute spots. NBC, on the other hand, claims it is grossing "substantially more" than CBS-TV in pre-noon period—and yet is only 66% sold, with room to grow.

What enables NBC to charge more than CBS and ABC for daytime TV is not question of coverage but largely a question of ratings. In the Oct. 1 Nielsen TV Index, NBC scored an average, for 10 a.m.-1 p.m. & 2-5 p.m., of 6.1. CBS drew a 5.7 and ABC a 3.2. Thus NBC has 11% average daytime lead over CBS, a 91% lead over ABC.

Advertiser dollars tend to follow daytime ratings, since most daytime TV buys are made on strict basis of cost efficiency. If ABC's pre-noon ratings were to shoot up suddenly, for example, ad dollars would almost immediately start shifting over from NBC and CBS. Rating gain at CBS, however, wouldn't help much in pre-noon sales since this period is already S.R.O., and CBS's best hope is to raise its pre-noon rates—a move sure to create advertiser squawks. In the best all-around daytime situation: NBC.

FCC meanwhile took exceedingly dim view of CBS "incentive compensation plan" for affiliates, introduced in May (Vol. 17:19 p5 et seq.). Network & affiliates which accepted it were given until Nov. 24 to make rejoinders to Commission arguments that plan amounted to "economic pressure" to prevent airing of NBC & ABC shows this fall, thereby violating rules.

"Inevitable effect of the plan will be to hinder your affiliates from, and penalize your affiliates for, broadcasting the programs of any other network organization," FCC said in stern letter to CBS. Moreover,

Commission said, it will "discourage such limited amount of programming from non-network sources in prime time as is now carried by network affiliates." Six commissioners voted for letter, Ford abstaining.

CBS' immediate answer to FCC criticism came Oct. 27 in form of telegram to Commission & network's affiliates from William B. Lodge, CBS-TV affiliate relations & engineering vp. In it, he defended compensation plan as being "perfectly valid & proper."

Lodge also promised to file supporting statement with FCC, and reassured affiliates that CBS had launched its compensation plan "only after careful consideration." He assured FCC, however, that CBS wanted to play by the rules and that the network would "promptly offer substitute terms of compensation" if forced to do so.

**CATV MICROWAVES QUESTIONED:** FCC is putting pressure on CATV operators who own microwaves feeding their systems and no other customers. It announced last week that it was ordering hearings on license renewals of 10 microwave owners who serve only their own CATVs—questioning their "common carrier" status.

Many microwave licenses remain unquestioned under FCC's "50-50" rule—i.e., serving non-owned customers with at least 50% of channels at least 50% of time. They're getting renewed.

Up to now, FCC hasn't bothered microwave operators who were ready, willing & able to serve other customers—and who showed they actively sought business. Now, apparently, they must actually have such customers.

But Commission isn't threatening to cut them off without alternative. It says they can seek microwaves in new "private" bands in Industrial Radio Services. However, these bands are above 10,000 mc. Equipment for them is still under development, more costly, may require more hops because of propagation limitations.

Most of microwaves set for hearing are in West—and CATV-microwave operators are expected to argue that common carrier frequencies are plentiful there. At any rate, if Commission orders them to new microwave bands it will allow them to amortize present equipment—FCC's customary practice.

**TV-RICH MCA TO DROP TALENT AGENCY:** Our forecast of MCA divorcement of talent agency from its TV film subsidiaries (Vol. 17:36 p3) is rapidly coming true. Last week, MCA Pres. Lew Wasserman announced that on or before Sept. 30, 1962 MCA would get out of often-criticized dual role of TV talent agent (for Dean Martin, Danny Kaye, Jack Benny, et al.) and TV producer ("Wagon Train," "Checkmate," "Calvin & The Colonel," etc.). It's no secret that Justice Dept. has been eyeing MCA.

Move was triggered by Screen Actors Guild, which has refused to renew circa-1952 waivers under which talent agencies could double as TV film producers. This waiver has proved to be better than map of Lost Dutchman Mine for MCA, whose Revue Productions has 16 shows on 3 networks (better than 20% of all telefilm exposure in prime time) this season, and will rack up 1961 gross of more than $50 million.

Outlook now is for MCA to concentrate on TV and other production-distribution areas. This year, MCA will gross about $8.7 million from its talent agency. It's unlikely that it could top $9 million in talent commissions in 1962 (representing a flesh-peddling gross of $90 million). At the same time, MCA will probably gross over $80 million in combined TV revenues from its own telefilms, from distribution of the pre-1948 Paramount backlog in TV, and from film studio rentals and other sources.

MCA is free to expand in variety of areas without its talent agency—and probably will. It can move into production of movies for showing in pay TV or theaters, live TV specials, station ownership, foreign TV holdings, Disneyland-type amusement parks, recording subsidiaries—take your pick. Indicative of interest in MCA is fact that its stock, of which some 475,000 shares are publicly held, was originally offered at $17.50 and last week was being traded at about $70 on the NYSE.

**TELEVISION DIGEST ADDRESS**

Please note that our headquarters address is again Wyatt Bldg., Washington 5, D.C. Same phone as before: Sterling 3-1755.

TV-radio revenues of Providence's Outlet Co. (WJAR-TV & WJAR) rose to $915,315 in 6 months ending July 29 this year from $610,624 in corresponding 1960 period, nearly all of increase being credited to TV. Including department store earnings, Outlet's net income for 1961 period was $304,341 (61¢) vs. $277,878 (56¢).

## CURRENT CAPSULES

Fast construction of new stations on new vhf channels in Syracuse, Rochester and Grand Rapids, pending conclusion of long hearings, is still desired by FCC. Commission has been considering ways & means for "trusteeship operations," weighing among other things suggestions of ABC's Leonard Goldenson. Goldenson had recommended: (1) Competing applicants share ownership equally. (2) Officers & top staff members not be associated with any applicant. (3) Selection of permanent transmitter site & installation. If applicants couldn't agree on site, their consulting engineers and FCC chief engineer agree on one. (4) Studio could be temporary. (5) ABC could lend money to interim operators, to get them started.

Commission hasn't been able to agree yet on what kind of trusteeship to approve. Staff is understood to believe that: (1) Equal financial participation by all applicants is ideal. (2) Officers & top staff members could come from applicants, if FCC makes it clear no applicant gets preference because of his representatives' work. (3) Permanent transmitter site is fine, but it must be selected only by applicants themselves. (4) ABC should not lend money to interim operators because loans might influence affiliation negotiations.

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GE & Westinghouse license renewals are still up in air, though there's little doubt they'll be granted. FCC decided to ask companies for information about changes in lines of authority following price-fixing antitrust convictions. Meanwhile, Commission notified Westinghouse that it couldn't approve its purchase of radio KLAC Los Angeles for $4.2 million now. Contract expires Nov. 1, could be extended by parties' agreement. Situation again points up tremendous power FCC has: It can jeopardize or dissolve major business decisions simply by asking questions and waiting for answers—as happened recently in $10-11 million sales of radio WINS & WMGM N.Y.

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TV station owners aren't "militant" enough in opposing FCC Chmn. Minow's "formula for govt. control & censorship of TV programming," Washington lawyer W. Theodore Pierson asserted in speech to Jefferson City meeting of Mo. Bcstrs. Assn. Carrying on anti-Minow campaign he started at Northwestern U. symposium (Vol. 17:32 p1), Pierson said too many telecasters have been subdued by licensing system—which "is about the best tranquilizer for cases of militancy among licensees that can be imagined." He warned them that if they want to remain "free communicators" they must recognize "irreconcilable expressions" by Minow: (1) "Censorship is anathema to the Chairman." (2) "It is the Commission's duty to see to it that the broadcaster performs his program duty."

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FCC won't reorganize until Booz, Allen & Hamilton completes management study, Chmn. Minow told Federal Communications Bar Assn. at luncheon meeting last week. He praised the lawyers for help in getting protest procedure out of Communications Act last year, criticized them for putting it and other restrictive measures into Act in 1952. He listed benefits of reorganization legislation enacted in last session of Congress: recommendations on decisions by opinion & review staff, commissioners' consultation with chief engineer and general counsel, etc. He assured attorneys that FCC would continue to call for oral argument in most contested cases, even though oral argument can now be eliminated at Commission's discretion.

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Sharp cuts in ASCAP's TV performance fee schedule are proposed in new formula drawn up by all-industry station negotiating committee headed by Hamilton Shea (WSVA-TV Harrisonburg, Va.). Protesting that ASCAP's estimated $18-million income from TV stations in 1960 was too much, committee proposes: (1) Same ASCAP deal with stations as movie exhibitors get for recorded music, with producer instead of telecaster paying for rights directly at source. (2) Special reduced rates for films already in can. (3) Nominal sustaining fees. (4) Lowering of per-program rate to provide alternative to blanket license. ASCAP's existing TV contract expires Dec. 31.

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National TV-radio drive against juvenile delinquency in cooperation with National Governor's Conference has been initiated by NAB Pres. LeRoy Collins, its onetime chairman. In message delivered by NAB industry affairs vp Howard H. Bell to Governors' Conference on Juvenile Delinquency in Denver, Collins proposed "broad-scale informational program" on causes & cures of crime. The Denver delegates recommended that National Conference accept NAB's "generous offer" of TV-radio help. At NAB Washington headquarters, there's considerable pleasure being expressed because TV is being welcomed as an anti-delinquency force—for a change.

U.S. TV does good entertainment job abroad, but Westerns, "I Love Lucy" and private-eyes don't come close to filling American export needs, Asst. Secy. of State Philip Coombs told National Assn. of Educational Bcstrs. at its convention banquet in Washington. He called on NAEB to provide "significant" TV programs—documentaries, etc.—for foreign viewers, particularly in countries just emerging as nations. Coombs acknowledged that financially-starved ETV would need "vast injection" of money for project, but said NAEB should start anyway. Note: For more than year, USIA's TV service has been counter-balancing Westerns abroad with 15-min. "Cowboy Legend" film designed to provide proper perspective by showing how American ranchers really lived.

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"Record payola is still going on—only the price has gone up," reports a top FCC staff member. "There are disc jockeys who tell record suppliers that the ante has been raised because it's illegal. And there are some suppliers who are paying it." Commission is tracking down leads, he said.

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WIBC was granted Indianapolis Ch. 13 finally, as anticipated, FCC telling Crosley's WLWI to vacate channel by Nov. 30, Comrs. Hyde & Cross dissenting, Craven not participating.

## Personals

**Hugh Carleton Greene**, BBC director general, will be honor guest of **Robert W. Sarnoff**, NBC chmn., at Nov. 13 luncheon in Waldorf-Astoria . . . **Jack Petrik** of KETV Omaha heads 1962 NAB engineering conference planning committee.

**Lee B. Wailes** retires Jan. 1 as Storer's exec. vp for planning & finance, will continue as consultant . . . **Harry E. Travis**, ex-station mgr. of WPBN-TV Traverse City, Mich. joins Fetzer TV Inc. (WWTV Cadillac-Traverse City) as public service dir. . . . **Peter Molnar & Paul Levitan** of CBS-TV, W. C. Kennedy of radio KXOX St. Louis (and President Kennedy) receive $1,000 National Recreation Assn. awards for promoting physical fitness.

**Mrs. Lyndon (Ladybird) Johnson** whose LBJ Co. owns KTBC-TV Austin & 29% interest in KWTX-TV & KWTX Waco, receives "humanitarianism" award from Hartford B'nai B'rith chapter . . . **Daniel W. Kops** (radios WAVZ New Haven & WTRY Troy) heads NAB's 1961-62 editorializing committee.

**James R. Croy** establishes consulting engineering firm at 200 W. 7th St., Plainfield N.J. (phone Plainfield 5-1590), with Willis C. Beecher as Washington associate at 1413 K St. NW (phone 393-5621) . . . **Robert A. Jones**, formerly associated with W. F. Kean, opens own firm at 425 S. 7th Ave., LaGrange, Ill. (phone 352-2275).

**William Whitsett** named pres. & gen. mgr. of NAFI Corp.'s KCOP Los Angeles, replacing A. G. Flanagan, who resigned; **John S. Hansen**, gen. mgr. of NAFI's KPTV Portland, Ore., named pres. of licensee Oregon TV Inc. . . . **Warren S. Doremus** promoted to new post of news & public affairs dir. of WHEC-TV & WHEC Rochester, N.Y.

**Vic Ludington** named asst. mgr. of WSPA-TV Spartanburg, S.C.; **Charles Lineberger**, programs & operations dir. . . . **Ray V. Schneider**, from Williamsport, Pa. CATV system, joins TelePrompTer as Eastern regional mgr. of community antenna operations . . . **Louis Stephens**, ex-FCC Rules & Standards Div., joins Washington law firm, Canter, Lyon & Stephens, Premier Bldg., 1725 Eye St. NW (phone Federal 7-1500).

**John Hay Whitney**, *N.Y. Herald Tribune* publisher and Whitney Communications Corp. chmn., convalescing in N.Y. Hospital from pneumonia & cardiac condition. . . . **Paul L. Jacobson**, ex-NBC Telesales, joins Video Tape Unlimited as vp & gen. sales mgr.

Another unusual FCC field hearing was completed recently in Farmington, N.M.—a translator vs. CATV fight before examiner Elizabeth C. Smith. Local non-profit translator organization has 2 units serving town, wants 3 more nearer Albuquerque, to serve more people and improve signal fed to Farmington units. TelePrompTer operates CATV system supplying 4 Albuquerque channels, protested the 3 new translator grants on grounds they would be mere relays, violating FCC rules. Hearings drew up to 300 spectators, most strongly favoring translators.

FCC's WUHF (Ch. 31) N.Y. began operating last week with temporary antenna, low power, testing circular polarization. It's due to go to regular antenna, full one megawatt power early next month. FCC Chief Engineer Edward Allen said that various antenna and transmitter problems are being eliminated. Comr. Lee warned that public shouldn't expect good results until regular operation is achieved. Regular schedule will be 9 a.m.-11 p.m., 7 days weekly.

**Gift of $5,000** from Generoso Pope Foundation will send 3 NAEB delegates to first International Conference of Radio & TV Organizations on School Broadcasting in Rome next year. Foundation is named after the late head of WHOM N.Y., an immigrant from Rome whose son, Fortune, is pres. of Foundation and runs WHOM. Conference is expected to attract representatives of many new-to-TV nations—which place most broadcasting emphasis on education.

**No monitoring of FCC phone calls**, in or out, will be permitted without notification to parties involved, Commission announced last week. It said it never had policy permitting such monitoring but that new directive formalizes prohibition.

New CATV system in Gadsen, Ala. (pop. 70,000) is planned by General Radionics, which operates 2-year-old Kingston, N.Y. system. Headquartered in Stamford, Conn., General Radionics is subsidiary of Sapphire Petroleum Co., Toronto. Walter Hotz is CATV company's pres. Ex-Entron vp Bob McGeehan is operations vp.

New African TV business: Ghana Supply Commission, represented by Crown Agents (4 Millbank, London S. W. 1), invites bids of installation of planned TV system centered in Accra, with 2-way vhf intercommunication links with 3 transmitters.

**CBC celebrates 25th** anniversary this week with special TV & radio shows. Starting in 1936 with 8 radios, Canadian networks now cover 64 TV & 133 radio stations.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**COLOR SALES INCREASE—IS THIS IT?** RCA has been pinching itself last few weeks, wondering if it will really last. Since start of fall programming, color set sales are up sharply—beyond its fondest hopes. Company has already hinted to distributors and to manufacturers for which it makes chassis that it may not be able to meet all orders.

Is color "taking off?" Required push may finally be here—with most major manufacturers now in color market, and with substantial amount of color programming on NBC & local stations. Demand is undoubtedly higher than in former years. (One consumer organization reported that more of its members indicated that they planned to buy color sets than AM radios.)

Even RCA has been a little dubious about color sales figures, held up press release a week to make sure they were for real. At week's end, RCA announced that distributor-to-dealer color set sales since Oct. 1 have been 175% higher than last year's same period, and 50% above Christmas-season records set in 1959 & 1960. Even for year-to-date, RCA color sales are running 40% ahead of last year, with biggest sales volume in $600-700 price range.

Zenith, too, has been gratified by response to its color sets. Chmn. Hugh Robertson told stockholders last week that "production facilities have been expanded in an effort to meet consumer demand." And in an unusual look at Zenith's production schedule, he revealed that company's planning calls for production of 25,000 color sets by year's end.

Is this it? Nobody seems to know. But there's no doubt that color has finally been accepted as regular part of the high end of TV lines.

**PICTURE-ON-WALL BREAKTHROUGH IN SIGHT?** Some time next spring or summer, Navy is expected to release progress report on new type of flat non-vacuum-tube electroluminescent panel which could be adaptable to picture-on-wall TV use.

Device is being developed under Navy contract by Lear Inc., Santa Monica, Cal. All parties concerned are mum on new panel, but we understand that some deliveries have been made. Last public word on it came out more than 2 years ago (Vol. 15:41 p19), when we reported that the panel would be about ⅛-in. thick, and that Lear scientists felt they could achieve better definition & brightness than with picture tubes. They claimed at that time that it would operate on "basically different principle" from other electroluminescent panels then under development.

Even if this new panel does everything Lear & Navy hope it will do, it will be far too expensive for consumer uses at first. It's designed basically as aircraft instrument readout which can be mounted on windshield of plane (since it's transparent). Among other proposed uses: computer & radar readout. However, if device is as good and principle as sound as developers think they are, it's obvious there'll be scurrying to develop lower-cost version which could be applied to TV. Developmental work under Navy contract so far has been so intense that it's understood little or no thought has been given so far to consumer applications.

Of course, it's still long time off, and details are shrouded in security wraps—but you can expect Navy announcement to touch off wave of conjecture whether new TV breakthrough has occurred.

**ITT BREAKS INTO U.S. RADIO BUSINESS:** Worldwide International Telephone & Telegraph Co., scavenging useful products from its affiliates all over the globe, has entered U.S. radio business with line of 8 transistor radios to be handled by electronics parts distributors.

Disclosed last week, move has been part of campaign by alert new (formed Aug. 1960) Distributor Products Div. to add one new product line every 45 days—utilizing to fullest ITT's global facilities for production of consumer goods.

New radios, to be handled by parts jobbers selected among ITT's more than 2,000 electronic & electrical distributor accounts, are made by several of the company's Japanese affiliates. Initial line: 6-transistor,

$17.95 & $29.95; 7-transistor, $39.95; AM-shortwave, $47.95 & $54.95; AM-marine band, $54.95; AM-FM, $89.95; clock radio, $89.95. Battery, earphone & carrying case are included.

Previously added to its consumer line in U.S. by ITT have been hi-fi speakers (German- & Japanese-made), Minifon tape recorders (German-made by non-ITT company), 3 intercom lines (made in U.S., Austria & England).

"We definitely have more plans for other consumer products lines which can be handled by electronic parts distributors," we were told last week by Distributor Products Div. Pres. Frank M. Viles Jr. Like what? "Well, perhaps members of the hi-fi family." How about TV? "I doubt it." Appliances? "Probably not."

"We're aiming at a horizontally diversified base of operation within ITT's framework," said Viles. Entire worldwide system of ITT affiliates is Viles' oyster—and now that it has its import operation set up, it is also looking beyond ITT to handle products made abroad by other companies (as in the case of Minifon tape recorders).

Products will be sold under ITT brand name, with uniform labeling & trademarks. Back of product will bear label: "An ITT worldwide product made in Japan (Germany, U.S., etc.)."

Thus, as foreshadowed in Television Digest 1½ years ago (Vol. 16:25 p14), ITT is gradually re-entering consumer product field—but this time largely through imports aimed at parts distributors. ITT once was heavily in domestic consumer product manufacturing. It sold its Coolerator refrigerator div. in 1954 to McGraw Electric, its Capehart TV-radio-phono brand in 1956 to Benjamin & Robert Gross (Vol. 12:18-20, 24). Capehart was sold again in 1959 to Dynamic Electronics-N.Y. Inc. (now Capehart Corp.).

ITT is in ideal position to import wide variety of consumer products. In Japan, it is understood to own 22% of big Nippon Electric Co. (TV-radio-phono, other electronic & electrical equipment) and 13% of Sumitomi Electric Industries, and has affiliation deals with several others.

ITT's overseas subsidiary International Standard Eelectric has these affiliates in the TV-radio business: Compania Standard Electric, Argentina; Standard Telephone & Cables, Australia; Standard Telephon und Telegraphen, Austria; Bell Telephone Mfg. Co., Belgium; Standard Electrica, Brazil; Compania Standard Electric, Chile; Standard Elektrik Lorenz, Germany; Standard Electrica, Spain; Kolster-Brandes, U.K.

**SALES & PROFITS INCREASED IN 3RD QUARTER:** Apace with improved business and increased operating efficiency, 3 TV-radio manufacturers last week reported sales & profit hikes for 3rd quarter.

Zenith's earnings & sales set records both for 3- and 9-month periods, with 3-quarter earnings 15.7% over last year, single-quarter earnings up 38.7%. Chmn. Hugh Robertson told stockholders that 9-month TV & radio sales both set all-time company records.

RCA's 3rd-quarter sales were 4% ahead of 1960's similar period, net profits 3% higher than last year's relatively poor 3rd quarter. Nine-month sales were 3% over 1960, but profits for the period were down slightly.

Siegler Corp., whose consumer products lines include Olympic & Bogen-Presto, reported best 3-month period in its history in both sales & earnings.

For details on these & other financial reports, see Finance section, p. 10.

**THERMO-ELECTRIC FIELD HEATING UP:** GE is latest entry with immediately available commercial product in burgeoning field of thermo-electrics. Company's Commercial Equipment Dept. will unveil electronic, no-moving-parts water cooler this week at Hotel Show, Nov. 5-8, in N.Y. Coliseum.

Distribution plan for GE appliance will emphasize rental of water cooler to distributors of bottled water, spokesman told us last week. However, GE also will sell device to distributors and also rent & sell direct to consumer. "We're really feeling our way on distribution," we were told, "and we'll know a lot more after we sample reaction at the Hotel Show." Neither a sale price nor a rental rate structure has been set.

GE water cooler is refined version of developmental thermo-electric device announced last spring (Vol. 17:14 p22). Commercial version has been scaled down to 14-in. high, 14-in. sq. from 25-in. high, 20-in. sq. The pare down steps up efficiency & economy considerably, because power consumption is in ratio to size of thermo-electric devices.

GE's Hotpoint Div. also is active in thermo-electrics, obtained a patent (No. 2986009) last month on a thermo-electric refrigerator which features different "tailor-made" temperatures in each of 5 separate food

compartments. However, we were told that Hotpoint has no commercial plans for unit in "foreseeable future," considers it a developmental project.

Operating cost is one of several major roadblocks in path of swift conversion to thermo-electric appliances. It has been estimated that thermo-electric devices, at present stage of development, are 2-4 times more costly to operate than conventional counterparts. Big problems in cutting operating costs are development of necessary dissimilar thermo-electric metals with high efficiency factor, and joining them so that maximum heat transfer is effected. Present materials used, usually of the bismuth family, have an efficiency rating of 3, we were told. Efficiency rating should be nearly triple that figure if thermo-electric device is to be competitively efficient & economical.

Other activity in thermo-electrics: Westinghouse has sold some 500 electronic water coolers for homes in San Diego area, via bottled-water distributor (Vol. 1:6 p9). Norge has installed thermo-electric ice-cube makers in rooms at new Sheraton Hotel in Chicago. We understand, too, that Russians & Japanese are active in field; former reportedly are producing & selling thermo-electric refrigerators.

**PATTERNS IN PHONO FACTORY SALES:** Factory sales of phonographs were 17% behind 1960 for first 8 months of this year, official EIA figures indicate. August sales showed some improvement over this year's running pattern—they were 15% lower than those of Aug. 1960, despite the fact that they were highest of any month in 1961 to date (Vol. 1:6 p10).

It's evident that phono inventories are in good shape—since retail sales have been outdistancing production & factory sales. For first 7 months of 1961 (EIA retail figures were discontinued with July totals), retail decline from 1960 was 11%, as opposed to 17% dip in factory sales (Vol. 1:3 p8).

Ratio of stereo to mono has declined slightly from 1960 to 1961. At the 8-month point last year it was 76.5% stereo to 23.5% mono. For the same 1961 period, it had shifted to 74% stereo, 26% mono. Monthly factory phono sales have been tabulated, along with comparable 1960 figures, in the accompanying table.

PHONO FACTORY SALES

| Month | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Mono | Stereo | Total | Mono | Stereo | Total |
| January ..... | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February .... | 50,710 | 204,638 | 255,348 | 92,648 | 324,666 | 417,315 |
| March ..... | 62,396 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April ..... | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| May ..... | 53,887 | 142,450 | 196,337 | 36,793 | 146,176 | 182,962 |
| June ..... | 61,533 | 197,170 | 258,703 | 69,293 | 198,407 | 267,700 |
| July ..... | 70,681 | 171,331 | 242,012 | 70,992 | 222,559 | 293,551 |
| August ..... | 106,157 | 242,164 | 348,321 | 109,321 | 307,517 | 410,838 |
| TOTAL .... | 538,794 | 1,549,597 | 2,088,373 | 591,674 | 1,925,586 | 2,517,260 |

## TOPICS & TRENDS

More attrition in semiconductor business: Trend to mergers in this hotly competitive industry (Vol. 1:5 p7) was underlined last week with news of 2 more acquisitions. Raytheon, which recently acquired CBS Electronics' semiconductor business, has reached agreement to buy Rheem Semiconductor Corp., Mountain View, Cal., from Rheem Mfg. Co. Rheem Semiconductor employs more than 500 in a 100,000-sq.-ft. plant. Greater operating economy & efficiency presumably is reason for upcoming merger of Pacific Semiconductors Inc. with TRW Components Co. Both are owned by Thompson Ramo Wooldridge.

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Merger of IRE & AIEE—the 2 largest engineering societies in the world—seems likely by Jan. 1, 1963. Directors of both organizations have approved resolution to form committee to explore consolidation, with report due next Feb. 15. IRE now has 91,000 members, AIEE 70,000. Subtracting approximately 6,000 members who belong to both groups, resultant society would have more than 150,000 members.

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Spurt of new FM stereo starters, creating new markets and solidifying old, is expected soon, now that FCC has typed-accepted for stereo 9 models of ITA Electronics transmitters: FM250BS, FM1000BS, FM5000BS, FM7500BS, FM10000BS, FM1000CS, FM5000CS, FM7500CS, FM10000CS, plus exciter SE-1A. Following stations have notified FCC of stereocasting start recently: KSFM Sacramento, Cal.; KSJO San Jose, Cal.; KMUZ Santa Barbara, Cal.; WJBR Wilmington, Del.; WRLB Long Branch, N.J.; WIFI Norristown, Pa.; KFMK Houston, Tex.; WMKE Milwaukee, Wis.

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TV set prices have dropped nearly 25% since 1950, analysis of Labor Dept.'s latest Consumers Price Index (CPI) disclosed. TV set index is down to 91 vs. 123 in 1950 and 100 (corresponding to 1947-49 base) in 1952. Record low was 90.1 in 1958.

**TV-RADIO PRODUCTION:** EIA statistics for week ending Oct. 20 (42nd week of 1961):

| | Oct. 13-20 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 156,060 | 152,841 | 119,634 | 4,863,890 | 4,748,796 |
| Total radio | 448,697 | 441,971 | 407,078 | 13,323,076 | 13,687,035 |
| auto radio | 160,009 | 127,907 | 145,588 | 4,165,297 | 5,251,092 |

## Finance

**Zenith reports record sales & earnings** for 3rd quarter and first 9 months—3-month profits totaling $4,533,479 ($1.50 per share) on sales of $71,085,740, compared with $3,268,287 ($1.10) on $65,688,191 for same 1960 period. For 9-month period, net profits were $9,926,723 ($3.30) on $187,784,403 vs. $8,577,752 ($2.88) on $183,952,012 in first 9 months of 1960. At meeting last week, stockholders approved increase in authorized common stock from 8 million to 12 million shares, to make possible the 3-for-1 split Nov. 20.

**GT&E reports lower profits** on record sales for both 3rd quarter and first 9 months. For 3 months: Net profit, $17,345,000 (24¢ a share) on $306,976,000 vs. $18,041,000 (26¢) on $294,193,000 one year earlier. For 9 months: Net profit, $49,883,000 (70¢) on $891,616,000 vs. $53,221,000 (77¢) on $875,503,000 for same 1960 period. Chairman Donald C. Power blamed losses on consumer resistance during recession, but saw "definite signs" of improvement. "For example," he added, "in our Sylvania subsidiary, the 3rd-quarter earnings will be better than the sum total of its first 2 quarters, and as Sylvania's 4th quarter is historically its best period from an earnings point of view, we believe the trend is definitely favorable."

**Westinghouse sales & profits** declined sharply in 3- & 9-month periods ended Sept. 30. For 3 months: Net earnings, $5,451,000 (14¢ a share) on sales of $467,131,000 vs. $20,226,000 (57¢) on $503,389,000 in 3rd quarter 1960. For 9 months: $25,012,000 (67¢) on $1,387,512,000 vs. $60,680,000 ($1.71) on $1,457,233,000. Pres. Mark W. Cresap Jr. stated that defense orders were increasing and "particularly encouraging was the increase of consumer product sales in September, with prices firming."

**RCA announces 3rd-quarter profits** of $6.2 million (32¢ a share) on sales of $368.3 million vs. $6 million (32¢) on $354 million sales in 1960's 3rd quarter. For 9 months, the company's profit was $23.8 million ($1.29) on a gross of $1.091 billion vs. $24.1 million ($1.46) on $1.061 billion in the comparable 1960 period.

**Siegler Corp. reports record** 3-month sales & earnings. For the period ended Sept. 30, net earnings totaled $1,036,254 (45¢ a share) on sales of $28,089,559 vs. $957,494 (42¢) on $24,283,123 in same 1960 period. Results for both periods include operations of Jack & Heintz Div., which was merged into Siegler in Feb. 1961. Pres. John G. Brooks called outlook for rest of year "promising."

**Howard W. Sams Inc.** reports net profits for 3 months ended Sept. 30 almost double those of last year, on basis of unaudited figures. Net earnings totaled $229,279 on sales of $2,876,739, compared with $117,009 on $2,219,529 in same 1960 period.

**Electronic Associates:** 9 months to Sept. 30—net income, $669,000 (79¢) on sales of $12,277,000 vs. $640,000 (84¢ on fewer shares) on $10,185,000 in same 1960 period.

**Espey Mfg. & Electronics:** Year to Sept. 30—net income, $189,495 (70¢) on sales of $5,139,089 vs. $172,490 (62¢) on $3,696,853 for fiscal 1960.

**International Rectifier:** 3 months ended Sept. 30—net income, $285,080 (12¢) on sales of $3,529,631 vs. $280,667 (12¢) on $3,337,496 one year earlier.

**Oak Mfg. Co.:** 9 months to Sept. 30—net income, $305,877 (46¢) on sales of $16,617,689 vs. $432,913 (66¢) on $13,487,660 in same 1960 period.

**Indiana General Corp.:** 3 months to Sept. 30—net income, $1,120,250 (97¢) on sales of $15,799,749 vs. $1,004,076 (87¢) on $14,616,244 a year ago.

**Thompson Ramo Wooldridge:** 3 months to Sept. 30—net income, $1,723,019 (50¢) on $100,454,635 vs. $1,824,284 (55¢) on $94,817,558 a year earlier. 9 months to Sept. 30—$3,794,356 ($1.10) on $301,334,313 vs. $6,858,145 ($2.10) on $313,962,717.

## Trade Personals

**E. Bruce McEvoy**, ex-Midwestern regional sales mgr., named distributor sales mgr., Sylvania Electronic Tubes, succeeding **Harold H. Ranier**, who retires Jan. 1 . . . **John C. O'Donnell** appointed national accounts mgr., Motorola Consumer Products Inc.; he's former manufacturers' rep . . . **Ralph A. Howard Jr.**, ex-Babcock & Wilcox, named EIA staff military economist; **C. J. Harrison**, Rixon Electronics, reappointed EIA Small Business Committee chairman.

### *Obituary*

**Sigurd Varian**, 60, co-founder of Varian Associates and co-inventor of the Klystron tube, lost his life last week in a plane crash in Tadalajara, Mexico. A former pilot, Varian had been flying in Mexico with a companion. With his brother, Russell, Varian developed the Klystron and founded tube-maker Varian Associates. He is survived by his wife, a son & a daughter.

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**Transistor** sales increased in August, according to EIA figures, the cumulative total for the year reaching $117.1 million. Degree of price reduction in transistors is evident in comparison of last year's cumulative unit & dollar totals with this year's. The EIA figures:

| | 1961 | | 1960 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| March | 15,129,273 | 29,815,291 | 12,021,506 | 28,700,129 |
| April | 15,072,064 | 27,388,278 | 9,891,236 | 23,198,576 |
| May | 15,128,181 | 25,113,042 | 9,046,237 | 24,714,580 |
| June | 17,899,005 | 26,148,746 | 10,392,412 | 27,341,733 |
| July | 11,227,388 | 17,506,011 | 7,070,884 | 18,083,802 |
| August | 17,193,860 | 25,165,627 | 9,732,993 | 22,739,969 |
| TOTAL | 117,104,130 | $199,781,787 | 77,289,560 | $193,756,732 |

**Picture tube** sales recovered in August from the 7-year low of July (Vol. 1:3 p8), hitting 2nd-best pace of year. For first 8 months of year, picture-tube sales continued to lag 1960. Receiving-tube sales made sharp recovery in August, which was by far year's best month, both in units & dollar volume. EIA factory sales figures for picture & receiving tubes:

| | Picture Tubes | | Receiving Tubes | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 707,833 | $14,430,602 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| March | 936,098 | 18,725,011 | 36,635,000 | 30,719,000 |
| April | 722,110 | 14,293,375 | 28,687,000 | 24,392,000 |
| May | 673,315 | 13,238,774 | 29,823,000 | 25,308,000 |
| June | 806,852 | 15,887,776 | 31,463,000 | 25,989,000 |
| July | 457,181 | 9,364,364 | 27,566,000 | 20,979,000 |
| August | 870,578 | 17,239,228 | 36,907,000 | 31,347,000 |
| Jan.Aug. 1961 | 5,902,956 | $117,575,111 | 243,227,000 | $202,826,000 |
| Jan.-Aug. 1960 | 6,064,745 | 121,340,802 | 267,847,000 | 226,909,000 |

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS


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**ALLOCATIONS DEADLINE EXTENDED** in over-all proceeding, denied in deintermixture & drop-in cases. FCC's WUHF N.Y. first measurements analyzed (p. 2).

**USIA'S TV WEAPON HITS TARGETS** in 50 countries—including viewers behind Iron Curtain—despite tiny budget & staff. Communists betray their pain (p. 3).

**TV CODE HOLDS FAST** to ban on feminine-hygiene commercials, postpones Code streamlining, asks NAB staff to "study" new 4-minute prime-time rule (p. 3).

**FCC DEMANDS GE & WESTINGHOUSE DATA** on chain of command in broadcasting. Letters cite monopoly cases, question top officers' responsibility (p. 3).

**LEE PLAN FOR VHFs** in deintermixed markets under consideration by EIA mobile equipment makers, some favorably inclined (p. 3).

### *Consumer Electronics*

**EXCISE TAXES** paid by manufacturers in 1960 provide rough yardstick of their sales of consumer products (p. 6).

**TEMPERED APPRAISAL** of "color boom": Our survey of leading manufacturers in color market finds sets moving much better than last year, but there's no evidence of a "sales breakthrough" (p. 6).

**EIA's QUIET WORK ON INDUSTRY STANDARDS:** Of extreme importance to industry is continuing work on consumer electronics standards being carried out by EIA engineering committees (p. 8).

**PHILCO SUPERMARKETING TVs** via "Instant Dividend" merchandising program that grants food buyers discounts with monthly supermarket bills (p. 9).

**NEW LOOK AT STEREO:** Veteran industry engineer Charles J. Hirsch tells EIA Radio Fall Meeting of series of tests which could well change industry's method of designing & evaluating stereo systems (p. 9).

**PHILCO IN RED** in 3rd quarter. Proxy statement discloses approximate loss of $1.2 million, notes that first-half deficit totaled $4.6 million instead of $4.4 million as originally reported (p. 11).


**FCC & FTC JOIN FORCES ON DECEPTIVE PRACTICES:** "Advertising Alert." That's new phrase upcoming for broadcasters' lexicon. It's name of report by Federal Trade Commission, to be sent by FCC to all TV & radio stations—fruit of FCC-FTC liaison.

It's understood that FCC will announce new plan this week. "Advertising Alert" will report to stations all complaints & orders announced by FTC regarding misleading & deceptive advertising. In addition, "Alert" will discuss major new problems it uncovers—such as misleading food freezer plans.

FCC will remind licensees that they must show "reasonable diligence" to screen commercials; that they can't delegate responsibility. If FTC has issued only a complaint, FCC will say it expects broadcasters to take particular care in examining alleged offensive material. If an actual final FTC order has been issued, branding specific commercials as misleading or deceptive, FCC will raise "serious question" if station carries commercials nevertheless.

FCC will also ask broadcasters to notify FTC of suspect commercials. All FTC complaints & orders will be carried in "Alert," whether or not advertiser in question is using broadcast media at the time. Report will be monthly at first.

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Testimonial advertising in all media ("Most doctors recommend—," "Three out of 4 baseball players use —") meanwhile became target of special FTC campaign to stop deceptions. "Letters of inquiry" asking for proof are being sent to advertisers claiming such endorsements. If proof isn't offered—and if advertisers don't agree to drop unsupported testimonials—"tougher methods" will be used to force cleanups, FTC said. In companion move, SEC went step further. It banned all testimonial advertising by investment advisors, effective Jan. 1.

**ALLOCATIONS DEADLINE EXTENDED; WUHF PROGRESS:** Breather in FCC's allocations proceeding was granted by Commission last week when it extended deadline for comments on over-all policy proposals for 60 days beyond Dec. 4. However, it turned down requests for extension of deadlines for comments in 8 specific deintermixture and 8 short-spaced vhf drop-ins proceedings.

Commission didn't announce reasons for foregoing yes-&-no decisions, but FCC sources gave us these explanations: (1) Over-all policy proposals are much more complex, need more time. (2) Deintermixture & drop-in decisions can be made without disturbing over-all proceeding. (3) FCC will be called to testify before Congress on allocations. It's free to testify about over-all policy before finally deciding it, but it has put itself under wraps regarding discussing specific markets before final decisions on them. It would like to have final actions on the markets, to give Congress benefit of its decisions.

Some industry attorneys say they fail to find logic in this, arguing that final actions will stymie Congress. FCC topkicks disagree, insist that Congress will always be free to countermand any FCC decision by law.

FCC's WUHF (Ch. 31) N.Y. provided engineers with a few measurements before transformer burned out and put it off air for week. Arnold Skrivseth, Commission's project chief, said that recordings are too few to be indicative of anything. However, he said: "There's nothing discouraging in them."

But uhf enthusiasts at Commission say results to date "are very promising." They say good signals have been picked up as far as 65 miles, with "good coverage" close in.

Temporary directional antenna is aimed roughly to northeast, straight up Manhattan from Empire State Bldg. Slightly over one megawatt ERP is radiated, with about 1½-degree electrical tilt. Nighttime use of regular antenna is expected to start this week. Radiation will average about 600-800 kw, with 8 db minimum-to-maximum variation around the compass. Jerrold Electronics is measuring in homes, FCC engineers in mobile unit. Skrivseth expects to spend next 2 weeks with unit. AMST also has engineers on job. Transmissions resumed Nov. 3. Though Commission had once planned to "multicast"—use 2 transmitters or more—it has shelved plans, temporarily at least.

**USIA'S TV WEAPON HITS TARGETS:** USIA's TV Service, 3-year-old (and little-publicized) stepchild of radio Voice of America, which is known & heard around world, is going places—including Communist countries—on its own.

"We started from the bottom," TV Service Dir. Romney Wheeler reminded us last week. When he moved from NBC Great Britain Ltd. to take on newly-created USIA job Nov. 2, 1958 (Vol. 14:40 p10), TV was little more than experimental weapon in U.S. anti-Communist arsenal. Now it's aimed steadily at viewers in 50 countries.

USIA's TV budget & staff still are peanuts as such items are measured in Washington bureaucracy. Wheeler's office is tiny suite on top floor of the agency's hq building, started in 1958 with $600,000 & 26 employes, is assigned only $2 million & 92 this fiscal year (compared with $17 million & 900 for VOA). But impact of USIA-produced documentaries on viewers abroad already is such that Communists betray pain.

Armed guards have had to be posted as precaution against Communist demonstrators at TV stations in Latin America, where 10 million viewers in 36 cities of 18 countries regularly see USIA's weekly Panorama Panamericano and such specials as "Castro, Communism and Cuba." USIA documentary on Polaris missile, shown on West German TV and caught surreptitiously by viewers across border, was so effective that East German Communists took kines from screens for counter-propaganda offensive on their own TV.

Iron Curtain penetration by USIA's TV has become serious problem for Communist regimes. Wheeler estimates that ⅔ of 1,267,000 East German sets can receive West German signals. Half of 143,000 sets in Hungary can pick up USIA shows from Austria (where 50% of TV fan mail comes from Hungarian viewers). Half of 1,000,000 sets in Czechoslovakia also are within USIA range. And Russia itself is vulnerable to USIA programming from Helsinki.

"We've never lost a station once we got it," Wheeler told us. USIA tapes & kines are offered to TV abroad without charge. But unlike VOA, which operates its own powerful transmitters, TV Service must get air time on its own programming merits. And some of USIA shows—particularly Panorama Panamericano news roundups—have turned out so popular that they've been sponsored locally. USIA doesn't compete with U.S. commercial shows sold in expanding operation of networks & syndicators. "We just round out what commercials suppliers are doing very well," Wheeler said.

"Freedom from Fear" is newest ammunition in USIA's TV arsenal. Taped last week in hq studios, it tells visual story of Russian duplicity in atomic-bomb tests—complementing VOA's massive radio "Sunday punch" expose around world Nov. 5. Also new in arsenal is bi-weekly U.S. science-news series produced for USIA by Movietone. Both are counted on by Wheeler to produce fresh proof that no communications medium serves U.S. more strikingly abroad than TV. One expected by-product: Case for bigger TV Service budget.

**TV CODE BOARD HOLDING FAST:** There'll be no relaxation of NAB TV Code rules against commercials for feminine hygiene products, Code Review Board said firmly last week is response to complaints from some subscribing stations that they're missing rich revenues from this advertising source.

Board voted reaffirmation of its position against such commercials at first meeting with new Code Authority Dir. Robert D. Swezey in one-day Washington session which also brought: (1) Postponement of proposals for stem-to-stern revision of Code provisions to make them clearer. (2) Move to clarify new amendment limiting commercial time to 4 minutes in each 30-minute prime-time program period, effective Oct. 29 (Vol. 17:25 p4).

Action on streamlined Code was deferred to give Swezey chance to go over suggestions by rewrite subcommittee headed by Joseph Herold (KBTV Denver), which has been working on language for more than year. Finished draft probably will be ready for NAB TV Board endorsement at its next scheduled meeting in February.

New 4-minute rule was left untouched by Review Board, but Swezey & his hq staff were asked to "study" language to see if it needs tightening to make clear whether it applies to 30 minutes of prime program time as well as to half-hour participation shows. Questions on point had been raised by independent stations. "Some of them say they have trouble living with the rule," Swezey told us.

**FCC DEMANDS GE & WESTINGHOUSE DATA:** FCC put this stiff question last week to GE & Westinghouse in their station license renewal cases, now held up because of anti-trust cases (Vol. 1:7 p5): If top officials "were unaware of the flagrant & long-continuing price-fixing violations," as they claimed, how can Commission be assured they'll know anything about broadcast operations?

Nearly-identical letters demanded information "as soon as possible" on these GE & Westinghouse chain-of-command points: (1) What broadcasting policies, "if any," are fixed by companies' officers and/or directors. (2) What procedures are used in carrying out such policies. (3) What procedures are used to see that broadcasting subordinates stay in line with directives. (4) "Full showing" of how policies are implemented. (5) What changes in corporate structure, "if any," are contemplated.

Two companies also were invited by FCC to submit—"in most detailed form"—anything which might constitute "countervailing circumstances" which would take monopoly stigma of GE & Westinghouse off their renewal applications. There's every expectation that Commission will grant renewals, but letters pointed out companies bear "heavy burden of proof" that they'll behave properly as licensees.

Forgive-&-forget plea to govt. was made coincidentally by Westinghouse Pres. Mark W. Cresap in Washington speech at dinner meeting of George Washington U. & Harvard Business School Club. He called for end of "political harassment" of business by govt., saying it "only again rakes over the past." In face of Communist aggression, Cresap said, govt. & industry must accept necessity of working in tandem for survival of freedom.

## CURRENT CAPSULES

Comr. Lee's idea of giving deintermixed vhf channels (Ch. 2 to 8 only) to mobile radio services (Vol. 1:3 p1) is being considered by EIA's mobile equipment manufacturers. Substantial number are said to favor concept, some believing all TV should go to uhf. If they go along with Lee, EIA's consumer products members will have to decide where they stand. Most major manufacturers cover both fields. Lee, meanwhile, is scheduled to amplify on concept in talk before National Assn. of Manufacturers' Committee on Manufacturers' Radio Use Nov. 10, at NAM's N.Y. office.

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Grand finale in FCC's network-program hearing comes in Washington starting Jan. 9, when network chieftains will testify before full Commission. It's expected to take week or more. Previous sessions were before Chief Examiner James Cunningham. Whole inquiry started in May 1959.

FCC Chmn. Minow's views on newspaper ownership of stations were amplified recently in letter to Midwest publisher who bought only radio station in his town. FCC had approved sale, Minow dissenting, and publisher wrote Minow: "With your dissent I have no quarrel whatsoever. In terms of ideals I even agree with your point of view." But, he went on, he'd like to have "your frank answer to the question of how the adverse consequences resulting from the common ownership of city's only newspaper and radio station might be minimized."

Minow responded: "Your own expressed concern about this does much to relieve my apprehensions about the situation [in your city]. I could not, if I tried, tell you all the things I hope you would do to assure this freedom of expression. If the inclination is there, it is more powerful assurance than Government regulation can ever bring about."

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Harry Truman showed his political savvy again last week. After speech at National Press Club in Washington, he was asked what he thinks of FCC Chmn. Minow's moves regarding TV. His response: "What are they? I don't know what they are." Previously, however, he had told friends he's sympathetic with Minow's concepts. But, he added, he didn't want to make point of it publicly—for fear it would make Minow a political football. Truman also told audience that he doesn't believe TV & radio can beat whistle-stopping for political results and that TV debates aren't as effective as "meetings like this."

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Broadcasters should beware of "pornographic titillation" put into TV shows by entertainment "phonies" who bill their products as "mature programming," NAB Code Authority Dir. Robert D. Swezey warned in speech prepared for Nov. 6 meeting of N.C. Assn. of Bcstrs. at Southern Pines. He also said stations should be on guard against sexy "box-office smasheroos" which will be offered to TV by movie producers following theater runs.

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Secondary-boycott ban refused: NLRB has ruled that "handbilling" of sponsors by IBEW Local 662 in 1960 strike against Middle South Bcstg. Co.'s radio WOGA Chattanooga didn't violate secondary-boycott prohibitions in Landrum-Griffin Act. NAB, which filed friend-of-court brief in station's case against union, fears decision sets precedent negating broadcasters' protection from strike pressures against advertisers' products. Ruling may be protested in Court of Appeals.

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Monumental scramble for new vhf channels is in works for Rochester, Syracuse and Grand Rapids, what with 13 applications filed last week. Rochester now has 11 competing for Ch. 13, including last week's Federal Bcstg. System, Citizens TV Corp., Main Bcstg., Heritage Radio & TV Bcstg., Ivy Bcstg. Syracuse has 10, latest being George P. Hollingbery, Salt City Bcstg. Grand Rapids has 6, including last week's Major TV, MKO Bcstg., West Mich. Telecasters, Peninsular Bcstg. (For details of foregoing, see TV Addenda BB herewith).

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FCC's reasons for taking Ch. 13 from WLWI Indianapolis and giving it to WIBC (Vol. 1:7 p6) were spelled out in text of decision released last week. It was on "concentration of control" issue, as expected, Commission concluding that Crosley's ownership of WLWT & WLW Cincinnati, WLWD Dayton and WLWC Columbus—plus WLWI—would be less desirable than WIBC's ownership of TV, radio and newspapers in Indianapolis. In original 1957 decision, Commission ruled the opposite. By a strange fluke, Court of Appeals sent case back to FCC because Comr. Craven had voted without hearing oral argument. Now new membership of Commission brings a different decision. Other than in "influence" cases, it's first time FCC has taken channel away from TV operator.

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Spanish-language uhf station, Ch. 34, has been granted in Los Angeles to Spanish International Bcstg. Co. It's first uhf in city since educational KTHE (Ch. 28) quit Sept. 10, 1954. Comr. Ford dissented, arguing that there won't be enough uhfs around to take care of ETV and that it's waste to use uhf for such specialized purposes.

Pilot TV classes for businessmen have been started by Washington area trade groups, using closed-circuit facilities of Hagerstown (Md.) school system. Initial group of 256 executives got lessons in "Human Relations & Personal Improvement." Project is endorsed by Small Business Administration.

**TelePrompTer's CATV string** has reached 13 with purchase of 2 Mont. systems—Highline Community Antenna Service, Cutbank, and TV Microwave & Cable Co., Shelby—together with Intermountain Microwave Co., which serves both. Total price: $500,000. TelePrompTer also reported CATV service at Henry J. Kaiser's Hawaii Kai project near Honolulu has started and that company expects to take over construction of new Great Falls, Mont. system.

**ARB has realigned sales areas** for station research services complementing its local market reports. Al Petgen is Eastern regional mgr.; C. A. Kellner, Midwestern regional mgr.

## Personals

**Howard K. Smith**, chief CBS News Washington correspondent & bureau mgr. there, resigns in much-publicized policy dispute with network over personal editorializing on air; **David Schoenbrun**, from Paris bureau, reported likely replacement . . . **John Veckly**, U. S. Steel, elected Assn. of National Advertisers chmn.; **Max Banzhaf**, Armstrong Cork, succeeds him as vice chmn.

**Dr. Carroll V. Newson**, who resigns Jan 1 as pres. of N.Y.U., has been elected to the boards of RCA & NBC, filling the vacancy resulting from the death of **Walter Bedell Smith**; **Mrs. Everett Needham Case**, a member of the RCA board, also was elected to the NBC board.

**Grant A. Tinker**, from Benton & Bowles, joins NBC-TV as general program executive . . . **William B. Monroe Jr.** promoted to NBC News dir. in Washington; **William T. Corrigan** replaces him as mgr. . . . **George Heinemann**, NBC public-affairs mgr., keynotes annual journalism conference at Ohio State U.

**Robert W. Sarnoff**, NBC chmn., cited as "one of the great communications men of the world" in receiving honorary D. Sc. degree from Ia. Wesleyan College, Mount Pleasant.

**Russell Jones**, from CBS News, joins NBC News as Vienna-based roving European correspondent . . . **Arthur A. Watson** promoted from business mgr. to station mgr. of NBC's WRCV-TV Philadelphia.

**William J. Schmitt** appointed to new post of gen. mgr., NBC Enterprises . . . **Virgil B. Wolfe**, ex-KYW-TV Cleveland, named gen. mgr. of WRDW-TV Augusta, Ga.

**Martin Malarkey**, pioneer CATV operator, forms CATV management consulting firm, Malarkey & Associates, 3045 P St. NW, Washington (Columbia 5-6560) . . . **H. H. Goldin**, chief of FCC's Research & Education Div., now interviewing applicants for chief of new Education Branch; job pays $12,000.

**Richard M. Allerton** retires after 10 years as NAB research mgr., plans to become media & market consultant.

**Neal Spelce** named science editor of KTBC-TV & KTBC Austin . . . **Franklin G. Sisson** promoted to station mgr. of WWJ-TV Detroit.

**Kenneth Cox**, FCC's Broadcast Bureau chief, addresses Ore. Assn. of Bcstrs. fall meeting in Portland Nov. 17 . . . Sol Schildhause promoted to asst. chief, FCC Rules & Standards Div.

**Sam A. Jaffe**, ex-CBS News, opens ABC News Moscow bureau Nov. 22; **John J. Casserly**, from Hearst Headline Service in Rome, joins ABC News as full-time correspondent there.

**O. W. Myers**, gen. mgr. of WHTN-TV Huntington-Charleston, W. Va., promoted to Reeves Bcstg. & Development Corp. broadcast div. vp and named asst. secy. of parent company . . . **Charles R. Sanders** promoted to mgr. of radio WSPA Spartanburg, S.C., succeeding **Ross Holmes**, who moved to WLOS-TV Asheville, N.C.

**Albert B. Sturges**, ex-KGO-TV San Francisco, joins new KATU Portland, Ore. as program mgr. . . . **James E. Necessary** promoted to local sales mgr. of KTVI St. Louis . . . **Terrence S. Ford**, from radio WHK Cleveland, joins WJW-TV there as asst. promotion dir.

**Robert M. Akin**, from Dittmar & Co. Inc., San Antonio investment firm, joins Storer as finance dir.; **Bill Michaels** named TV vp, **Terry H. Lee** vp for business planning & development.

**Philip D. Taylor**, from N.Y. Telephone Co., named AT&T's Washington public relations dir. . . . **Elie Abel**, from *Detroit News* Washington bureau, joins NBC News.

**National Educational TV & Radio Center**, Washington office, moves to 1619 Massachussets Ave. NW. Nov. 10.

### *Obituary*

**Dr. Franklin Dunham**, 69, chief of TV-radio services in U.S. Office of Education since 1945 and 1930-40 NBC educational dir., died of heart attack Oct. 27 in his office. He was author of several books & monographs, including *Utilization of Radio in the Classroom*. Surviving are his widow, 2 sons, a daughter, a sister.

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**JFK boosts ETV:** Continuing support of educational broadcasting—on radio as well as TV—was pledged by President Kennedy in message at dedication of American U.'s new WAMU Washington. Broadcast ceremonies were part of trial run of new FM Educational Radio Network linking WAMU with Lowell Institute's WGBH-FM Boston, Albany Medical College's WAMC, Amherst College's WFCR, Riverside Church's WRVR N.Y., community-supported WHYY Philadelphia. ERN hopes to set up regular schedules, extend operations in U.S., tie in with CBC.

**NBC-TV invasion** of its home territory in violation of National Football League rules is alleged in injunction suit against network by St. Louis Cardinals in U.S. District Court, Chicago. Court is asked to stop televising of Baltimore Colts & Pittsburgh Steelers games into St. Louis area on days when Cardinals play at home.

**TV's "new magic" for children** is pointed up by TIO promotional ads in Nov. *Reporter*, *Saturday Review*, *New Yorker*, *Harper's* and *Harvard Business Review*. Ads list "special interest" network programs which give children "lively exposure to ideas."

**Much-postponed probe** of TV-radio advertising practices by House Small Business Subcommittee headed by Rep. Alford (D-Ark.) has been put off again. Hearings scheduled for Nov. 6-7 (Vol. 1:4 p6) are now set for Dec. 6-7.

**New CATV equipment price policy** has been adopted by Intercontinental Electronics, Westbury, L.I., N.Y. Announcing that company will sell at distributor prices, Edward Shafer, TV distribution equipment mgr., said: "Unlike other manufacturers in the CATV industry, we will not sell at special 'community TV' prices which in some cases are as much as one-third higher than distributor prices."

**AM stereo standards** are still sought by Kahn Research Labs, which asked FCC to reconsider its decision not to start rule-making, stating that Commission's action "short sighted, illegal and against the public interest, because persons who do not have FM radio, but only AM, are entitled to consideration." Similar petition was filed by radio KVOO Tulsa.

**Another short-termer:** FCC has limited radio WEBY Leland, Miss. to one-year license renewal, citing excess commercials and failure to carry out programming promises. Comrs. Hyde & Craven dissented.

**New 20-watt uhf translator**—UST-20—has been introduced by Adler Electronics. Company claims automatic repeater provides good reception over wider areas than earlier 10-watt models.

**KTVE El Dorado, Ark.** appoints Venard, Rintoul & McConnell as rep.

**CATV** is featured in long article in business section of Oct. 22 *N.Y. Times*—size, potential, leading operators, etc.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**EXCISE TAXES—WHO PAYS HOW MUCH?** Manufacturers' federal excise tax payments provide rough yardstick of their sales of consumer products. On most consumer electronic items, excise tax is 10% of factory price.

We've rated some of the large TV-radio-phono manufacturers on basis of their excise tax payments in calendar 1960, as taken from their own financial reports to SEC. Some companies don't list excise tax payments —because they bill their customers (distributors) for the taxes. But for the ones which do, figures give some idea as to companies' volume of consumer products sales.

There are several pitfalls in applying yardstick too strictly. Here are the boundaries & variables: Excise taxes apply to most consumer products (TV, radios, phonos, appliances, records, etc.) and are generally 10%, although for some products they are 8%. Tax applies to "first sale"—manufacturer's sale. If manufacturer sells to its own "Sales Company," tax is on price the sales company pays to manufacturer. If manufacturer sells to distributor, or direct to dealer, it's on that price. Excise taxes also apply to most replacement parts, but not to parts & components sold to original equipment manufacturers.

With these parameters in mind, and using simple expedient of multiplying manufacturers' stated 1960 excise taxes by 10 (since they're 10% of factory price), we get approximate indicated factory volume of consumer products sales (TV-radio-phono-appliances-replacement parts) by 5 important TV-radio-phono manufacturers: Here they are, ranked in descending order:

RCA, $249,950,000 (includes phono records); Zenith, $183,400,000; Admiral, $113,180,000; Philco, $110,650,000; Magnavox, $61,440,000.

Stated another way, here is approximate percentage of each manufacturer's 1960 sales on which federal excise tax was paid (rough indicator of percentage represented by consumer product sales):

| Manufacturer | Total Sales | Excise Tax | % Taxed |
|---|---|---|---|
| Admiral | $187,865,196 | $11,318,413 | 62% |
| Magnavox | 124,879,052 | 6,143,844 | 57% |
| Philco | 400,587,000 | 11,065,000 | 28% |
| RCA | 997,284,000* | 24,995,000 | 27% |
| Zenith | 254,111,740 | 18,339,787 | 72% |

* Value of product sales only, excluding broadcasting, investments, etc. RCA's total 1960 gross was $1,494,896,000. Total gross is used for all other companies listed.

**TEMPERED APPRAISAL OF THE 'COLOR BOOM':** Color sets are selling better than last year—probably about twice as well. But you can discount glowing reports of a color "take-off" or "sales breakthrough." What is happening is that color TV has become an acceptable high-priced item at the consumer level, although it probably won't account for more than 2½% of TV unit sales this year.

We queried most leading manufacturers in color market last week. Their forecasts for color TV sales ran from a low of 135,000 to a high of 250,000 sets in 1961; from 250,000 to 750,000 in 1962. Our own forecast is that this year around 150,000 color sets will be sold, 50% higher than last year. In 1962, figure may well double to 300,000. (Since there are no official sales figures on color sets, any estimates are educated guesses. These figures differ from our estimates earlier this year [Vol. 17:1 p16] on basis of more accurate information.)

Increased color set movement this fall was sparked by increased promotion, more & better dealer demonstrations, greater number of brands, more & better color programming, according to our set-maker survey. On matter of programming, several manufacturers singled out NBC's new Walt Disney show as biggest sparkplug of all.

What will move color sets even faster? Most set makers said: More programming, lower-priced sets, less bulky sets—generally in that order. As to programming, we see no immediate hope that ABC & CBS will

join NBC in the color act, but our guess is that they'll move in next fall, when color sets count nears one-million mark. In its latest statement—last week—CBS indicated it will be glad to put shows on in color if sponsors are willing to pay the extra freight:

"We are definitely keeping our foot in the door on color. When color-set ownership approaches a significant level and color TV becomes an actual rather than a potential advertising medium, we will be fully prepared to go 'full steam ahead' with color broadcasting. During the present transitional period those network advertisers who are interested in color broadcasting are fully aware that we can produce high caliber color programs and that our affiliates can deliver them to the home receiver."

ABC's party line hasn't changed: "The only thing that will control our decision on color is the public attitude—and we see no evidence of great interest by the general public at this time."

How about all the talk of color set shortages? Consumer interest in color is somewhat heavier than anticipated, and production can't be stepped up quickly. Yes, there will be spot shortages of certain models & makes, but no one who wants a color set is going to have to do without.

Here are individual manufacturer size-ups of color market, with their estimate of industry sales where they were willing to go out on a limb:

RCA Sales Corp. marketing vp Raymond W. Saxon forecast for us that "industry will sell in the neighborhood of 500,000 color sets in 1962." He attributed color's increasing volume to 2 major factors: (1) Additional color programming, plus colorcasting of highly popular shows (Bonanza, Walt Disney, etc.) that can score top ratings. (2) Increase in number of manufacturers on color bandwagon, with resultant support & promotion of new medium at manufacturer, distributor and dealer levels.

Zenith Sales Corp. Pres. Leonard Truesdell told us "color sales are up to our expectations and we'll sell all the sets we make this year." Zenith has indicated that it will produce 25,000 color sets this year (Vol. 1:7 p7). "We never did count on a runaway color market," Truesdell said, "and there's certainly no boom on. There's a nice, healthy buildup in color demand, but no sudden great change in public interest." He forecast 1961 industry sales of 200,000 color sets, 300-350,000 in 1962. "Any predictions above 350,000 would be ridiculous," he continued. "There's been no price breakthrough in color yet and, from Zenith's standpoint, there'll be no dumps or liquidations to force volume. We're not going to try to buy the color market in an abnormal way."

Philco Consumer Products Div. vp-gen. mgr. Henry E. Bowes forecast 1961 color sales at 225,000 units, said color will continue to represent only a "small" percentage of Philco's over-all TV volume.

Packard Bell Electronics' Kenneth R. Johnson, vp in charge of Home Products Div., is highly enthusiastic & bullish about color: "It's a real hot market for us," he told us, "and we're already oversold. We've been in color TV continuously since 1954 and this is the first time we've been oversold. We don't expect to be able to catch up with our demand until March." He attributes upsurge to increased programming. "Above all else," Johnson emphasized, "programming is the key to color's success. I estimate that 80% of the people in our market [Packard Bell concentrates its sales in 13 western states] have never seen color, but more & more of them are now being attracted by the improved & increased programming." For 1961, Johnson sees total color sales of 250,000 units. He sees a real take-off in 1962 and is out on a long limb: "750,000 sets—with increased programming and dealer sales effort."

Magnavox Pres. Frank Freimann told us his company's sales this year will be more than double last year's figure, and will double again next year, when "we will make a more important effort." Another Magnavox spokesman categorized color activity as "not a dramatic breakthrough, but steady growth." In 3-4 years, he added, "it might be a really good market." His estimate of industry color sales this year is 135,000-150,000, with sales doubling next year.

Emerson Pres. Benjamin Abrams said color sets are "selling better—there's more interest." He credited increased programs, promotion and manufacturer & dealer participation. "We are allocating sets at the present moment, not because of phenomenal sales but because our color-TV activity is not extensive." He predicted this year's total industry color sales at 150,000-160,000, next year about 300,000.

Olympic Pres. Morris Sobin called color business "pretty good—not sensational, but a nice increase in momentum." He added: "It's not very significant as far as we're concerned, because only a modest percentage of our business is in color." For entire industry, he estimated total 1961 color sales at 150,000-175,000 sets, next year's sales at about 250,000.

GE TV receiver marketing mgr. S. Martin Fassler said: "We are gratified with the response to our

color-TV line. Shortages in certain markets may develop. Next year color TV should have a healthy increase despite high prices & large cabinets."

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First imports of color sets began last week. Delmonico International announced its color combination (TV-AM-FM-phono) will be on sale at Liberty Music Stores shortly after mid-November and in other stores about month later. The set, shown for first time at last summer's Music Show (Vol. 17:30 p17), will list at $595, is partly transistorized (9 transistors, 2 diodes, 35 tubes). Chassis & cabinet are imported from Japan Victor Co., RCA picture tube inserted in U.S.

Delmonico said it hopes to get 2-3% of color-set market next year with the combination. By Delmonico's own estimate of 1962 color sales (300,000 sets), this would place its share at 6,000-10,000 sets.

**EIA'S QUIET WORK ON INDUSTRY STANDARDS:** Relatively unsung, but of extreme importance to industry, is the continuing work on consumer electronics standards being carried out by EIA engineering committees utilizing top technical talent drawn from all over industry. Three current projects are good examples of how EIA's standardization work benefits both manufacturers & consumers:

(1) Hi-fi measurement standards. EIA's Music Power Rating standard for packaged hi fi, formally adopted in Feb. 1960 (Vol. 16:8 p17), now is accepted by virtually entire industry. It has made possible uniform comparison of amplifier power in packaged stereo units, putting an end to "horsepower race" of meaningless claims based on non-standardized power ratings.

But EIA's committee hasn't stopped here, as mgr. James A Stark of GE phonograph product engineering noted in a paper at last week's Radio Fall Meeting in Syracuse. The committee on packaged audio equipment has completed investigation of transistorized hi-fi amplifiers and has recommended that Music Power Rating system be extended basically intact into this field.

But Music Power Rating covers only the amplifier section of hi-fi system. So committee is now considering possible methods of rating over-all packaged hi-fi systems—including phono pickup cartridge & speakers. One approach, according to Stark, would be to adopt "figure-of-merit" measurement for each of these components and multiplying them by Music Power Rating of amplifier for total system power rating. Another approach would involve measurements using special test record.

"The over-all system power measurement," Stark concluded, "is still strictly in the area of speculation, and the EIA R-20 [packaged audio equipment] committee is seeking comments on [these] and possible other approaches from the EIA committees on cartridges, recordings & loudspeakers."

(2) Co-channel interference. With increasing power of TV stations and greater sensitivity of receivers, interference between stations on same channels is becoming very significant problem in fringe areas. EIA inquiries have disclosed increasing degradation of reception in areas roughly midway between cities which have same channel assignments (examples: N.Y. & Washington, N.Y. & Boston).

EIA committee headed by RCA's Wendell Morrison is looking at this problem and what can be done about it. Best guess is that it will ask FCC to adopt precision offset principle—requiring stations to offset their carriers by specified amounts to much more precise tolerances than are now required. Viewer's fine-tuning knob thus could tune out co-channel interference.

(3) Black-level standards. Another EIA engineering committee, headed by Westinghouse's David Sillman, is studying entire question of "DC component" in TV picture.

This rather complex question boils down to high fidelity in reproduction of TV picture and how important it is. DC component in picture transmitted by station is actually a reference level for blacks, whites & greys in the picture—in effect the "background level" of picture. However, since the mid-1950s, most TV receivers have used AC-coupled circuits and have ignored DC component of picture entirely. This means that blacks often show up grey, and tones in picture seen in home are inaccurate interpretation of picture being sent out by station.

In last couple years, some set manufacturers have begun using DC coupling (or DC restoration) in receivers again—notably RCA, Philco, Admiral, Zenith—and several others plan to add it to circuits in next year's models. Under ideal conditions, DC component in set gives accurate rendition of what is being transmitted by station—blacks are completely black, whites are closer to white, contrast appears better, etc.

Sets with DC component, however, require more brightness & contrast adjustments than regular AC-coupled sets—usually when switching from station to station, often when programs change on same station.

Brightness & contrast adjustments also are somewhat more difficult for consumer—at least until he gets the hang of it.

Black-level committee is surveying receiver industry on status of DC component in sets. It hopes to decide whether it can make recommendation for standardization of DC level in receivers. It also will check whether stations are following FCC rules on DC component and whether rules ought to be changed. Present thinking of committee is that from 30% to 50% DC component could be put into receivers without causing too many tuning complications for viewers, but that 50-70% might be more desirable for higher-fidelity picture.

These are just 3 areas in which EIA is working toward more standardization, better products and more satisfied consumers. There are many more.

**PHILCO SUPERMARKETING TVS, APPLIANCES:** "Instant Dividend" is a marketing phrase you're likely to hear more about and often in ensuing weeks. It identifies a Philco-conceived merchandising gimmick that's calculated to sell a host of TVs, stereo phonos and appliances through supermarkets. Nub of the gimmick: you can get a Philco product for "peanuts" by simply buying food—at a participating supermarket.

Although Philco is keeping mum on details, pending national introduction, program is being tested in scattered areas, and participating stores are advertising & promoting "I. D." (The "I. D." symbol is trademarked by Philco Finance Corp.) Here's how it works:

Supermarket customers interested in a Philco TV, phono or appliance receive with their food purchase a credit which can be applied to the purchase of the Philco product. The credit varies according to the size of the food bill and the price of the Philco product. But, however combination works out, discount on the TV or appliance is sizable, and customer acquires it with no downpayment and with easy monthly payments over 2½ year period. It's also possible, if food purchases are large enough, for customer to completely liquidate cost of TV or appliance and get it as a complete, as well as instant, dividend.

Here's example of "I. D." in operation: A supermarket customer agrees to purchase a $300 (including finance charges) Philco TV and pay for it in 30 $10 monthly instalments. Average food bill for family of 4 is estimated at $30 weekly, $120 monthly. Under "I. D." formula, $120 supermarket tape is good for a $7.15 credit against $10 monthly instalment on TV set. For that month, customer pays only $2.85. If customer's food bill averages $120 monthly for 30 month period, he'll pay only $85.50 cash for $300 TV set. If food bills are higher, he'll pay even less for his TV.

Reaction to "I. D." in test areas has been overwhelming, Philco spokesman told us, "and everybody now wants to get on the bandwagon." There's been no adverse dealer reaction, he said, because supermarkets are not competing with dealers. Supermarkets display Philco merchandise, but products selected by customers are delivered from nearby Philco dealer. Nebraska & Pennsylvania are 2 states in which "I. D." promotion is now being tested. Among participating supermarket chains: Hinky Dinky and Piggly Wiggly.

In full-page ad in Lincoln (Neb.) Evening Journal and Nebraska State Journal, Hinky Dinky chain proclaimed: "We think this is the most wonderful money-saving opportunity we have ever offered our customers. For the first time, you get an Instant Dividend on your cash register sales tapes. You get Immediate Delivery of the Philco you select! There's no waiting until you collect enough receipts. Every sales tape you get on your purchases is good immediately—this month—to reduce the price you pay for the Philco TV, hi-fi or appliance you choose! . . . An Instant Dividend on your food purchases! Get that new TV, stereo or major appliance of your dreams at once. Pay for it with your Hinky Dinky cash register tapes."

**NEW LOOK AT STEREO—WHY IT 'SOUNDS GOOD':** Directional effect "is now seen to be only part, perhaps the least important, of the contribution stereo makes to the pleasure of listening." So said veteran industry engineer Charles J. Hirsch last week in reporting on series of tests which could well change industry's method of designing & evaluating stereo systems.

Addressing EIA's Radio Fall Meeting in Syracuse, he told of his studies of why orchestral music sounds so much better when reproduced stereophonically, even though directional effects in this type of music are relatively unimportant. Aside from psychological enhancement of music by directional effect, Hirsch found definite physiological reason for stereo's superiority. In a nutshell: You get fuller reproduction of all tones, less distortion—more music.

Answer lies in nature of human hearing itself. Research has shown that "a tone picked up exclu-

sively in one ear does not cancel, or modulate, or otherwise interfere with another tone picked up exclusively by the other ear." In some listeners, the same tone may produce different pitch in each ear.

In monophonic listening, identical notes may cancel each other out or enhance each other, depending on whether they're in or out of phase. For example, "violins may partially cancel the woodwinds when they play the same note [resulting in] neither violin nor woodwind but an emaciated composite of the two." However, if there are 2 identical notes, differing only in phase, so that one is heard only by the left ear, and the other only by the right, they do not cancel when their phases are opposite. "They are heard individually and the relation of each fundamental to its overtones is not disturbed. Thus a violin on the left and a woodwind on the right are heard as individual instruments even when playing the same note, no matter what their phases may be."

In other words, "the superiority of stereo depends on the existence of 2 separate channels starting from the original information, on the 2 tracks of the record, all the way to the brain." In addition to direct reproduction of music, studio reverberation helps add presence in stereo because sound waves reflected from opposite studio walls don't cancel each other out, as they tend to do on monophonic recordings.

Among possible practical applications of Hirsch's studies: (1) Extra sound channels in stereo reproduction, while improving directional characteristics, wouldn't enhance musical quality of recording, since hearing is 2-ear phenomenon. (2) Stereo systems which use single center speaker for bass notes (because low-frequency hearing is not very directional) may deteriorate music quality because these low tones "can partly destroy each other when transmitted, out of phase, by a single channel."

Hirsch's work may help to settle long-time argument over stereo: Is it merely a stunt, at its best only when recording ping-pong games or music with artificially exaggerated separation? No, says Hirsch, stereo improves any music because it provides "more music" to the listener. He sums up stereo's 2 effects this way:

"Stereophony uses binaural hearing to produce 2 unrelated effects. One effect is psychological; it isolates individual sources of sound from each other by providing clues about their directions to the listener. The other effect is physiological; it prevents interference between tones by separating them until they reach the brain."

## TOPICS & TRENDS

Transistorization of consumer electronics equipment was highlight of EIA's Radio Fall Meeting last week in Syracuse for most engineers. Particularly well attended and subject of much corridor discussion was paper on "An All-Transistor Ultra-Fidelity Stereophonic Amplifier" by Motorola Semiconductor Products' Douglas W. Taylor. Taylor detailed how high-quality $200 component amplifier compared with new-design transistorized amplifier.

He concluded that transistor amplifier's performance was better than the high-rated tube amplifier, and that cost was roughly comparable, principally because of elimination of costly output transformer. He told us Motorola is currently discussing the design with component hi-fi manufacturers. Other papers arousing considerable interest were on a new transistor complement for TV (Philco semiconductors) and transistorized AM-FM car radio (RCA semiconductors).

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Richard E. Krafve, Rayetheon pres., forecasts total 1961 electronic industry sales of $10 billion ($12 billion if related govt. non-electronic missile & space expenditures are included), a rise to $18-20 billion by 1970. Speaking before N.Y. Society of Security Analysts, he said 1961 consumer electronics sales would total more than $2 billion but would be at about same level in 1970. He expects commercial electronic sales to be slightly less than $2 billion in 1961, more than double by 1970; govt. electronic sales about $7 billion this year, $10 billion in 1970.

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"Sentinel Service," device to keep portable AM receivers in continuous operating state to receive civil defense messages, was demonstrated by Philco in Washington last week. It offered concept to Defense Dept. which, if it approves system, will ask FCC to modify transmission standards. Essentially, system keeps receiver in low-battery-drain operation, automatically turning it on completely when activated by special coding signal. Philco contingent, headed by vp David Smith and TV-radio engineering dir. Wilson P. Boothroyd, said circuits can be built into sets at cost of about $10 to consumer. Batteries last about 40 days. For pocket-sized radios, a special stand has been devised. It plugs into AC circuit to conserve batteries, but also has batteries; receiver plugs into stand, which can sell for about $20.

Magnavox's plans for expansion into British market (Vol. 16:4 p19) are stalled, at least temporarily, Pres. Frank Freimann told N.Y. Society of Security Analysts last week. The outlook for its British operations, Freimann said in answer to question, is "bleak." He added: "We're coasting as far as introduction of consumer products in England is concerned. The British govt. has imposed credit restrictions that are ruinous." Presumably, Magnavox is parting company with big retail & mail-order house Great Universal Stores Ltd., which was to handle Magnavox products in England. Freimann said his company plans to buy out the 30% interest in Collaro Ltd. held by Great Universal, giving Magnavox 100% ownership in Collaro. As to Collaro, "we didn't follow our original plans to develop Collaro into a profitable business" (it's now "breaking even"). He said Collaro is curently producing record changers mainly for use of Magnavox and not for other U.S. manufacturers. As to Magnavox's sales & profit outlook for 1962, Freimann painted a glowing picture (see Finance section).

Japanese radio exports to U.S. declined more than 11% in first 6 months this year compared with corresponding 1960 period—from $29.7 million to $26.4 million, Japanese Finance Ministry reports. Over-all exports were down 16.6% while imports from U.S. rose 30.2%.

"Built-in & ineradicable inflation" is contained in proposal by Labor Secy. Goldberg to set $1.60 as minimum govt.-contract wage for electronic equipment industry workers, EIA said in protest brief. Plants employing less than 8 were excluded from Labor Dept.'s review of prevailing pay, EIA complained, arguing that $1.35 would be a fairer figure.

**TV-RADIO PRODUCTION:** EIA statistics for week ending Oct. 27 (43rd week of 1961):

| | Oct.-21-27 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 158,370 | 156,060 | 123,919 | 5,018,695 | 4,873,120 |
| Total radio | 451,956 | 448,697 | 445,175 | 13,795,916 | 14,135,937 |
| auto radio | 145,578 | 160,009 | 169,582 | 4,325,608 | 5,420,279 |

## Finance

**PHILCO IN RED IN 3RD QUARTER:** A 61-page proxy statement to Philco stockholders last week delivered additional unhappy news that the company suffered a 3rd-quarter loss of some $1.2 million and that the actual loss in 1961's first half was $4.6 million instead of $4.4 million as originally reported (Vol. 17:33 p20). The proxy information was in connection with a special meeting which will be held Nov. 28 to vote on the proposed acquisition of Philco by Ford Motor Co. (Vol. 1:1-A p5).

Philco Pres. James M. Skinner Jr. told stockholders in a letter accompanying the proxy statement that the company's directors recommend "your approval" of the proposed acquisition. "In the board's opinion," Skinner amplified, "Philco lacks the financial resources needed to operate its business to advantage and, because of its continuing loss of working capital during the past 12 months, may be faced with curtailment or elimination of company-sponsored research & product lines of long term value to the company. On the other hand, Ford has the resources so important for the forward progress of Philco's business."

The proxy statement also explained the reasons for the first-half audited loss of $4.6 million: "The major factors responsible for Philco's loss in the first half of 1961 were the severe decline in the sales & the gross margins of its Consumer Products and Lansdale Divs. and an increase in the already high cost of developing & marketing its computers."

Philco's balance sheet as of July 2, the proxy statement disclosed, showed total assets of $242,323,000—including $21,608,000 cash, $79,371,000 inventories and $51,212,000 in property, plant and equipment. Total liabilities came to $136,723,000, of which $89,082,000 represented current obligations.

**Magnavox 1961 sales & profits** "will just about reach our minimum prediction" of $140 million sales, $1.25 a share profits—both figures substantially ahead of last year —Pres. Frank Freimann told N.Y. Society of Security Analysts last week. For 1962, he forecast sales of $200 million, profits of $1.75 a share. He said Magnavox's TV sales now account for about 4% of industry in units, "much more by dollar volume" (this would place Magnavox sales at about 230,000 sets per year). "In stereo," he added, "we do much more than that." In consumer field, he said, "we expect an increase of about 25%" next year. "Before last year, we had a small fraction of 1% of industry radio volume. Our volume in this area was more than doubled this year. Next year it will be more than tripled. We are going to be important in this area." He showed 2 new products—the smallest AM-FM transistor set, which can fit in an overcoat pocket ($69.50), and a deluxe AM-FM-marine band-SW set ($150). Both were made abroad to Magnavox specifications. Also demonstrated at meeting was Magnavox all-transistor electronic organ ($1,100), on which shipments will begin this month. Company also plans models at $795 & $1,500. "Better than 75% of our profits," said Freimann, "still come from consumer products." (For Magnavox 9-month results, see financial table).

**Jerrold Forecasts Record Revenues:** A 33% jump in sales & service revenues to a record $16 million (from $12.1 million a year ago) is anticipated by Jerrold Electronics for its current fiscal year ending next Feb. 28, Pres. Sidney Harman told a group of N.Y. security analysts last week. He said that net income from operations also should be "substantially in excess" of fiscal 1961's $248,873 (13¢ a share).

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| American Bosch Arma | 1961—9 mo. to Sept. 30 | $ 99,560,909 | —— | $ 1,477,763 | $0.75 | 1,902,041 |
| | 1960—9 mo. to Sept. 30 | 93,289,510 | —— | 981,976 | .49 | 1,885,254 |
| AB-PT | 1961—9 mo. to Sept. 30 | —— | $16,117,000 | 7,580,000[1-2] | 1.78 | —— |
| | 1960—9 mo. to Sept. 30 | —— | 16,173,000 | 7,522,000[3] | 1.76 | —— |
| | 1961—qtr. to Sept. 30 | —— | 4,009,000 | 1,886,000[4] | .44 | —— |
| | 1960—qtr. to Sept. 30 | —— | 3,970,000 | 1,869,000[5] | .43 | —— |
| Corning Glass | 1961—9 mo. to Sept. 30 | 170,115,129 | —— | 18,481,194 | 2.71 | 6,775,955 |
| | 1960—9 mo. to Sept. 30 | 165,481,036 | —— | 17,580,333 | 2.58 | 6,754,600 |
| Electronic Communications | 1961—year to Sept. 30 | 22,280,994 | —— | 306,153 | .46 | —— |
| | 1960—year to Sept. 30 | 23,957,815 | —— | 557,707 | .98 | —— |
| Globe-Union | 1961—9 mo. to Sept. 30 | 42,941,563 | —— | 1,211,520 | 1.41 | 853,775 |
| | 1960—9 mo. to Sept. 30 | 43,927,515 | —— | 1,168,784 | 1.38 | 842,729 |
| | 1961—qtr. to Sept. 30 | 16,551,018 | —— | 339,825 | .40 | 853,775 |
| | 1960—qtr. to Sept. 30 | 15,885,999 | —— | 332,259 | .39 | 842,729 |
| Hoffman Electronics | 1961—9 mo. to Sept. 30 | 44,462,097 | 733,623 | 358,623 | .23 | 1,534,088 |
| | 1960—9 mo. to Sept. 30 | 38,659,460 | 529,431 | 252,431 | .17 | 1,524,221 |
| | 1961—qtr. to Sept. 30 | 13,125,101 | 10,966 | 8,966 | .01 | 1,534,088 |
| | 1960—qtr. to Sept. 30 | 14,723,910 | 276,377 | 129,377 | .09 | 1,524,221 |
| Indiana General | 1961—9 mo. to Sept. 30 | 15,799,749 | 2,277,340 | 1,120,250 | .97 | 1,150,002 |
| | 1960—9 mo. to Sept. 30 | 14,616,244 | 2,045,606 | 1,004,076 | .87 | 1,150,002 |
| Litton Industries | 1961—year to July 31 | 250,114,456 | —— | 10,158,323 | 2.30 | 4,368,273 |
| | 1960—year to July 31 | 187,761,242 | —— | 7,454,854 | 1.72 | 4,158,602 |
| Magnavox<br>Story on p. 11. | 1961—9 mo. to Sept. 30 | 89,293,000[1] | —— | 4,333,000[1] | .61 | 2,372,889 |
| | 1960—9 mo. to Sept. 30 | 79,875,000 | —— | 3,534,000 | .50 | 2,360,000 |
| Motorola | 1961—9 mo. to Sept. 30 | 207,703,769 | 13,910,156 | 6,416,892 | 1.59 | 4,028,652 |
| | 1960—9 mo. to Sept. 30 | 224,480,543 | 20,578,076 | 9,782,851 | 2.43 | 4,028,652 |
| | 1961—qtr. to Sept. 30 | 78,981,545[1] | 7,483,495 | 3,354,363 | .83 | 4,028,652 |
| | 1960—qtr. to Sept. 30 | 78,754,669 | 7,025,114 | 3,276,633 | .81 | 4,028,652 |
| MCA | 1961—9 mo. to Sept. 30 | —— | —— | 5,353,466 | 1.31 | 3,995,735 |
| | 1960—9 mo. to Sept. 30 | —— | —— | 4,484,073 | 1.09 | 3,995,735 |
| Muntz TV | 1961—year to Aug. 31 | 9,032,186 | —— | 832,948[7] | .60 | 1,175,876 |
| | 1960—year to Aug. 31 | 9,833,829 | —— | 860,451 | .62 | 1,165,376 |
| Standard Kollsman | 1961—9 mo. to Sept. 30 | 76,262,873 | —— | 2,435,515 | 1.17 | 2,086,891 |
| | 1960—9 mo. to Sept. 30 | 71,815,551 | —— | 2,203,580 | 1.06 | 2,006,213 |
| Texas Instruments | 1961—9 mo. to Sept. 30 | 171,937,000 | 14,856,000 | 7,063,000 | 1.77[6] | 3,941,463 |
| | 1960—9 mo. to Sept. 30 | 170,147,000 | 23,485,000 | 11,517,000 | 2.91[6] | 3,924,613 |
| | 1961—qtr. to Sept. 30 | 52,077,000 | 1,574,000 | 689,000 | .17[6] | 3,941,463 |
| | 1960—qtr. to Sept. 30 | 54,096,000 | 7,133,000 | 3,596,000 | .91[6] | 3,924,613 |
| Transcontinent TV Corp. | 1961—9 mo. to Sept. 30 | 12,694,683 | —— | 798,341 | .45 | 1,768,612 |
| | 1960—9 mo. to Sept. 30 | 9,752,383 | —— | 690,967 | .39 | 1,767,712 |
| Wells-Gardner Electronics | 1961—9 mo. to Sept. 30 | 16,944,596 | 1,004,511 | 487,511 | 1.15 | 422,400 |
| | 1960—9 mo. to Sept. 30 | 16,122,424 | 993,812 | 482,812 | 1.14 | 421,800 |
| | 1961—qtr. to Sept. 30 | 7,317,785 | 588,312 | 282,312 | .67 | 422,400 |
| | 1960—qtr. to Sept. 30 | 6,827,336 | 556,428 | 267,428 | .63 | 421,800 |

Notes: [1]Record. [2]Before capital gains of $6,178,000 ($1.46 a share). [3]Before capital gains of $1,351,000 (32¢). [4]Before capital gains of $29,000 (1¢). [5]Before capital gains of $23,000 (1¢). [6]After preferred dividends. [7]Includes special credit of $170,681.

## Trade Personals

Robert E. Brooker, onetime Sears Roebuck vp, resigns as Whirlpool Corp. pres. to become pres. of Montgomery Ward, succeeding Paul Hammaker, who resigned last spring. Whirlpool Chmn. Elisha Gray will also assume post of pres. . . . J. C. Saur named to new post of dealer sales mgr., GE major appliance sales & distribution dept., Louisville, responsible for distribution of TV & stereo.

Thomas P. Carroll named Motorola car radio specialist, assigned to provide specialized sales assistance to distributors . . . George Simkowski named Webcor field sales mgr., L. B. Burdick distributor sales mgr. . . . Julian Hilman, ex-Fairchild Camera, appointed dir. of reliability, General Instrument semiconductor div. . . . Ben Edelman, Western Electric, renamed chairman of EIA's Educational Coordinating Committee; Robert T. Borth, GE, reappointed chairman of Congressional Information Committee.

Edwin J. Haase appointed distributor sales mgr. for Sylvania's electronic tube div. in Midwest.

### *Obituary*

Peter L. Jensen, 73, co-inventor of the loudspeaker and founder of Jensen Industries, died Oct. 25 at his home in Western Springs, Ill. He is also credited with being possibly the first man to devise a wireless telephone when he developed shore-to-ship voice communication for the Danish govt. in the early 1900s. He was knighted in Denmark for his electronics accomplishments, later came to U.S. and, with Edwin L. Pridham, developed the loudspeaker, the first aircraft radio system and the first electric phonograph. He is survived by his wife, 2 sons & 2 daughters.

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

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**SATELLITE-TV FOR HOMES,** covering areas of entire sub-continents, proposed by RCA as most feasible & economical method of bringing TV to underdeveloped areas. Technical & cost highlights presented (p. 1).

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**COURT HALTS ETV DEAL FOR WNTA-TV,** ordering stay in FCC's approval of $6.2-million sale by NTA to N.Y. group. Precedent-breaking rule could wreck ETV plan (p. 3).

**PROBLEMS OF TEMPORARY OPERATION** in Syracuse, Rochester & Grand Rapids weighed by FCC, applicants, attorneys (p. 4).

**NETWORKS CUT 1960 RADIO LOSSES** to $3 million from $4.5 million in 1959, final FCC AM-FM figures show. Other radio upped profits 4.3% to $48.9 million (p. 4).

### *Consumer Electronics*

**STROMBERG-CARLSON,** enjoying "good" business, faces paradoxical question of whether to drop hi-fi line. "Inventory reduction" program instituted to improve General Dynamics' cash position (p. 6).

**HOTEL TV** awaits replacement boom, as first 5-year cycle draws to close. More manufacturers offer more special models, with combination TV-radio seen taking over much of business. Color better than last year but still slow (p. 6).

**MORE APPRAISALS**—but still no color boom, our continuing survey of industry leaders finds; Motorola still on sidelines, but Admiral & Sears find strong color pickup (p. 8).

**ADMIRAL 3RD-QUARTER PROFIT TRIPLES;** increased sales of costlier products with fatter profit margins contribute to earnings of $1.4 million vs. $497,072 a year ago (p. 9).

**PUBLISHER QUESTIONS TV-RADIO 'FREEDOM':** Strange apparent lack of support for freedom of speech for TV-radio was expressed last week from a strange source—Wall St. Journal Pres. Bernard Kilgore, speaking at Colby College convocation in Waterville, Me.

"If we try to argue that freedom of the press," he said, "can somehow exist in a medium licensed by the govt., we have no argument against a licensed press. That would put us back to the very beginning of the fight for freedom."

Freedom of the press, he said, means simply the right to own a press and comment on public affairs. "The further we go beyond these simple fundamentals the greater risk we run of weakening our position."

Kilgore couldn't be reached for amplification at press time, but his asst. said he believed Kilgore intended to emphasize that freedom of the press shouldn't get involved with arguments about TV-radio's freedom vis-a-vis govt. regulation. He noted that Kilgore said that freedom of the press would be "obscured dangerously" if extended to media operating under govt. license.

Broadcasters will glean scant comfort, nonetheless, from source from which it's accustomed to expect support in fights with govt.

**RCA PROPOSES SATELLITE-TV FOR HOMES:** Space-borne TV stations covering 1 to 3 million square miles were proposed by a top RCA scientist last week as most economical & feasible method for bringing video to world's underdeveloped areas. Director N. I. Korman of Advanced Military Systems, RCA Defense Electronic Products, sketched in the details—including cost estimates—of satellite telecasting system previously proposed by RCA Chairman Brig. Gen. David Sarnoff.

First demonstration could be made "in the middle of this decade and full operational service could be achieved by the end of the decade," Dr. Korman said in address at annual conference of Atomic Industrial Forum in Chicago. Highlights of his proposal:

Entire sub-continents such as Brazil, India, Western Europe, could be covered from synchronous satellites. Optimum frequency would be present uhf TV bands—preferred to vhf because of antenna size & relative freedom from noise in uhf. Transmitted power output should be about 4 or 5 kw per channel, requiring 15 kw of prime power per channel. Conventional home uhf receivers would be used, but with receiving antennas about 3 ft. in diameter directed upward rather than horizontally.

Greatest promise for power supply & launching system would be SNAP 8 reactor power plant to supply 50 kw for 3 TV channels, with an electrical propulsion system which would gradually elevate satellite to 22,300-mile-high orbit—a process which would take about 2 months. At this altitude, satellite's orbit period would match rotation of earth and it would "hover" over a given spot on earth.

Cost of development & testing, "beyond that which is already under way for other purposes," would be less than $100 million.

Dr. Korman presented interesting cost comparison of satellite, ground-based and aircraft-based (Stratovision) telecasting system for country such as India. Each would serve 570,000 receivers (1 per 730 people).

Ground-based system would involve 224 broadcast stations (9 equipped to originate programs), interconnected by 18,000 miles of microwave network and supplying 2 channels to every area. Capital investment: $529 million. Annual operating cost: $119 million.

Aircraft-based system would have 9 program originating stations, 40 aircraft (6 channels each). Because of difference in receiving antenna costs, unit cost per receiver would be higher than for either of other 2 systems. Capital investment for aircraft system: $484 million. Operating cost: $111 million.

Satellite system would use 9 program originating stations, 3 satellites each providing 3 channels, with assumption 50% probability of successful launch for any one satellite, one-year expected life, today's launching costs. Capital investment: $323 million. Operating costs: $116 million.

As to use in U.S., Dr. Korman conceded our broadcasting system has been "established in such a way as not to be applicable to satellite broadcasting" and "we do not wish to rebut this particular argument at the present time." However, he added, "it does appear . . . that where new TV systems are being contemplated in the world, the possibility of establishing this by means of a satellite are very bright indeed."

**SATELLITE COUNTDOWN STALLED:** Proposals by FCC's Ad Hoc Carrier Committee for commercial satellite communications (Vol. 1:5 p2) ran into trouble from all directions at Senate hearing last week.

"Non-profit" space plan was denounced by Small Business Monopoly Subcommittee Chmn. Long (D-La.), challenged by Justice Dept., questioned by National Aeronautics & Space Council. It failed to get FCC endorsement. And it was criticized from within industry group itself.

It's "self-interest proposal" which raises serious "monopoly problems" and doesn't "meet, or even attempt to meet competition," said Long at one point in 2-day hearings. It's "not adequate to meet the standards of the President or the Justice Dept.," agreed Asst. Attorney General Lee Loevinger, Anti-Trust Div. chief. He said his dissatisfaction was based "mostly on its generalities & omissions."

Administration isn't ready to buy plan, exec. secy. Dr. Edward Welsh of Space Council said. Critical appraisal of it is accompanied by consideration of other approaches to see whether they might serve "public interest" better, he told Subcommittee.

"We're still in the middle of the ball game," FCC Chmn. Minow testified, reporting Commission wasn't yet prepared to take position—one way or another—on carriers' blueprint for satellite setup. He said it would be subjected to closest examination to make sure "public interest will be fully served."

Public corporation should share ownership of system, said Western Union vp S. M. Barr, member of Ad Hoc Committee. He testified that its plan might lead to domination by one company—meaning AT&T. Agreeing with Barr, Sen. Long said national policy problems were long way from being resolved.

**LEE ELABORATES ON VHF DELETION:** Comr. Lee's controversial—to say the least—plan for giving unused and deintermixed vhf channels to non-broadcast services (Vol. 1:3 p1) was described by him in detail last week.

In speech prepared for delivery in N.Y. Nov. 10 before NAM's Manufacturers' Radio Service group, he said that there are 50 unused vhf assignments in country. These, with the 8 vhfs in markets which Commission has proposed to deintermix, he'd give to various mobile radio users. Ch. 2-8 would go to base stations in Safety & Special Radio Services. One mc from center of each channel would be used, to minimize interference to co-channel TV stations. Minimum co-channel spacing with TV stations would be 150 miles, height 200 ft. maximum, power 600 watts input maximum. Associated mobile units would continue to use frequencies now assigned to Land Mobile Service—to avoid interference to TV. Ch. 9-13 would be reserved "for possible future use by common carriers." Furthermore, he said, "a move of all of TV broadcasting to uhf would open these frequencies to much needed and efficient uses by common carriers."

But Lee sought to calm vhfers' fears: "I suspect the vhf TV station licensee could be greatly concerned by my proposal. However, I see no need for any apprehension.

"First, if the Commission can relieve the crowded situation in mobile services by the means I have suggested, the immediate need to send all of TV broadcasting to uhf is to this extent lessened but by no means removed. The largest outstanding unsatisfied demand would then be for a broad-band exclusive frequency allocation for common carriers.

"Second, if non-broadcast services are fitted into this portion of the spectrum the likelihood of any appreciable channel shifting to satisfy TV requirements would be significantly lessened. Certainly, from the standpoint of the broadcaster, it should be far preferable to share a channel with low-power radio devices than with high-power TV stations at standard or sub-standard spacings."

**AT&T LOWERS TARIFFS FOR ETV:** Educational TV stations will get reduced rates for interstate channel service from Bell lines effective Dec. 7—but bargains won't bring live ETV networking immediately, although AT&T described charges as "significantly lower than those for commercial TV."

"Every little bit helps," National Educational TV & Radio Center's network affairs vp James Robertson told us after Bell System filed new ETV schedule with FCC Nov. 6. "Everybody welcomes this acknowledgment by Bell that we can't afford commercial rates. But our networking problems aren't yet solved. There will have to be a very substantial reduction before they are."

Neither Bell nor NET could give us estimate of just how much lower ETV line costs would be. Bell spokesman said charges would depend on specific ETV demands in specific situations—none of which has arisen. Pointing out that ETV stations aren't interlocked now, Robertson said he hadn't yet figured charges for hypothetical hookups. FCC sources said rates would be real saving for ETV, but there were no dollars-&-cents guesses at Commission, either.

Bell proposed 2 types of ETV systems—"both available 24 hours a day, 7 days a week." One 6-channel system would be local type for use by one or more school systems within 25 miles of signal source. Second 5-channel system would be inter-exchange type for transmissions beyond 25-mile range. Neither would require monitoring, switching, special supervisions or standby circuits.

Bell's bargains for ETV were anticipated by FCC Chmn. Minow in speech last month to National Assn. of Educational Bcstrs. convention in Washington (Vol. 1:7 p2).

**COURT HALTS ETV DEAL FOR WNTA-TV:** In stunning development which could wreck plans by educators to take over WNTA-TV (Ch. 13) Newark-N.Y., Court of Appeals last week issued nearly-unprecedented order staying FCC's approval of $6.2-million deal (Vol. 1:7 p2).

Three-judge panel ordered status quo maintained pending full hearing on appeal by N.J. Gov. Robert B. Meyner from Commission decision—and it's unlikely that arguments can be heard until January or later. Contract between WNTA-TV owner NTA and Educational TV for Metropolitan Area (ETMA) requires completion of sale by Nov. 27.

"The ball game could be over," said one participant in ETV project after Judges Wilbur K. Miller, E. Barrett Prettyman and Walter M. Bastian handed down brief ruling Nov. 9. Commission lawyers got busy at once on move to ask for rehearing on stay by all 9 judges. If that fails, FCC's only recourse would be time-taking appeal to Supreme Court.

Court panel gave no reasons for holding up deal. But at hearing earlier in day—when each side was permitted only 15 minutes for arguments—judges indicated they didn't like FCC's failure to give Meyner oral hearing on his protests that WNTA-TV sale would deprive N.J. of its only vhf assignment. Lawyers for WNTA-TV told judges that if they granted stay NTA would have no choice but to go back to commercial bidders & try to dispose of station at once to avoid further losses.

**PROBLEMS OF TEMPORARY OPERATION:** Interim trusteeship operation on new vhf channels in Syracuse, Rochester & Grand Rapids is much desired by FCC, but it's skeptical about prospects of getting mass of competing applicants together. It's understood that Commission responded to suggestions of ABC Pres. Goldenson much as we reported (Vol. 1:7 p5). It believes equal participation by all applicants is ideal—but participation shouldn't be mandatory. If majority of applicants agree on a plan but minority opposes, FCC might okay it nevertheless, if minority is free to join.

What worries many at Commission is this: Suppose regular interim operation with full ABC-TV programming is started—but a specialized applicant, such as ETV group, wins after several years' fight. Wouldn't public howl if its ABC-TV fare were cut off or emasculated? Such eventuality wouldn't be part of hearing record, supposedly couldn't affect decision, but it would be very much on commissioners' minds. However, it may be risk they're prepared to take.

Among factors improving chances of get-togethers—money. If applicants achieve operational profits while going through years of hearings, they'll be happier to pay attorneys' & engineers' fees, etc.

Deadline for filing in Syracuse passed Nov. 7, FCC stating it won't consider any applicants filed since. Most of the 10 on file were designated for hearing, balance will be within 30 days. Commission hasn't designated Rochester or Grand Rapids yet, so it's assumed late filers may still join race.

**NETWORKS CUT 1960 RADIO LOSSES:** Network radio continued to lose money last year, but at decelerated rate of $3 million vs. $4.5 million in 1959 (Vol. 16:43 p10), FCC reported last week in releasing final 1960 AM-FM financial data.

Non-network-owned radios marked up gain of 4.3% to $48.9 million from $46.9 million in profits before federal taxes—but nearly ⅓ of 3,470 AMs reported losses in 1960 vs. 34.7% in 1959. On FM side, 77.1% of independent stations lost money.

Revenues of networks & 19 o-&-o stations increased 4.3% to $63 million in 1960 from $60.4 million in 1959 while nation's other AM, AM-FM and independent FM stations upped their revenues 7% to $534.7 million. National spot time sales rose 7.4% to $202.1 million, local increased 7.3% to $385.3 million, but network time sales declined 1.7% to $35 million.

Median profit of $10,800 was chalked up by 2,303 AMs which made money last year. In 1959, profits of 2,174 in-the-black AMs averaged out to $10,300. Median loss for in-the-red AMs was $8,500 vs. $7,200.

Combined TV & radio profits rose 9.6% in 1960 to $290 million, TV accounting for $244.1 million (Vol. 17:36 p3). Total TV & radio revenues went up 8.3% to $1.86 billion.

## Personals

Charles R. Abry, Ernest Lee Jahncke Jr. and Angus Robinson elected NBC vps . . . Bailey M. Hobgood Jr. named promotion mgr. of WFMY-TV Greensboro, N.C.

Howard K. Smith, ex-CBS (Vol. 1:8 p5), signs on with NET as host for new educational series *Great Decisions—1962* . . . Douglas Edwards, CBS correspondent, receives special "human rights" award from American Jewish Committee & B'nai B'rith's Anti-Defamation League.

Joseph W. Bailey, ex-Ziv-United Artists, opens N.Y. law office at 200 W. 57th St. . . . Peter Keans, Screen Gems, elected N.Y. SMPTE section chmn. . . . David G. Williams named NTA press information dir. . . . . Don Garrett, ex-*Candid Camera*, joins Screen Gems as publicity dir.

Odin S. Ramsland, gen. mgr. of KDAL-TV & KDAL Duluth-Superior, also named KDAL Inc. exec. vp.

Alan J. Hartnick resigns as asst. gen. counsel & asst. secy. of Metromedia . . . Thomas J. Sutton promoted to program & production mgr. of CKLW-TV Windsor, Ont.

Clyde C. McClymonds, Storer's special services mgr. and Grady Edney, radio program dir., elected vps. . . . Danny Thomas receives 1961 CARTA (Catholic Apostolate of Radio, TV and Advertising) Award.

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Bcstrs. Promotion Assn. ended 3-day N.Y. convention by electing Donald Curran (ABC) as new pres., succeeding John F. Hurlbut (WFBM-TV & WFBM Indianapolis). Other officers: James Bowermaster (radio WMT Cedar Rapids), 1st vp; Clark Grant (WOOD-TV & WOOD Grand Rapids-Kalamazoo), 2nd vp. Directors include Daniel Bellus (Transcontinent TV), Judd Choler (KMOX-TV St. Louis), H. Taylor Vaden (WJZ-TV Baltimore), J. P. Riopel (CFCM-TV Quebec City).

## CURRENT CAPSULES

Deal for sale of KTVU San Francisco to NBC for approximately $7 million is over, FCC notifying parties application for transfer was dismissed as requested. With KTVU calling off sale, RKO General's purchase of WRC-TV & WRC Washington from NBC automatically falls through, and NBC will notify FCC of fact this week. Still pending is RKO's swap of WNAC-TV & WNAC Boston for NBC's WRCV-TV & WRCV Philadelphia. RKO and NBC want to go through with deal, but an obstacle is Philco's application for WRCV-TV channel. Ford Motor, buying Philco, may decide to drop fight.

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ABC & NBC snarled at each other in public squabble over which network did better job covering Nov. 7 N.Y. election. ABC news vp James C. Hagerty started it by calling press conference to denounce "radically wrong" returns broadcast by NBC. He alleged "tabulating mistake" of 50,000 votes acknowledged by NBC actually involved 150,000 votes inaccurately credited to Mayor Robert F. Wagner. "Sour grapes," NBC retorted: "Jim Hagerty is running true to form—last with the audience & first with the press conference." CBS remained loftily aloof from dispute.

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WLWI (Ch. 13) Indianapolis should be kept on air pending exhaustion of legal efforts to win its channel back, Crosley told FCC last week. It petitioned Commission for stay of decision giving Ch. 13 to WIBC (Vol. 1:8 p4). Crosley Chmn. James D. Shouse noted that FCC's decision "involved not a single criticism of Crosley's record of performance at Indianapolis" and that decision would give WIBC ownership in TV-radio and newspapers in Indianapolis.

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Hartford pay-TV harbinger: Zenith has placed pilot order with Veeder-Root Inc., Hartford, for production of decoder components for use in pay-TV operations there (Vol. 1:5 p1). Zenith said field tests of decoder units will start "early in 1962," followed by mass production & installations in subscribers' homes "beginning next spring" and programming "late next spring."

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**First Collins FM stereo** multiplex generator is now in use at classical-music WVCG Coral Gables, Fla., and station Pres. George W. Thorpe tells us that all stereo time is sold out—40 out of 80 operating hours weekly. After meeting with area dealers last week, he said they told him they had sold $150,000 worth of stereo receiving equipment in one week and expect to do $1 million worth of business by Christmas. Thorpe said he's disappointed in some types of receivers—in terms of separation, hum, signal-to-noise, distortion, drift. "The primary thing is separation," he said. "I hope manufacturers concentrate on this." Collins' A. Prose Walker, former NAB engineering dir. who headed NSRC's stereo tests, said that Collins' multiplexer feeds both stereo channels into exciter as composite signal and "this not only results in a signal significantly more stable than any other method can produce but it also produces a better monaural signal for those listening on a monaural receiver."

**Bobtailed license renewals** have been ordered by FCC for radios WBRO Waynesboro, Ga. (15 months) and WSME Sanford, Me. (18 months to end of current license period) for alleged promise-vs.-programming failures. Comrs. Hyde & Craven voted for limited renewals but dissented on language of notification letters.

**CBS studio consolidation** at 424 W. 57th St., N.Y. (Vol. 17:2 p13) is scheduled for completion by Jan. 1964 at cost of $14.5 million. Facilities will include TV color equipment.

**Hawaiian satellite approved:** CP for Hilo Ch. 11 to operate as satellite of KONA (Ch. 2) Honolulu has been granted by FCC.

**Teleglobe pay-TV byproduct**—automatic emergency warning device—will be tested in Dec. at Johnstown, N.Y. by N.Y. State Civil Defense Commission.

**FTC has no "angry men,"** Chmn. Paul Rand Dixon assured National Frozen Food Assn. in Miami Beach convention speech. Scorning industry & press attacks on his agency for "over-regulation, harassments and new aggressiveness," Dixon said that all FTC tries to do is to help business, not control it. It's "our democracy's way of buttressing private capitalism by helping it to be both competitive & civilized," he said. Criticism of FTC was renewed at Hot Springs convention of Assn. of National Advertisers, however. ANA's gen. counsel Gilbert Howell charged that Dixon & Co. are engaged in "grab for power" to put advertising in straitjacket of govt. control.

**"Major breakthrough" in pay TV** is claimed by Telemeter with announcement that all 35 away-from-home hockey games of Toronto Maple Leafs in 1961-62 season will be carried to Etobicoke subscribers. Hockey games, plus 5 home games of Toronto's pro football club, will give pay-TV homes "all fall & winter professional sports attractions presently not available on 'free' TV," Telemeter Pres. Louis A. Novins boasted. As example of success in sports programming, Telemeter cited Canadian Facts Ltd. survey which showed that 35% of Etobicoke subscribers paid $2 to watch one football game vs. 33% who preferred 4 games available free at same time in Toronto's 6-station market.

**Educational FM stereo** has been approved by FCC in extension of rules permitting commercial multiplexing. Commission said there was no opposition to requests by educational FM licensees that they be counted in.

**Channel TV Productions Ltd.** has been organized at 175 Bloor St. E., Toronto, by Ted Cott, CTV TV Network Ltd. and Beaver Film Productions Ltd. to produce programs for Canadian TV and international distribution.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**STROMBERG-CARLSON MAY DROP HI FI:** Consider the strange paradox of General Dynamics/Electronics. Company sources report privately that sales of its Stromberg-Carlson hi fi are 4 times as great as last year. GD/E is still considering whether to enter the hotly competitive TV business. At same time, it's considering whether to quit consumer business entirely.

GD/E topkicks will confirm only that company is undergoing "inventory reduction" program, with substantial "fall promotion" price reductions on current-line models. Promotional pricing is limited to present dealers—no all-out harum-scarum liquidation is in progress.

Inside story behind inventory reduction program lies in parent company's need for more liquid capital position, as result of recent high expenses of its Convair div. As to leaving consumer products business, GD/E vp Arthur J. Hatch concedes that "trade rumors" are circulating, but adds that "a decision has not been made." About Stromberg's long-bruited re-entry into TV: "We're still considering it." How's business? "Very good."

Since it came under General Dynamics' wing, Stromberg-Carlson first offered consumers a line of hi-fi components, then branched into high-priced consoles, later dropped components and recently broadened console line to be competitive at all price ranges from $199.95 up, announced plans to enter portable phono field. GD/E also makes Stromberg-Carlson auto radios & communications equipment.

GD/E has undergone important top-level executive changes in last few months, with Charles F. Horne stepping in as president last September after resignation of James McLean. Company officials are mum as to when consumer-products decision will be made. It now rests in lap of top General Dynamics corporate officials whether to get out of consumer field completely or expand into it more heavily, including TV.

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Friendly Frost chain broke full-page ad in Nov. 10 N.Y. Times to announce it was slashing "yesterday's prices . . . 32% to 43%" on entire stock of Stromberg-Carlson hi-fi & stereo instruments. Described as "most spectacular sale in Friendly Frost history," price slash offered such bargains as Model 766 console at $258, vs. "yesterday's price" of $379.95; Model 726 at $188, vs. $329.95 "yesterday."

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Another price readjustment will come soon when Magnavox introduces its "Golden Anniversary" line. Although a few prices will be juggled upwards by a few dollars, there will be several substantial reductions in present line—list price of 19-in. portable dropping $10 to $189.50, one 23-in. console dropping $40 in mahogany (to $259.50) and $60 in cherry (to $265). Six phono models are being repriced—one raised $10, the others cut $10 to $30. Dealers are getting price protection on current inventory.

Anniversary line will feature 8 new TV models ($249.50-$535) and 8 new phonos ($149.50-$495).

**HOTEL TV AWAITS REPLACEMENT MARKET:** Hotel-motel TV is nearing end of its first big cycle, and is approaching stage where replacements are more significant than "original equipment." This was consensus of TV manufacturing and/or leasing firms exhibiting at last week's National Hotel Exposition in N.Y.

There was little agreement on anything else—not even size of market. Best educated guess is that there are close to 3 million guest rooms in U.S. hotels & motels (roughly 1.5 million in each), about 1.8 million of them (60%) equipped with TV. Most of the other 40% aren't good possibilities for TV, as they're low-cost rooms, marginal situations, etc.

One hotel supplier estimated 1962 guest-room TV market at about 350,000 sets—225,000 of them replacements for worn-out (or fully amortized) sets and 125,000 in new construction. Other industry sources

have called this estimate much too high. Nevertheless, it apparently is a pretty good market, judging from the number of firms battling for part of it.

Replacement market is due to ripen next year, TV suppliers believe, because hotel-motel industry will be ending its first big 5-year cycle, which began in 1957 & 1958—first year of extensive mass TV installation in guest rooms. Five years is considered normal life of TV set by Internal Revenue for tax purposes—and most hotel-motel TV leases now are made on 5-year basis.

Hotel-motel TV industry is bitterly divided between manufacturers which have their own factory-controlled leasing-financing-sales-service operations and specialist companies which handle TV leasing, financing, sales & service independent of manufacturer ownership. Manufacturers which provide complete direct-to-customer facilities include Philco (through its wholly owned subsidiary Tele-Sound, acquired this year), RCA (through RCA Service Co.) and Admiral. TV leasing specialists are American Communications Corp., Wells TV, Tel-Hotel div. of Electronics Leasing Corp.

Manufacturers making special hotel TV sets but dealing through independent specialists include GE, Magnavox & Westinghouse—the latter 2 being recent additions to the ranks. Zenith is in the field through its distributors, who, as independent businessmen, may make any autonomous arrangements they wish in the hotel field. Independent TV leasing specialists tend to feature sets made by GE, Westinghouse, Magnavox & Emerson, but they say they will use any sets specified by customers.

In our discussions with hotel-motel TV men last week, these trends in the business stood out:

(1) Methods of operation. Leasing continues to gain ground in TV field, providing these advantages: Lack of capital investment by hotel owner; tax benefits in some cases; savings if inn changes hands. Types of leases vary all over map. Some give innkeeper eventual ownership of set; some include master-antenna installation & service. Leases including installation & servicing generally run around 16¢ per day per set. Some firms insist on service contract. Others, such as Admiral & RCA, will lease sets alone, without installation or service. Admiral, in fact, advertises TV at "less than 10¢ a day."

Although leasing is most popular arrangement, there are still many outright sales. RCA Service Co. says its dealings are still about 50-50. Magnavox sells only through "contract dealers," specialists who handle hotel furniture, carpets, bedding, etc. International Hotel Supply Corp., Sheraton subsidiary which provides turnkey installation of hotel-motel furnishings, says it's now doing more than $1 million a year in TV business —lease & sale—handling mainly RCA, Magnavox & Admiral.

(2) Sizes & shapes. At last year's hotel show (Vol. 16:47 p16), 17-in. was still most popular size, even though consumer preference had already turned to 19-in. This year, 19-in. is in, with very few 17s in evidence. Two exceptions: RCA & Philco. RCA was showing 17-in. with Pittsburgh-type bonded implosion plate, as well as 19-in. bonded set. Philco's Tele-Sound still does half its business in the 17-in. Predicta—now off the consumer market for 2 years. Predicta, with its separately-mounted picture tube, is popular with hotel-motel trade because of its swiveling picture-tube housing and because it can be built into desks, tables, etc. Slim table models are most popular incoming model, and we're told white is "this year's color."

Consoles & sizes above 19-in. aren't big sellers, and are confined principally to super-deluxe installations, large rooms & suites. As to stands & cabinets, we were told that trend is to wall-mounted brackets and table & desk-top installations, because of saving in wall space.

(3) Special models. Most hotel-motel TV suppliers feature sets specially made for trade, with heavy-duty power cord, volume limiter, alcohol- & burn-resistant cabinet, 72-ohm antenna input. Special trend this year—perhaps most important trend of entire show—is combination TV-radio. This type of installation eliminates problem of theft of table radios (Magnavox gets around this problem by offering table radio with built-in theft alarm). GE, Westinghouse & RCA, among others, have just introduced special TV sets with radio channels built in.

Most of the TV-radio combinations are built to utilize Jerrold's Audio-Trol unit, which provides radio & background music on unused TV channels. Both GE & Westinghouse have new sets combining up to 7 TV channels with 5 radio & background music channels and intercom system to communicate with maid when she is in room (she inserts plug into special jack in TV set), utilizing hotel's TV distribution system as communication channel.

(4) Gimmicks & gadgets. Remote controls are just beginning to show up in hotel-motel installations, but not in large numbers. GE's new TV-radio combination is available with wired remote, which tunes both

TV & radio, may be installed in bedside table or wall. Wells TV has own version of wired remote which includes bedside speaker, channel, fine tuning, brightness & volume controls. Wireless remotes are the exception in hotel-motel business, because of service problems & possible interaction between sets in adjacent rooms. Even the wired remotes, TV suppliers tell us, haven't yet caught on with inn trade, are still in curiosity stage. In hospitals, on other hand, wired remotes & pillow speakers are universal.

Several firms are offering closed-circuit equipment, cameras, etc. for special local TV channels in large hotels. We're told there is very little demand for this type of system—in the few locations where it has been tried it hasn't been notably successful. But hotels are beginning to express interest in closed-circuit for in-the-car guest registration, security observation of grounds, kitchen, bar, etc.

(5) Color TV. This is one of the few subjects on which there's almost unanimous agreement. Demand for color is higher than last year, but only slightly so—and generally for lobbies & bars, with extremely few guest-room installations. Several color sets were displayed at hotel show, but principally as traffic-stoppers. Most suppliers said—some reluctantly—that they would supply color if customers wanted it. Leases on color, however, generally run about 2½ times cost of black-&-white.

As might be expected, RCA was most enthusiastic color vendor. "Almost every sizeable order last year included at least one color set," RCA Service Co. official told us. "The larger hotels are now going into color in their better suites." Other color comments: Admiral: "There's growing interest in color, more installations, but still mostly confined to public rooms." Philco's Tele-Sound: "We have color sets if they want them, but we don't push them." Wells TV: "We are supplying some color sets for lavish guest suites." Electronics Leasing Corp.: "There's very little call for it."

**MORE APPRAISALS—BUT STILL NO COLOR BOOM:** Consensus of color TV manufacturers that set sales are booming, but hardly zooming (Vol. 1:8 p6) received fresh support last week as we continued to query industry leaders about whereabouts & when-about of color's "sales breakthrough." Here are views & comments additional to our recent industrywide survey:

Admiral Electronics Div. vp Ross D. Siragusa Jr. told us that "we're just about sold out of everything we've made. Our distributor inventory of color sets is about half of what it was last year and our volume is double." He attributed color surge to increased programming—"particularly the Walt Disney program"—and the increase in color-selling dealers. Siragusa forecast 1961 color sales of 130-150,000 and a gain to 200,000 sets in 1962.

Motorola Consumer Products Div. exec. vp Edward R. Taylor noted that color market "is coming along just about as we anticipated, maybe even a little bit better"—but Motorola still has no plans to get into color. Taylor told us that Mororola still has no producer for its 23-in. rectangular color tube (Vol. 17:31 p16).

Sears Roebuck, buttressed by production wings Warwick Mfg. and Pacific Mercury, is a major albeit fanfare-less maker & seller of TVs—in volume. "Color is moving better than anticipated," a spokesman told us, "and we have increased production." Sears introduced Silvertone-brand color TVs in 100 of its stores in the fall, is now selling them in 150 stores.

Increasing "other network" interest in, but long-range planning for, color is implicit in announcement by Dr. Frank Stanton last week that CBS is embarking on $14.5 million, 2-year modernization of its N.Y. facilities, with new production center slated to be in operation by Jan. 1964. Affiliate relations & engineering vp William B. Lodge told us the studio is being made "so that it can accommodate color." However, he pointed out, "we won't install all color equipment at the start because we don't want to freeze ourselves to present equipment."

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(NOTE: TV-radio production figures were unavailable last week. Two-week figures will be included in next week's issue.)

## TOPICS & TRENDS

CBS Inc. has "recovered from the effects of the 1960-61 recession," Chmn. William S. Paley & Pres. Frank Stanton assured stockholders in joint report on first 9 months this year. Consolidated net income for 9 months was $12.6 million ($1.47) on $339 million sales vs. $15.4 million ($1.80) on $336.5 million in corresponding 1960 period. But 3rd quarter earnings were $3.2 million (38¢) vs. $2.8 million (33¢), and CBS Inc. declared cash dividend of 35¢ plus 3% stock dividend. Report noted that discontinuance of CBS Electronic Div.

eliminates drain on earnings, that $5-million losses & expenses incurred by disposition of assets will be charged against retained earnings, not income. CBS asserted that its 1960 TV earnings were greater than ABC & NBC combined, that its o-&-o's lead all competition in their respective markets. CBS last week also reported acquisition of interest in Trinidad TV station to be built, sharing ownership of Govt. of Trinidad, Rediffusion and Scottish TV Ltd. (Roy Thomson).

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Manufacturers' "suggested" list prices are valid comparisons in bargain advertising for appliances, Washington discounter George's Radio & TV Co. argued in FTC hearing. In initial decision, FTC examiner Walter K. Bennett had held that George's use of lists constituted false-pricing claims because customary retail sales prices in area were lower. Company countered that its regular prices already reflected discounts, that customers were educated in meaning of lists. Commission's final decision in case may set precedents for appliance trade.

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Battle-royal on transistor radio patents: Regency Electronics Inc. (formerly I.D.E.A. Inc.), which introduced the first transistor radio in 1954, claims all Japanese transistor radios infringe on its patents and is currently negotiating with EIA of Japan for royalties on all transistor sets shipped to U.S. It's understood Regency is seeking 10¢ per set.

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Motorola will offer its new electronic alternator system (Vol. 1:2 p7) to car owners as replacement for generator & regulator. It will be sold with universal installation kit by Motorola distributors & auto equipment jobbers.

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Bonded tubes can be rebuilt without removing laminated cap, according to claim by Windsor Electronics Inc., Glen Ellyn, Ill., for new bake-out process on which it is seeking patent. Company, which specializes in sale & lease of picture-tube rebuilding equipment, claims to have solved problem of rebuilding bonded tube and at same time to have reduced bake-out time from 2 hours to one hour.

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Radio WRLB Long Branch becomes central N.J.'s first FM stereocaster. The station is stereocasting 2 hours daily, 6-8 p.m. • Press preview of opening of WTFM Fresh Meadows, L.I., N.Y., "nation's first station built specifically for FM stereo broadcasting," has been slated for Nov. 21. Friendly Frost-owned station had hoped to be N.Y.-area's first FM stereocaster, was delayed by strike of concrete drivers (Vol. 17:35 p15).

## Trade Personals

**Robert L. Werner,** RCA attorney since 1947 and vp-gen. attorney since 1951, elected exec. vp. & gen. attorney.

**Thomas E. Drumm Jr.** resigns as BDSA administrator in Commerce Dept. to take overseas job; **Eugene P. Foley,** Deputy Asst. Secy., given BSDA responsibilities . . . **A. L. Svanascini,** ex-Sarkes Tarzian, named Standard Kollsman Industries marketing mgr.

**Philip C. Jackson** elected exec. vp & gen. mgr. of Cenco Instruments subsidiary Instru-Coil Co. . . . **H. R. Letzter,** former Webcor vp-gen. sales mgr., named national sales mgr. by Hammond Organ.

**John P. Bucan,** former Bell & Howell vp-treas., named Ampex vp-treas. . . . **S. Dean Wanlass** elected pres. of Packard Bell Electronics' subsidiary Packard Bell Computer Corp. . . . **Arnold Henderson,** sales dir. of Emerson Radio's Emerson Div., reportedly has resigned, succeeded by field sales mgr. **Leo Hahn.**

**Charles K. Rieger,** GE mktg. services vp, appointed vp & group exec. of electric utility group, succeeding **Clarence H. Linder** who will serve as a consultant until his retirement Jan. 1963.

**John H. Dummer,** International Resistance foreign operations dir., elected a vp. . . . **Stanley E. Miller** promoted to mgr. of Sylvania's Fullerton, Cal. picture tube plant, succeeding **Marion F. Chetty,** now foreign manufacturing operations mgr.

**Otto C. Kebernick,** ex-Radiation Inc., joins International Resistance as marketing dir.

## Finance

**Admiral 3-Quarter Profit Triples:** Increased sales of costlier products with fatter profit margins contributed to Admiral's healthy 9-month performance: earnings of $1.4 million on $136-million sales vs. $497,072 on $145 million in 1960's first 3 quarters (see financial table, p. 10).

Pres. Ross Siragusa said that dealers are selling more high-end merchandise, noted that average selling price of Admiral consumer products has been climbing in last several years. Average TV retail sale, he said, has increased to more than $250 from less than $200 in 1956.

"While the TV-appliance industry's pickup did not begin to exhibit strength until May," Siragusa commented, "it is currently gaining momentum and should exceed the pace of the rest of the economy by the end of the year. We anticipate further gains in the 4th quarter in both sales & earnings."

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**Common Stock Dividends**

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Arvin Industries | Q | $0.25 | Dec. 20 | Nov. 27 |
| Canadian Westinghouse | Q | $0.15 | Jan. 2 | Dec. 15 |
| CBS Inc. | — | .35 | Dec. 8 | Nov. 24 |
| CBS Inc. | Stk. | 3% | Dec. 18 | Nov. 24 |
| Erie Resistor | Stk. | 4% | Dec. 15 | Nov. 17 |
| Fairchild Camera & Inst. | Stk. | 100% | Nov. 17 | Nov. 3 |
| General Instrument | A | .15 | Dec. 18 | Nov. 20 |
| GT&E | Q | .19 | Dec. 31 | Nov. 22 |
| Transcontinent TV "B" | — | .10 | Dec. 9 | Nov. 8 |
| TV-Electronics Fund | — | .39 | Nov. 30 | Nov. 2 |
| Zenith | Stk. | 200% | Nov. 20 | Nov. 3 |

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Admiral<br>See story on p. 9 | 1961—9 mo. to Sept. 30 | $135,877,427 | $ 2,869,907 | $ 1,390,664[8] | $0.58[9] | 2,411,286 |
| | 1960—9 mo. to Sept. 30 | 144,976,988 | 1,207,764 | 497,072 | .21 | 2,407,136 |
| | 1961—qtr. to Sept. 30 | 49,685,797 | 1,888,783 | 957,113 | .40 | 2,411,286 |
| | 1960—qtr. to Sept. 30 | 49,772,958 | (87,953) | (80,958) | — | 2,407,136 |
| Amphenol-Borg Electronics | 1961—9 mo. to Sept. 30 | 53,153,796 | 1,731,333 | 892,133 | .64 | 1,403,678 |
| | 1960—9 mo. to Sept. 30 | 51,169,830 | 4,434,453 | 2,126,704 | 1.53 | 1,394,253 |
| | 1961—qtr. to Sept. 30 | 18,512,742 | 786,363 | 428,663 | .31 | 1,403,678 |
| | 1960—qtr. to Sept. 30 | 15,943,825 | 1,231,240 | 593,756 | .43 | 1,394,253 |
| Avnet Electronics | 1961—qtr. to Sept. 30 | 4,226,103 | 605,625 | 329,960 | .16[9] | 2,122,262 |
| | 1960—qtr. to Sept. 30[10] | 3,812,195 | 518,965 | 303,365 | .14[9] | 2,122,262 |
| Clevite | 1961—9 mo. to Sept. 30 | 66,639,285 | 7,040,971 | 3,431,971 | 1.75 | 1,887,512 |
| | 1960—9 mo. to Sept. 30 | 71,863,569 | 10,430,985 | 5,109,985 | 2.65 | 1,883,447 |
| Cohu Electronics | 1961—9 mo. to Sept. 30 | 7,238,351 | — | 413,802 | .29 | 1,426,851 |
| | 1960—9 mo. to Sept. 30 | 5,030,387 | — | 145,230 | .10 | 1,415,821 |
| CBS Inc.<br>See story on p. 8 | 1961—9 mo. to Sept. 30 | 339,018,246 | 27,717,513 | 12,653,513 | 1.47 | 8,637,607 |
| | 1960—9 mo. to Sept. 30 | 336,582,220 | 35,401,313 | 15,496,313 | 1.80 | 8,632,076 |
| | 1961—qtr. to Sept. 30 | 98,250,501 | — | 3,244,181 | .38 | 8,637,607 |
| | 1960—qtr. to Sept. 30 | 104,760,250 | — | 2,827,144 | .33 | 8,632,076 |
| Decca Records[1] | 1961—9 mo. to Sept. 30 | — | — | 1,875,007 | 1.46 | 1,285,701 |
| | 1960—9 mo. to Sept. 30 | — | — | 4,159,772 | 3.24 | 1,285,701 |
| Erie Resistor | 1961—39 wks. to Oct. 1 | — | — | 290,000 | .29 | 798,806 |
| | 1960[2] | — | — | — | — | — |
| Fairchild Camera & Instrument | 1961—9 mo. to Sept. 30 | 67,261,000 | — | 3,752,000[11] | 3.01 | 1,243,475 |
| | 1960—9 mo. to Sept. 30 | 49,468,000 | — | 2,918,000[12] | 2.34 | 1,039,140 |
| | 1961—qtr. to Sept. 30 | 22,691,000 | — | 1,453,000[13] | 1.16 | 1,243,475 |
| | 1960—qtr. to Sept. 30 | 19,183,000 | — | 1,236,000[14] | .99 | 1,039,140 |
| ITT | 1961—9 mo. to Sept. 30 | 623,689,622 | — | 23,930,259 | 1.48[5] | — |
| | 1960—9 mo. to Sept.30 | 592,877,952 | — | 21,681,680 | 1.35[5] | — |
| | 1961—qtr. to Sept. 30 | 211,582,188 | — | 7,582,584 | .47[5] | — |
| | 1960—qtr. to Sept. 30 | 209,057,955 | — | 7,007,008 | .43[5] | — |
| Loral Electronics | 1961—6 mo. to Sept. 30 | 19,238,000 | — | 762,700 | .41 | 1,864,864 |
| | 1960—6 mo. to Sept. 30 | 18,000,000 | — | 612,000 | 1.05 | 580,148 |
| Meredith Publishing | 1961—qtr. to Sept. 30 | 18,055,889 | 2,260,568 | 1,055,812 | .80 | 1,326,987 |
| | 1960—qtr. to Sept. 30 | 14,003,053 | 821,548 | 381,192 | .29 | 1,322,186 |
| Minnesota Mining & Mfg. | 1961—9 mo. to Sept. 30 | 448,149,263 | 104,389,951 | 53,289,951 | 1.04 | 51,473,073 |
| | 1960—9 mo. to Sept. 30 | 403,146,898 | 98,134,365 | 50,134,365 | .98 | 51,316,762 |
| | 1961—qtr. to Sept. 30 | 157,434,905 | 37,574,822 | 18,974,822 | .37 | 51,473,073 |
| | 1960—qtr. to Sept. 30 | 140,133,725 | 33,768,363 | 17,768,363 | .35 | 51,316,762 |
| Pacific Mercury | 1961—year to June 30 | — | — | (615,742)[3] | — | 700,000 |
| | 1960—year to June 30 | — | — | 196,855 | — | 700,000 |
| Philco | 1961—9 mo. to Oct. 1 | 304,415,000 | (10,137,000) | (5,778,000)[4] | — | 4,104,033 |
| | 1960—9 mo. to Oct. 1 | 297,101,000 | 2,804,000 | 2,107,000 | .44[5] | 4,090,207 |
| Stewart-Warner | 1961—9 mo. to Sept. 30 | 81,137,198 | — | 4,570,266 | 1.37 | 3,339,702 |
| | 1960—9 mo. to Sept. 30 | 82,264,260 | — | 4,781,574 | 1.45 | 3,297,753 |
| Technicolor | 1961—9 mo. to Sept. 30 | 40,460,179 | — | 1,438,945[6] | .55[6] | 2,623,218 |
| | 1960—9 mo. to Sept. 30 | 21,366,588 | — | 360,599 | .16 | 2,211,679 |
| | 1961—qtr. to Sept. 30 | 15,095,034 | — | 550,571 | .21 | 2,623,218 |
| | 1960—qtr. to Sept. 30 | 6,349,266 | — | 72,355 | .03 | 2,211,679 |
| Tung-Sol | 1961—39 wks. to Sept. 30 | 47,583,074 | 1,807,620 | 910,620 | .81 | 925,858 |
| | 1960—39 wks. to Oct. 1 | 51,618,922 | 2,786,924 | 1,337,924 | 1.27 | 924,521 |
| Webcor | 1961—year to May 31[7] | 32,206,078 | — | (2,654,123) | — | 940,737 |
| | 1960—year to May 31 | 29,813,282 | — | 217,069 | .33 | 650,737 |
| | 1961—qtr. to Aug. 31 | — | — | 911,000 | .92 | 940,737 |
| | 1960—qtr. to Aug. 31 | — | — | 137,000 | .21 | 650,737 |

Notes: [1]Including subsidiary Universal Pictures. [2]Comparison unavailable because of change in accounting procedure. [3]After $366,000 tax credit and $785,000 in non-recurring expenses. [4]After $4.4-million tax credit. [5]After preferred dividends. [6]Excludes non-recurring income of $517,000 (20¢ a share) representing special dividend from English affiliate Technicolor Ltd. [7]Year embraces only 11-month period because of change in year-end to June 30. [8]Before special charge of $225,286 (9¢ a share) resulting from unrealized depreciation of Canadian currency. [9]Based on 2,122,262 shares outstanding Sept. 30, 1961. [10]Includes British Industries, acquired Dec. 1960. [11]Includes $940,000 tax credit. [12]Includes $268,000 tax credit. [13]Includes $589,000 tax credit. [14]Includes $268,000 tax credit.

**GE Sees 1962 Profit Rise:** "We're cautiously optimistic" for a further upturn in 1962, GE Pres. G. L. Phillippe said last week, noting that the bottom of the slowdown in the electrical goods industry has passed. He said that sales of major appliances have been good throughout the year, pointed out that prices in electrical industry are about on a par with 1956, some 5-6% below 1960's level.

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WEEKLY

# Television Digest

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The authoritative service for executives in all branches of the television arts & industries

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**FCC WEIGHS AM OVERCROWDING,** asks staff to recommend how study should be made. Current thinking: team of 4 staff members, working 6-12 months (p. 1).

**BREATHING SPELL IN DEINTERMIXTURE** granted, parties given 2 more months to comment. Probable time-table: No final action before July (p. 1).

**NETWORK HEARING AGENDA SET** for Jan. 9 finale at which FCC will take on CBS, NBC and ABC chiefs. Commission fills 8 pages with questions it wants to ask (p. 2).

**DIXON SCORES "HUNGRY" BROADCASTERS** for taking questionable commercials, but praises NAB for "most commendable" work in reforming TV-radio practices (p. 3).

**LAST-DITCH WNTA-TV FIGHT STARTS** with FCC plea to Court of Appeals for reconsideration of ban on ETV deal for Newark-N.Y. Ch. 13. "Irreparable injury" cited (p. 3).

**HOSPITAL TV SHOWCASE PLANNED** in Newark, where new Columbus center will have up to 100 cameras covering everything from operations to storerooms (p. 5).

### *Consumer Electronics*

**FM-STEREO SALES FORMULA:** Good demonstrations. Component stereo tuners and table-model stereo sets selling well in markets with plenty of daytime programming (p. 7).

**WHAT ONE STATION LEARNED** about FM stereo: Good antenna is most important, even in primary area. WQXR-FM receives few complaints, finds coverage reductions about as predicted (p. 8).

**TV TOPS EQUIPMENT IN HOUSING COUNT** by Census Bureau in first advance reports on 1960 survey of states & counties. Initial releases cover 15 states (p. 8).

**WHITHER THE CONSOLE?** It may be a vanishing American; it now represents lowest percentage of TV sales in many years. Inroads of 19-in. portable taking biggest toll (p. 8).

**COMBOS GAINING IN SALES** as consoles lag; industry leaders attribute rise in popularity to better furniture styling, increased interest in good music (p. 9).

**TV-RADIO PRODUCTION AT PEAK** in Sept.; EIA figures also show that factory sales of phonos and picture & receiving tubes set 1961 monthly highs in Sept. (p. 10).

**FCC WEIGHS AM OVERCROWDING:** In special unannounced meeting last week, FCC began discussing whether it's authorizing too many AM stations, deteriorating programming and technical performance. This follows recent speech by Comr. Ford, who brought his worries out in open (Vol. 1:6 p1), and request by Comr. Lee that Commission consider freezing all AM applications except those which would provide first signal to "white" (unserved) areas.

Commission did nothing conclusive, it's understood. However, it did instruct staff to recommend how study of problem could be made. Initial thinking is that team of 4 top-flight staff members would have to devote 6-12 months to matter—studying engineering, processing practices, economics, etc. It's one of toughest problems to analyze, and there's fair amount of doubt at Commission that anything will really come of it. Among staff members reported looking into subject are engineer James Barr, economist H. H. Goldin, attorney Sol Schildhause.

At NAB's regional meeting in Minneapolis last week, Pres. Collins reiterated his oft-expressed view that there are "entirely too many broadcasters" in some areas and that "the radio broadcaster who has to give all of his efforts to survive is not able to do the job he should do."

**BREATHING SPELL IN DEINTERMIXTURE CASES:** FCC gave 2 months delay in deadline for comments in the 8 deintermixture cases—from Dec. 4 to Feb. 5—to intense relief of parties involved. Reply comments are due March 9. As of now, Dec. 4 deadline still stands for the 8 proposed vhf drop-ins. Commission previously had extended time for comments on over-all allocations policy proposal to Feb. 5 (Vol. 1:8 p2).

Speculation at Commission about time-table from here on runs like this: (1) After March 9, staff will take about 2 months to digest filings. (2) FCC will study & discuss cases, tell staff what to do; this will run

about a month. (3) Staff will take month or more to write final decisions. Thus, final action isn't expected before July.

FCC will be called to Capitol Hill, meanwhile, to testify on bills to block deintermixture. Though Commission will be able to discuss over-all policy, it won't be able to talk about the 8 specific deintermixture markets It has placed them under the "adjudicatory" cloak until final decisions are issued. Among other allocations actions by FCC last week:

(1) Denied proposals to add Ch. 11 or Ch. 12 to San Francisco or San Jose or to add Ch. 12 to Sacramento or Santa Rosa. Commission said there are other areas in northern California which need a vhf more than San Francisco or Sacramento. As for Santa Rosa, FCC believes need there is "questionable"; in addition, it was reluctant to shift KHSL-TV (Ch. 12) Chico and KOLO-TV (Ch. 8) Reno to new channels.

(2) Turned down proposals to reserve Ch. 9 or Ch. 11 for educators in Redding, Cal. Chm. Minow dissented.

(3) Proposed to reserve 9 uhf channels for ETV network in Kentucky—Ch. 59, Ashland; 17, Bowling Green; 19, Hazard; 26, Madisonville; 24, Morehead; 33, Murray; 14, Pikeville; 29, Somerset; 54, Covington. Commission said, however, it doesn't believe such large blocks of uhf should be reserved until basic nationwide uhf policy is set—but it's willing to accept comments on plan meanwhile. (For other uhf allocations actions, see p. 6.)

In Connecticut, uhf operators & grantees went to Gov. Dempsey in attempt to get him to call off his fight against shifting WTIC-TV (Ch. 3) Hartford to uhf. They report he merely said: "Good luck with your petition. It's a good statement."

Statement sought to combat claims that loss of Ch. 3 would deprive many viewers of service. "This may or may not now be true," the uhfs said, "but it will not be so if the FCC action is upheld and there are more uhf stations on the air serving these same many thousands of people with clear, interference-free signals." They urged that Ch. 3 be given to ETV.

**NETWORK HEARING AGENDA SET:** FCC needed 8 single-spaced typed pages last week to outline subjects it wants to explore when CBS, NBC and ABC officials show up in Washington Jan. 9 as witnesses in finale of TV network program hearing (Vol. 1:8 p3).

Network heads were instructed in letters signed by FCC Chmn. Minow to come to hearing themselves and bring with them "appropriate officials" who are prepared to give detailed answers to questions in such areas as these:

Network control of programming—Record shows "marked trend" by networks toward financial interests in shows they air. Two charts—one for public record, other for FCC's own information—will be expected from each network, covering financial deals for past 4 seasons. Competitive secrets in confidential charts will be kept inviolate, Minow said—unless Commission decides that "disclosure is required to accomplish its purpose."

Network-talent agency relations—What is interplay between networks & companies which not only act as talent agents but produce & package shows?

Program selection—Is it true that shows are picked "principally on the basis of their utility as advertising vehicles for those advertisers who seek the largest audience?" If not, what network policies insure "diversity & balance" in programming?

News & public affairs shows—"It is important that the networks address themselves to these matters in as much detail as possible."

Ratings—FCC doesn't propose to "prescribe or advise" networks on details of commercial operations, but it is curious about how they use ratings in composing schedules.

Censorship by sponsors—There's "abundance of testimony" that advertisers dictate "subject matter, scripts, casting, etc." It needs to be "fully explored."

Consultation with affiliates—How much say do station affiliates have in network programming? Do they get chances "to exercise informed judgments prior to exhibition?"

**DIXON SCORES 'HUNGRY' BROADCASTERS:** FTC Chmn. Paul Rand Dixon broke his silence on broadcasting last week with alternating sweet & harsh words about TV & radio advertising practices.

"Most commendable work" is being done by NAB Code administrators, Dixon told Chicago Better Business Bureau, but some broadcasters are too "hungry" for their own good. In one of his few public comments on industry since he took New Frontier post in March (Vol. 1:4 p2), he said any TV & radio operators who still don't know when they're wrong should start homework on FTC-FCC "Advertising Alert" lessons (Vol. 1:8 p1).

"Reputable media have deep convictions against printing or broadcasting what they know to be false and will stand firm against any pressures to the contrary," Dixon said, singling out "fast-buck" advertising for fall-out shelters for particular scorn. "I wish the same were true for some of the hungrier publications & hungrier broadcasters. If these could only appreciate the shortsightedness of lax standards in accepting advertising, they might not be so hungry."

Good broadcasters have sacrificed "many millions of dollars in advertising revenue in order to maintain high standards of advertising acceptance," Dixon told Chicago audience, calling for "more such self-interest" within industry.

Note: Rat-a-tat-tat of criticism of FTC by advertising trade continued meanwhile back in Washington. In speech to Washington Ad Club, Brown & Williamson vp & advertising dir. John W. Burgard said FTC's "constantly evolving labyrinth of rules & regulations [is] the greatest menace to the advertising business today." Another menace, Burgard said, is "encroachment" on sponsors' TV show time by network credits & promotions for other programs.

**LAST-DITCH WNTA-TV FIGHT STARTS:** "Irreparable injury" to 15 million N.Y. area viewers—and to "entire nation" potentially—will result unless Court of Appeals removes its obstruction against $6.2-million sale of WNTA-TV to educational interests (Vol. 1:9 p3), FCC asserted last week.

With only 13 days to go before expiration of Nov. 27 deadline for Ch. 13 deal between owner NTA & Educational TV for Metropolitan Area (ETMA), Commission hurried into Court Nov. 14 with plea that 3-judge panel reconsider its order staying FCC's approval of transfer—or that full 9-judge Court grant rehearing. Action by Court is expected this week.

WNTA-TV got ready for no-sale eventuality meanwhile, NTA indicating station would be taken off market if ETV deal falls through. NTA Chmn. & Pres. Leonard Davis announced station will resume full commercial operations in that event to protect 15,000 stockholders from further losses. "A greater emphasis on live telecasting during prime evening hours will be part of future programming," Davis said. As part of plans, WNTA-TV started negotiations to carry baseball games of new N.Y. Mets.

Court panel erred badly in granting stay sought by N.J. Gov. Robert B. Meyner, who wants his state to keep Newark-based Ch. 13, FCC argued in its petition. Commission said it made "fully reasonable decision" to approve NTA-ETMA deal without giving oral hearing to Meyner—and that contrary to panel's conclusion, channel wouldn't be relocated in N.Y.

Commission was particularly depressed by language of Court's order, which said that it was staying FCC's decision which had granted "transfer of Ch. 13 facilities from New Jersey to New York." FCC spokesman told us: "That would seem to make the whole argument moot, for the Court apparently has reached its conclusion about the whole basic decision." Commission lawyers have very few hopes that 9-judge Court will reverse its 3-judge panel. There are reports, meanwhile, that Meyner hasn't found any N.J. group which would want to buy station. If none shows up, Meyner would be left in very awkward political posture.

Consequences of panel's roadblock were described this way by FCC: "The 15 million persons within the Ch. 13 service area would suffer the irreparable injury of a loss of ETMA's educational & cultural services. Indeed, the potential harm to the general public is broader, since ETMA intends to make its programs available to the entire nation through film & video-tape facilities."

**HOSPITAL TV SHOWCASE PLANNED:** Country's most elaborate hospital TV installation—covering everything from surgery to thievery with as many as 100 cameras—is on drawingboards in Newark.

"Hospital of tomorrow" is what Columbus Hospital's development dir. George Radcliffe calls its proposed new TV-equipped, 8-building, 400-bed center, scheduled for start within 18 months. He's getting

engineering plans & estimates now from RCA, Westinghouse, Lockheed, Minneapolis-Honeywell and other manufacturers & suppliers on specifications for closed-circuit complex.

"We'll have extra eyes, feet and care through TV," Radcliffe told us. "And we'll save money in the long run. TV just makes pure sense in hospital operations." Columbus has experimented with TV uses such as monitoring, and Radcliffe has become ardent salesman of medium as medical aid. He works with Council on Medical TV and has promoted TV in papers read to Yale School of Medicine & N.Y. Academy of Sciences.

New hospital will have such electronic devices as these, Radcliffe reported:

Surgery—All operating rooms will have 2 cameras, one built into surgical light, other set for over-all observation. Operations will be televised live for teaching & evaluation purposes, taped to provide indisputable evidence in event of malpractice litigation.

Wards—Patients under intensive care will be monitored around clock by TV, including infra-red system when they must have darkness. Supplementary physiological monitoring devices will check blood pressure, etc., and slave monitors will enable physicians & nurses to keep patients under constant observation.

Administration—Strategically-placed cameras will give hospital chiefs on-spot views of all activities, indicating where & when they're needed for emergencies, saving them from needless trips.

Radiology—In conjunction with image intensification & tape recording, closed-circuit installation will eliminate time lags, permit playbacks at any time for re-evaluations by radiologists.

Inventory control—"Pilfering is considered a nasty word, but it exists to varying degrees in all large hospitals." TV will maintain surveillance over drugs, instruments, storeroom supplies.

Patients will watch TV shows on convenient sets as matter of course in new Newark hospital. Also planned is 2-way radio setup permitting consultation between ambulance crews & hospital staff.

## CURRENT CAPSULES

Slow-motion video-tape system devised by ABC was demonstrated for first time last week at special showing for newsmen. Designed for instantaneous slow-motion playback of action in sporting events, it will be used for first time on Thanksgiving Day telecast of Texas-Texas A&M football game. Developed by 6-man team under Al Malang, ABC chief video facilities engineer, new process utilizes Ampex Videotape recorder which has been specially modified to play standard tapes at half speed. This involved development of special standards cut to exactly one-half of U.S. TV standards—line frequency of 7,875 cycles, 15 frames per second, 30 fields, 262 lines (vs. 15,750, 30, 60 & 525 for regular TV standards). In playback, electronic standards converter changes output to standard TV signal.

As demonstrated by ABC, slow-motion playback picture had pronounced flicker, but engineering vp Frank Marx said this can be removed through known techniques, and network engineers are now developing flicker-remover which may be ready in time for Thanksgiving Day use of device. Lowered resolution (262 lines) was neither objectionable nor even noticeable at distance from which we viewed monitor. Since specially doctored Ampex recorder is used for playback, tape must be recorded on one machine, then transferred to special slow-motion machine for broadcast.

———■———

Nov. 14 was cutoff date for new Rochester Ch. 13 applications, as FCC began designating applications for hearing. Total is 11, including Rochester Telecasters Inc., which filed to share time with educators' Rochester Area Educational TV Assn.; latter is amending to reflect share-time proposal.

FCC last week released letter to ABC Pres. Goldenson, giving its views on his suggestions getting stations operating quickly on interim basis in Rochester, Syracuse & Grand Rapids (Vol. 1:7 p5 et seq.). As we indicated, Commission said it would like to have all applicants share operation equally in each city. However, it noted that it has authority to grant interim operation to group which some applicants refuse to join, because of "a strong public interest in instituting immediate service."

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Networks should compete with public-affairs shows in same time period, ex-NBC programming vp David Levy suggested in talk to class at Annenberg School of Communications at U. of Pa. Simultaneous scheduling of such programs would put networks on even footing and make audiences "free from the temptation of escapism fare," he said. Levy also advocated stronger NAB Codes.

Doubts about "freedom of the press" application to TV-radio, expressed by Wall St. Journal Pres. Bernard Kilgore (Vol. 1:9 p1), were labeled "preposterous" by NAB Pres. Collins. Kilgore had said: "We are going to get the issue of freedom of the press obscured dangerously if we try to stretch it to fit the radio and TV industries." Collins' response: "While it is true that broadcasting stations are licensed by the govt., due to technological necessity, the Supreme Court has held that the govt. can no more impinge upon the freedom of the broadcaster's right of expression in its programming than it can impinge upon the publisher's right of expression."

Drive for liquor commercials received another push last week when Earl H. Tiffany Jr., vp of Ellington & Co., told Esquire magazine sales meeting in N.Y. that pressure will increase to break broadcasting's self-imposed prohibition. Distillers' hunt for increased sales volume, he said, will eventually cause them to drop "moral and public relations considerations which are invalid anyhow." Increase in number of stations, he added, will cause telecasters to look "eagerly" at liquor advertising. NAB spokesmen say they've yet to find a Code subscriber taking such commercials and that they're constantly warning industry that the practice invites federal legislation which could ban beer & wine advertising and jeopardize other kinds of commercials.

Practicability of worldwide TV via satellites has been questioned by Jack C. Oppenheimer of NASA's plans & program office. In speech on "Socio-Economic & Political Aspects of Space" at Lincoln, Neb. aerospace science clinic, he said big questions about satellite communications will remain even if Adminstration resolves operational policy problems (Vol. 1:9 p2). Among them: How will international TV handle languages? How can time-zone differences be adjusted to assure international audience for "instantaneous, non-taped" telecasts?

House hearings may be opened to TV & radio coverage as one result of death of Speaker Rayburn (D-Tex.). During long Rayburn regime, he barred mikes & cameras from committee proceedings as offensive to House rules & traditions, although Senate relaxed its hearing rules to permit broadcast equipment at discretion of committee chairmen. Rayburn's successor—probably Rep. McCormack (D-Mass.)—is expected to be less rigid about House customs.

## Personals

**James A. Stabile**, NBC-TV staff vp, promoted to NBC vp & assoc. gen. attorney . . . **Ed Sullivan** receives special award from National Council of Catholic Youth . . . **Jerome R. Reeves**, KDKA-TV Pittsburgh gen. mgr., named chief barker of Variety Club Tent No. 1 . . . **Jack B. Weiner**, ex-*Television Magazine*, joins TvB as national sales development mgr.

**Frank Beazley**, from CBS Sales, N.Y., named gen. sales mgr. of network's WCAU-TV Philadelphia . . . **Frank Hovore**, from Jack Packard ad agency, rejoins KTTV Los Angeles as sales promotion mgr. . . . **Jules Hoffman** promoted to *TV Guide* promotion dir.

**Loomis C. Irish** promoted to ABC-TV network sales service dir., **John McAvity** succeeds him as nighttime sales service mgr., **Mark Cohen** replaces McAvity as Eastern sales service mgr.

**William P. Keeney**, from Lavenson ad agency, joins NBC's WRCV-TV & WRCV Philadelphia as business mgr., replacing **Arthur A. Watson**, now WRCV-TV station mgr. . . . **Alan Baker** promoted to asst. NBC trade news editor.

**Joseph M. Higgins** resigns as vp & gen. mgr. of WTHI-TV Terre Haute to take similar posts with WIBC Indianapolis, which has been given WLWI's Ch. 13 by FCC (Vol. 1:9 p5); **Ben Falber Jr.** named operations vp of WTHI-TV; **Russ Arnold**, facilities vp; **George Foulkes**, sales vp.

**John S. Hayes**, pres. of *Washington Post-Newsweek* stations (WTOP-TV & WTOP Washington and WJXT Jacksonville), heads new NAB civil defense committee; **Robert J. McAndrews** (KBIG Hollywood) designated radio public relations committee chmn.

**David Schoenbrun**, CBS Paris correspondent, succeeds **Howard K. Smith** as chief Washington correspondent (Vol. 1:8 p5) . . . **George Whitney**, KFMB-TV & KFMB San Diego vp & gen. mgr., elected Cal. State Bcstrs. Assn. pres.

**A. Louis Read**, exec. vp & gen. mgr. of WDSU-TV New Orleans, elected TvB chmn. at Detroit meeting, succeeding **Glenn Marshall Jr.** of WJXT Jacksonville.

FCC Comr. **Bartley** will speak at fall meeting of Ariz. Bcstrs. Assn. in Phoenix Dec. 1. Others on program include NAB station services vp William Carlisle and Rep. Rhodes (R-Ariz.).

**Filmed commentary** by NAB Pres. LeRoy Collins on report by Commission on Goals for Higher Education in the South, on which he served, is being distributed to Southern TV stations.

**Stay home & watch TV**—"like the Lord intended for people to do"—elderly woman told rocket expert Dr. Werner von Braun after listening to explanation of why U.S. needs to put men on moon. She said she was unimpressed by moon plans at Marshall Space Flight Center, Huntsville, Ala.

**TV revenues should be taxed 5%** to subsidize live theater, Broadway producer Herman Shumlin told House Education Subcommittee at N.Y. hearing on proposals for federal aid to culture. Speaking for League of N.Y. Theaters, Shumlin testified competition from electronic entertainment endangered traditional dramatic arts. Of 33 N.Y. theaters, 3 are up for sale and another—Hudson—has been sold by NBC ("of all people") for garage use, Shumlin said. Subcommittee's Rep. Giaimo (D-Conn.) took dim view of tax proposal, however, pointing out Shuberts control 18 of theaters—and "somebody must be making a lot of money." Another hearing witness was AFM Pres. Herman Kenin, who renewed his union's arguments for federal curbs on foreign-made TV soundtracks to save American musicians' jobs.

**Simulated mayhem on TV** by "Three Stooges"—rather than violence in Westerns, private-eye crime or sex—has worst effect on children watching WTMJ-TV Milwaukee programs, according to station survey conducted in cooperation with *Milwaukee Journal*. More than 75% of parents polled said TV "as a whole" is good for family life. But 30% complained that children imitate actions of "Three Stooges." Violence was protested by 16.9%, shooting by 13.8%. Only 1.5% objected that their children "see overexposed females."

**Three-way Rochester deal** in which Transcontinent TV Corp. sold its WROC-TV (Ch. 5) to Ch. 10 share-timers WVET-TV & WHEC-TV for $6.6 million and WHEC-TV took over Ch. 10 for $3.9 million (Vol. 17:5 p14 et seq.) was finally consummated Nov. 14. WVET-TV (Veterans Bcstg. Co.) started full Ch. 5 operations as WROC-TV, WHEC-TV went on air as sole Ch. 10 occupant, Transcontinent left Rochester field.

**"Incredible response"** to $1.5-million campaign to rebuild burned-out studios is reported by educational WGBH-TV Boston (Vol. 1:6 p5). CBS has contributed equipment worth $35,000, anonymous foundation gave $25,000, school children in suburban Somerville raised $1,500. WGBH-TV has been using studios of Boston commercial stations since $1-million fire Oct. 14.

**"Strictly confidential"** trouble-shooting service for members has been started by Ga. Assn. of Bcstrs. in new plan announced by exec. secy. Jack Williams. Stations facing "possible trouble" from FCC or financial, programming or competitive problems, can get on-spot consultation & help from Williams or GAB representatives recruited for assignments.

**Closed-circuit telecast** with big-name entertainers, planned for next May, will help finance construction of National Cultural Center proposed for Washington. Chmn. Roger L. Stevens hopes to raise more than $7 million in admissions to show in 150 cities. Project has President Kennedy's backing.

**Audio tape of Pablo Casals'** cello concert at White House last week will be sent by NAB to stations requesting it, at $5.50 for the 59-min. program. Alert NAB staffers had queried members through AP & UPI radio wires, got 250 responses immediately. Stations may broadcast tape once, sustaining only.

Add FCC allocations actions (see p. 2): (1) Proposed substituting Ch. 15 for Ch. 62, Oneonta, N.Y., deleting Ch. 15 from Rochester, Ch. 29 from Gloversville. (2) Proposed to reserve Ch. 18, E. Lansing, Mich. for ETV. (3) Finally reserved Ch. 20, Eugene, Ore., for ETV.

**Teilifis Eireann (Irish TV)**, now building in Dublin, scheduled to test in Dec. and start regular operations Jan. 1, will operate on both 625 & 405 lines on Ch. 7 (60-kw ERP)—the later standards to enable set owners to pick up BBC & ITV programs. Four provincial stations are projected for 1962. Owned and operated commercially by the Republic of Ireland, station will be managed by Edward J. Roth, ex-mgr. of NBC's former Canal 4 operation in Lima, Peru. It already has nearly $1 million worth of commercials contracted.

**BBC is "truly independent"** despite fact that it is govt.-owned, director-general Hugh Carleton Greene said at N. Y. luncheon hosted by NBC Chmn. Robert W. Sarnoff. He deplored what he described as popular misconception that BBC "must dance to whatever tune the British govt. may call at any moment." Greene acknowledged that "on paper" govt. has veto power over programming, but it's "now pretty well unthinkable that it ever could be made use of."

**Ham radio satellite** will be lofted into orbit by Air Force in Project OSCAR (Orbiting Satellite Carrying Amateur Radio) aboard Discoverer from Vandenberg Base —probably in December. Hams have organized OSCAR Assn. to develop tracking & communications networks using 10-lb. satellite, which will contain its own battery power system. It's designed for investigation of propagation in 144-146 mc.

**Up-to-date recording-reproduction** standards are goal of revived NAB engineering committee. New stereo standards and more tape speeds will be considered by group headed by NAB engineering mgr. George Bartlett. Tape subcommittee is headed by Warren Braun (WSVA-TV & WSVA Harrisonburg, Va.), disc subcommittee by A. Prose Walker, Collins Radio.

**"Big Brother" TV:** The postal clerks' union has protested Detroit post office tests of closed-circuit TV for inspection of conveyor belts & other mail-sorting equipment. The union said it feared TV cameras would be "diverted to the thoroughly repugnant manifestation of 'Big Brother is watching you' type supervision."

**Recent rash of magazines articles** deriding TV & its new-season programming brought this editorial comment in Nov. 18 *TV Guide:* "Never before has the magazine business clutched an advertising competitor so closely to its bosom—and squeezed so hard."

**Closed-circuit TV** provides one "much-needed answer to the growing management training needs" of small firms, Deputy Small Business Administration Administrator Irving Maness told graduates of pilot course at Hagerstown, Md. (Vol. 1:8 p4).

**Radio's community-leadership role** will be discussed by FCC Comr. Ford Dec. 1 in Los Angeles at seminar sponsored jointly by Southern Cal. Bcstrs. Assn. and U. of Southern Cal.

**Novel renewal hearing:** Radio KSAY San Francisco has been designated for hearing to determine whether it creates a hazard by inducing currents in cranes at nearby Oakland Army Terminal.

**FCC's option-time oral argument** has been postponed from Nov. 14 to Dec. 4—"because of the pressing urgency of other business."

**Latest ETV starter,** WCBB (Ch. 10) Augusta, Me., began operations Nov. 13.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**FORMULA FOR FM-STEREO SALES SUCCESS:** There's only one way to sell FM stereo: Demonstrate it. There are 2 prerequisites to successful demonstration: (1) There must be good and varied programming (not all classical music) on air during shopping hours. (2) Store must be set up to receive FM-stereo programming—good antenna, convenient place for listening.

In markets where these conditions are being met, FM stereo is beginning to show real signs of vitality. Most reports indicate particular strength in hi-fi component tuners and in specialized 2- or 3-piece table models, such as GE's $175-list stereo radio.

As to packaged hi-fi phono-FM consoles, there's no evident boom. Deliveries have been slow, and sales are just beginning. Many dealers aren't demonstrating FM stereo in phono consoles (some don't understand it yet) and in our tours of retailers we saw little evidence that stereo FM is being pushed hard as an accessory for, or part of, stereo phono consoles.

But it's only the beginning. The vanguard of music-lovers, the component hi-fi buffs, have clutched FM stereo to their bosoms. The family next door—the package-phono trade—hasn't yet heard about it. For example, record section of Nov. 12 N.Y. Times Sunday edition carried 531 column-inches of ads featuring FM-stereo hi-fi component tuners, none mentioning FM-stereo in phono consoles.

Particularly successful in FM stereo—although on small scale—is Pilot Radio Co., which has had opportunity to compare component & console sales patterns, since it makes both. Sales vp L. M. Sandwick, chairman of EIA's phono section and ardent FM-stereo booster, sizes up status this way: "We've felt a tremendous upturn in our component tuner business. In my 7 years here, we have never been so back-ordered on any items as we are now on stereo tuners & adapters. But so far, FM stereo hasn't affected our console business very much."

Given more promotion, more varied musical fare during daytime, more trade-broadcaster cooperation, more deliveries of consoles by all manufacturers, Sandwick is confident FM stereo will also boom console sales.

Interesting sidelight on in-store demonstration situation, according to Sandwick: "We discovered that very few dealers have been demonstrating radio at all in recent years. In most quality stores, they've been using records and tape. Some don't have proper antenna installations for FM stereo."

What are best FM-stereo markets? San Francisco, where KPEN-FM has been cooperating closely with trade, is "still far-&-away the best," says Sandwick, with N.Y. "a fast-closing second" since debut of WQXR-FM's daytime stereo schedule (see story p. 8). Chicago has become No. 3 now that WKFM is back in stereo with both feet. N.Y. may overtake San Francisco after Friendly Frost's powerful WTFM in nearby Long Island starts its 24-hour stereo schedule Nov. 24.

GE lists 6 top stereo markets for its $175-list stereo table radio—Los Angeles, Chicago, San Francisco, N.Y., Detroit & Miami. Inclusion of Miami is testimonial to WVCG Coral Gables, which has been operating only about 2 weeks, but has cooperated closely with local distributors & dealers (Vol. 1:9 p5).

GE modestly characterizes sales of its stereo table model as "somewhat between teriffic & sensational" and notes that "markets that are best for FM stereo are those which have always been the best FM markets."

In console field, Symphonic—which recently started large-scale shipments of stereo phonos with built-in multiplex—reports biggest initial response in Los Angeles, Detroit & N.Y.

• • • •

Latest stereo starters, according to notifications filed with FCC: KONG-FM Visalia, Cal.; KFMY, Eugene, Ore.; KPEM Portland, Ore.; WFLN Philadelphia.

**WHAT ONE STATION LEARNED ABOUT FM STEREO:** From listener's standpoint, most significant difference between FM-stereo and conventional radio installation is need for far better antenna system. In this respect and in others, 3 months of FM stereocasting have generally borne out predictions based on National Stereo Radio Committee's 1960 field tests in Uniontown, Pa. So we were told last week by chief engineer L. J. Kleinklaus of N.Y. Times' WQXR-FM.

Station has received heavy mail response to stereocasts—most of it requesting information. From stereo-FM owners there have been few complaints. "At least 50% of the comments & inquiries have to do with antennas," said Kleinklaus.

What are FM stereo's special antenna requirements? "There's no question that to get proper stereo reception, you must improve your antenna—and not only in the fringe area. A line-cord antenna or a piece of twin lead on the wall or under the rug generally doesn't give good results, even in the primary area. Most listeners must use a special FM antenna outside or in the attic, or tap in on their TV antennas for best high-fidelity FM-stereo quality."

Reduction in coverage area has followed general expectations. "If you assume the coverage radius of an FM station broadcasting monophonically to be 90 miles, reception of its stereo signal in stereo is cut down to about 66 miles, or nearly 30%. Reception of the stereo signal on conventional monophonic FM sets goes out to about 88 miles, a reduction of only about 2%."

How about compatibility of FM stereo signal on monophonic receivers? "We've had no complaints about monophonic quality," said Kleinklaus. As to program material—stereo discs & tapes—"we've had to reject some recordings where the left-plus-right channels didn't add up to a good monophonic signal, but the rejection rate is less than 1%." (Other stations may find rejection rate slightly higher, since WQXR-FM specializes in "good music," doesn't use "gimmick" or exaggerated stereo-effect records.)

As to operation of broadcast equipment: "Over the last 3 months we've found that the equipment doesn't require considerable attention. It just must be set up right in the first place. We're still making some modifications, but nothing more drastic than you'd expect in a new piece of equipment."

WQXR-FM now programs about 20 hours weekly in stereo—much of it during shopping hours. Biggest stereo sponsor is Pilot Radio (see story p. 7), with nearly 7 hours weekly. Other stereo sponsors: GE, Fisher Radio, H. H. Scott, Zenith, Harman-Kardon, RCA Victor Records, Capitol Records, Angel Records, London Records, Air India.

**TV TOPS EQUIPMENT IN HOUSING COUNT:** "Must" items in 1960 household appliances were TV sets, radios, automatic washers—in that order—according to first 15 advance state & county reports by Census Bureau on its housing survey. Other findings in 52-report series (covering all states, D.C. and U.S. as whole) will be released at intervals until next March, when summary is due. Single reports are available for 15¢ from Bureau of Census, Washington 25, or Commerce Dept. field offices. Complete sets will cost $6.

State-by-state TV count in first batch of reports:

| State | Occupied Homes | One-Set Homes | Multiple-Set Homes | No Set |
|---|---|---|---|---|
| Alaska | 57,250 | 32,103 | 3,120 | 22,027 |
| Colo. | 529,419 | 403,689 | 46,987 | 78,531 |
| Conn. | 752,736 | 608,158 | 85,649 | 58,903 |
| Ida. | 193,839 | 157,643 | 8,697 | 27,499 |
| La. | 892,344 | 661,736 | 64,320 | 166,278 |
| Me. | 280,355 | 230,803 | 20,952 | 28,600 |
| Mont. | 202,240 | 151,685 | 6,689 | 43,866 |
| Nev. | 91,520 | 67,937 | 7,748 | 15,835 |
| N.H. | 180,020 | 147,683 | 15,162 | 17,175 |
| N.M. | 251,209 | 182,007 | 14,887 | 54,293 |
| N.C. | 1,204,715 | 927,862 | 45,061 | 231,759 |
| N.D. | 173,362 | 142,301 | 6,179 | 24,882 |
| R.I. | 257,335 | 211,470 | 30,143 | 15,705 |
| S.D. | 194,821 | 157,889 | 5,626 | 31,306 |
| Wyo. | 99,187 | 73,289 | 3,352 | 22,546 |

**THE CONSOLE—A VANISHING AMERICAN?** Is the straight black-&-white console destined to go the way of the brontosaurus and the dodo? Will it succumb to inroads of 19-in. portables & table models in the "straight set" category, and to combinations & color consoles in the more fancy brackets?

It's too early to say yet, of course—but there are definite indications. Most important is influence of the 19-in. portable, or table model, or whatever you want to call it. Percentage of console sales for 1961 may be lowest in TV history. This drop coincides with rise in 19-in. set sales. Most industryites point out that 19-in. is sufficiently larger than old 17-in. to be considered a "family-size" set and has cut into bigger-screen sales—including 23-in. models.

Straight consoles have accounted for about 37.5% of distributor-to-dealer TV sales first 10 months of this year—down from high of more than 50% in the early 1950s. Color set sales—as we pointed out 2 weeks

ago (Vol. 1:8 p6)—are increasing to point where color can be counted as part of high end of regular TV lines. Place of combinations in TV lines is treated in story below.

Historical pattern of TV set sales by cabinet types is shown in this table of retail sales, 1953-1960:

| Year | Table-Portable | Console | TV-Phono Comb. |
|---|---|---|---|
| 1953 | 46% | 51% | 3% |
| 1954 | 55% | 43% | 2% |
| 1955 | 57% | 41% | 2% |
| 1956 | 64% | 35% | 1% |
| 1957 | 60% | 38% | 2% |
| 1958 | 56% | 41% | 3% |
| 1959 | 58% | 39% | 3% |
| 1960 | 54% | 42% | 4% |

In distributor-to-dealer sales, here is pattern for first 10 months of 1961 vs. same period last year:

| Year | Table-Portable | Console | TV-Phono Comb. |
|---|---|---|---|
| 1960 | 57.5% | 39% | 3.5% |
| 1961 | 59% | 37.5% | 3.5% |

Note: Preliminary figures confirm what many manufacturers, distributors & dealers have already deduced—October wasn't a great month for TV sales. First 2 weeks maintained September's solid tone, with some falling-off in latter half of month. Nevertheless, month ended up nearly 7% ahead of Oct. 1960 in distributor-to-dealer sales—about 597,000 sets vs. 559,000 last year. For first 10 months of year, 1961 was ahead of last year by less than 1%—4,638,000 vs. 4,598,000.

**COMBOS GAINING IN SALES AS CONSOLES LAG:** Although consumer demand for TV consoles is down markedly from a year ago (see story p. 8), appetite for big-ticket TV-radio-phono combinations seemingly is being whetted on surprising scale. Combo sales rise is hardly of tidal wave proportions, of course, and over-all volume is still but a drop in total TV sales bucket. However, there's no question that combos are showing strong & healthy sales gain, and outlook is for increasing emphasis on TV-radio-phono models by manufacturers in next year's lines.

Most combo manufacturers we spoke with last week reported strong & improving combo sales, and most were highly optimistic about future of TV-radio-phono unit in face of declining console sales. Most bearish note was struck by Morris Sobin, pres. of Olympic which claims to be largest company in combo business. "Sure there's increasing interest in combos," he told us, "but when it's all said and done we're still speaking about only a fractional part of the TV business. Last year, total combo sales amounted to about 3.6% of total. This year the figure may increase to 3.8 or 3.9%. In my opinion combo sales will never account for more than 4-5% tops of total TV sales." His reason: "Most people either already have individual radios, TVs and phonos or prefer to buy & use them as individual instruments." Olympic, incidentally, offers combos which are really control centers and can be hooked up to play TV, radio and/or hi-fi in other rooms. GE noted a "seasonal increase" in combo sales, said there was a "softening to a slight degree" in console sales—but attributed the decline to popularity of portables rather than to combos.

For most part, manufacturers were bullish about combo's present & future. "Combo business has been too good," Admiral told us, noting that it is backordered and is bottlenecked by a shortage of cabinets. Admiral has 11 combos in line (including two 19-in. models), finds combos increasing percentage of total TV sales. Magnavox, long a major in combos, reported sales up & expanding to a higher percentage of total sales. Mktg. mgr. Jack Beldon said the sales rise is "not meteoric—just a solid gain. Magnavox pioneered in combinations; they're a very important part of our business and we'll continue to push them." Magnavox now has 8 combos in the line (including 27-in.) and probably will broaden its line next year, "depending on consumer demand."

There was pretty general agreement as to reasons for new popularity of combos: (1) Increasing interest in FM and FM-stereo. (2) Improved styling and wider variety of furniture cabinets. (3) Money- & space-saving advantages of combining FM-stereo, phono & TV in single handsome cabinet. There were other reasons. Mort Farr, NARDA chmn. and operator of a large retail outlet in suburban Philadelphia, told us there's been a big drop in console demand. He believes customers who normally would be buying consoles are

now holding off, deciding about a possible color TV buy. Meanwhile, as stopgap, they're buying TV portables, or moving up to combos to take advantage of all-in-one entertainment center.

There was general agreement, too, that color, over the long haul (next 5 or more years) will eventually take over TV's console business. RCA Sales Corp. mktg. vp Raymond Saxon noted that "surge in color has affected" b&w's high end but that RCA sales of combos are "definitely increasing." RCA now has 4 b&w and one color combo, is considering broadening line by increasing furniture models.

Summation: Combo sales are up and give every sign of increasing. Console sales are down, and color may well be one factor. No one knows exact reasons for public's rekindled interest in combos, but undoubtedly improved furniture styling and heightened interest in music (stereo & FM-stereo) are major considerations. Certainly a strong factor is money-saving advantage to consumer in buying TV, radio and phono in single unit than in separate cabinets. Most manufacturers will carry more combos (and more furniture variations of each model) next year. From dealer standpoint, it probably will become easier to sell home entertainment center as separate entity than to convince console-minded consumer to buy straight b&w console if he isn't yet ready for color.

**TV-RADIO PRODUCTION AT PEAK IN SEPT.:** Output of TVs & radios rose to 1961 monthly highs in Sept., latest EIA figures show. Factory sales of phonos and picture & receiving tubes also set 1961 records.

Production of TV sets rose to 694,580 from 678,937 in Sept. 1960. Cumulative output, which in Aug. caught up with year-ago production, bounced ahead by more than 20,000 sets to 4,393,768, vs. 4,373,121 for 1960's first 10 months. Radio output in Sept. climbed to 2,048,698 from 1,945,092 in Sept. 1960, but year-to-date production lagged behind 1960's 10-month totals 12,001,488 to 12,408,377. Here are EIA's figures:

| | TELEVISION | | | | RADIO | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Total Production | | Uhf Production | | Total Production | | Auto Radio Production | | FM Production | |
| Month | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 |
| January | 367,935 | 526,494 | 25,270 | 50,119 | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 50,421 | 33,816 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 41,357 | 56,515 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 75,044 | 83,127 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 51,260 | 68,196 |
| May | 470,399 | 442,176 | 22,782 | 32,295 | 1,196,949 | 1,277,040 | 408,875 | 463,165 | 49,705 | 65,438 |
| June | 615,118 | 518,870 | 34,641 | 34,245 | 1,626,263 | 1,551,451 | 518,010 | 596,870 | 88,808 | 105,317 |
| July | 383,378 | 268,854 | 23,233 | 14,621 | 1,030,399 | 890,359 | 320,128 | 328,009 | 48,114 | 49,707 |
| August | 514,674 | 462,286 | 33,946 | 26,829 | 1,385,101 | 1,048,406 | 451,374 | 340,860 | 69,090 | 71,125 |
| September | 694,580 | 678,937 | 41,253 | 46,161 | 2,048,698 | 1,945,092 | 591,493 | 788,961 | 110,174 | 111,745 |
| TOTAL | 4,393,768 | 4,373,121 | 246,264 | 332,458 | 12,001,488 | 12,408,377 | 3,744,786 | 4,780,922 | 583,973 | 677,410 |

Although mono & stereo factory sales hit their healthiest 1961 stride in Sept., phonos were way off the 1960 pace, and year-to-date volume continued to lag far behind a year ago.

Mono sales rose to 124,142 units, but this was well behind Sept. 1960's 146,997. Stereo sales trailed the year-earlier volume 328,045 to 384,289. Cumulatively, mono & stereo 10-month totals ran far behind 1960: mono —662,946 units vs. 738,671; stereo — 1,877,624 vs. 2,309,875.

PHONO FACTORY SALES

| Month | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,648 | 324,666 | 417,315 |
| March | 62,396 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| May | 53,887 | 142,450 | 196,337 | 36,793 | 146,176 | 182,962 |
| June | 61,533 | 197,170 | 258,703 | 69,293 | 198,407 | 267,700 |
| July | 70,681 | 171,331 | 242,012 | 70,992 | 222,559 | 293,551 |
| August | 106,157 | 242,164 | 348,321 | 109,321 | 307,517 | 410,838 |
| September | 124,142 | 328,045 | 452,187 | 146,997 | 384,289 | 531,286 |
| TOTAL | 662,946 | 1,877,624 | 2,540,570 | 738,671 | 2,309,875 | 3,048,546 |

Factory sales of picture & receiving tubes were at their 1961 best in Sept., but the best wasn't good enough. In both units & dollars, kinescopes & receiving tubes continued to lag far behind the year-earlier volume during 1961's first 10 months.

TV picture tube sales totaled 946,405 units valued at $18,981,210 in Sept. 1961. This compared with 913,496 at $18,345,103 in Sept. 1960.

Receiving tubes duplicated kinescope performance by outselling Sept.-1960 37,611,000 units vs. 31,367,000. Dollar value increased to $30,472,000 from $26,872,000. Here are EIA's official tabulations:

| | Picture Tubes | | Receiving Tubes | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 707,833 | $14,430,602 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| March | 936,098 | 18,725,011 | 36,635,000 | 30,719,000 |
| April | 722,110 | 14,293,375 | 28,687,000 | 24,392,000 |
| May | 673,315 | 13,238,774 | 29,823,000 | 25,308,000 |
| June | 806,852 | 15,887,776 | 31,463,000 | 25,989,000 |
| July | 457,181 | 9,364,364 | 27,566,000 | 20,979,000 |
| August | 870,578 | 17,239,228 | 36,907,000 | 31,347,000 |
| September | 946,405 | 18,981,210 | 37,611,000 | 30,472,000 |
| Jan.-Sept. 1961 | 6,849,361 | $136,556,321 | 280,838,000 | $233,298,000 |
| Jan.-Sept. 1960 | 6,978,241 | 139,685,905 | 302,459,000 | 254,916,000 |

## TOPICS & TRENDS

Crosby Electronics Co. last week filed Chapter X voluntary bankrupty petition after Internal Revenue Service shut down its plant and that of its subsidiary Crosby-Teletronics in Syosset & Westbury, Long Island for non-payment of withholding taxes. The Crosby firm was instrumental in establishment of FM-stereo standards—by being the first to propose a compatible plus-&-minus system—although its particular system was turned down by FCC in favor of Zenith-GE approach. Crosby had been supplying FM-stereo adapters to several radio importers and marketing adapters itself.

"We are in a tight cash position," Pres. Murray Crosby told us last week after bankruptcy petition was filed. "Internal Revenue cracked down in a way nobody can understand. We hope to pare down our staff and reorganize. Actually, we're in quite a good back-order situation." Govt. had filed tax liens totaling $44,600 against the companies, and a creditors' committee last July 31 had put liabilities at about $1.1 million. The Crosby firms also make hi-fi equipment and have military contracts.

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U.S. Court of Appeals ruled last week that 4 Zenith patents for its Space Command remote-control unit are valid and were infringed by Admiral. The Appeals Court, in Denver, upheld the ruling of the Oklahoma City U.S. District Court which heard in favor of Zenith Aug. 1, 1960 (Vol. 16:36 p12). The Denver ruling, however, made no mention of Zenith's Fringelock TV circuit patents, which the District Court last year also ruled valid and infringed upon by Admiral.

**TV-RADIO PRODUCTION:** EIA statistics for week ending Nov. 3 (44th week of 1961):

| | Oct. 28-Nov. 3 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 161,211 | 158,370 | 110,845 | 5,179,906 | 4,982,966 |
| Total radio | 456,499 | 451,956 | 429,057 | 14,252,415 | 14,568,716 |
| auto radio | 148,542 | 145,578 | 142,418 | 4,474,150 | 5,562,269 |

For week ending Nov. 10 (45th week of 1961):

| | Nov. 4-10 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 152,058 | 161,211 | 113,321 | 5,331,964 | 5,095,249 |
| Total radio | 458,324 | 456,499 | 385,996 | 14,710,739 | 14,958,113 |
| auto radio | 146,800 | 148,542 | 128,657 | 4,620,950 | 5,690,539 |

## Trade Personals

**Dr. Elmer W. Engstrom**, RCA senior exec. vp, assumes supervisory responsibility for 3 additional divisions, all of which heretofore reported to **Pres. John L. Burns.** They are consumer products, data processing and a group embracing international, industrial products and RCA Service Co. With the sole exception of NBC, all RCA divisions now report to Dr. Engstrom.

**Eric Kirkham Cole** has resigned from the boards of British Electronic Industries and subsidiary E. K. Cole Ltd., TV-radio firm he founded in 1922. He was BEI's deputy chmn. . . . **Edward Diamond** promoted by General Dynamics to associate counsel from Electronics Div. vp-gen. counsel.

**Jack L. Hunter** appointed distribution planning mgr., GE Radio & TV Div. . . . **Edward M. Wesick** named Western District sales mgr., distributor sales, by Sylvania Electronic Tube Div.

**Ralph W. Wright** promoted to vp of Litton's Westrex div. . . . **Alfred A. Blanco** promoted to marketing dir. of Page Communications Engineers; **Earl A. Schneider** appointed to marketing directorate.

**James E. Sloan** appointed advanced engineering products mgr. of RCA's major defense systems div. . . . **Samuel J. McDonald** promoted to distributor sales mgr. of Sylvania's semiconductor div.

**Patrick E. Haggerty**, Texas Instruments pres., has been elected IRE pres. for 1962.

**Richard A. Vollmer** advanced by Westinghouse to financial planning & control dir. from financial analysis mgr. . . . **Samuel J. McDonald** named Sylvania Semiconductor Div. distributor sales mgr., succeeding **W. L. Kelley** who becomes merchandising mgr. for distributor sales . . . **W. F. Mullin** and **Frank P. Vendeley** named to new posts of mktg. mgr. and gen. sales mgr. respectively, Mallory Distributor Division.

**James A. Core**, staff assistant to Magnavox Pres. Frank Freimann, has resigned. The onetime Texas Instruments controller has returned to Texas, will announce his plans shortly.

**Paul Garrison**, formerly sales mgr. of I-T-E Circuit Breaker's Special Products Div., named gen. mgr. of Jerrold's subsidiary Technical Appliance Corp. . . . **Milton B. Sleeper**, widely known publisher & editor in electronics & hi-fi fields, named product design vp by R-A-E Equipment Inc., new firm in radio, audio and electronics kit field.

**Franklin S. Hoffman** promoted to sales vp by British Industries Corp.; **Arthur M. Gasman** moves up to promotion vp.

**Tadelusz J. Siek** named market research mgr. of Sylvania's Waltham Labs . . . **Leo W. Hahn** promoted to dir. of Emerson Radio's Emerson & Quiet Kool div. sales.

### *Obituary*

**Jack Mendelson**, district sales mgr. for the Du Mont Div. of Emerson Radio Associates, Newark, N.J., died at his Jersey City, N.J. home Nov. 13. He had been active in TV-radio-phono merchandising for more than 40 years, half of which were spent with RCA Victor distributor Krich Radisco. He had also been associated with Olympic Radio & TV. He is survived by his wife and brother.

# Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Allied Artists Pictures | 1961—qtr. to Sept. 30 | $ 2,365,000 | $ (775,000) | $ (730,000)[1] | — | 911,278 |
| | 1960—qtr. to Sept. 30 | 4,244,000 | 286,000 | 277,000 | $0.30 | 899,240 |
| Columbia Pictures | 1961—year to July 1 | — | — | 212,000[2] | — | 1,449,030 |
| | 1960—year to June 25 | — | — | 2,107,000[3] | 1.47 | 1,287,109 |
| General Dynamics | 1961—9 mo. to Sept. 30 | 1,555,689,708 | (83,576,496) | (39,532,496)[4] | — | 9,997,065 |
| | 1960—9 mo. to Sept. 30 | 1,442,771,395 | (55,244,568) | (25,084,568)[5] | — | 9,946,080 |
| GPE | 1961—9 mo. to Sept. 30 | 171,196,090 | 8,457,540 | 4,189,040[11] | 2.47[10] | 1,546,790 |
| | 1960—9 mo. to Sept. 30 | 176,554,550 | 7,982,412 | 3,622,512[12] | 2.17[10] | 1,492,508 |
| | 1961—qtr. to Sept. 30 | 52,292,533 | 2,438,837 | 1,122,037 | .61[10] | 1,546,790 |
| | 1960—qtr. to Sept. 30 | 55,831,746 | 2,612,176 | 1,155,376 | .69[10] | 1,492,508 |
| International Resistance | 1961—42 wks. to Oct. 22 | 18,200,246 | — | 1,522,217 | 1.10 | 1,388,298 |
| | 1960—42 wks. to Oct. 22 | 17,150,228 | — | 1,705,942 | 1.23 | 1,385,798 |
| Lynch Corp. (Symphonic) | 1961—9 mo. to Sept. 30 | 15,817,676 | — | 321,606 | .45 | 713,562 |
| | 1960—9 mo. to Sept. 30 | 17,615,116 | — | (190,107) | — | 713,562 |
| | 1961—qtr. to Sept. 30 | 6,835,461 | — | 310,847 | .44 | 713,562 |
| | 1960—qtr. to Sept. 30 | 7,932,176 | — | (68,057) | — | 713,562 |
| MGM | 1961—year to Aug. 31 | 140,539,527[14] | — | 12,676,516[8] | 5.02 | 2,668,388 |
| | 1960—year to Aug. 31 | 130,444,607[16] | — | 9,594,908 | 3.83 | 2,506,129 |
| Movielab Film Labs | 1961—qtr. to Sept. 30 | 1,395,293 | — | 64,225 | .20 | 312,500 |
| | 1960—qtr. to Sept. 30 | 1,259,331 | — | 55,798 | .18 | 312,500 |
| Muter Co. | 1961—9 mo. to Sept. 30 | 10,047,200 | 219,651 | 111,119 | .10 | 1,142,961 |
| | 1960—9 mo. to Sept. 30 | 8,871,207 | 201,472 | 98,726 | .12 | 839,523 |
| National Union Electric | 1961—9 mo. to Sept. 30 | 25,693,621 | — | 481,307 | .08 | 5,749,479 |
| | 1960[9] | — | — | — | — | — |
| | 1961—qtr. to Sept. 30 | 9,180,172 | — | 250,245 | .04 | 5,749,479 |
| | 1960—qtr. to Sept. 30 | 9,707,143 | — | 208,596 | .04 | 5,749,479 |
| A. C. Nielsen | 1961—year to Aug. 31 | 36,100,000 | — | 2,442,000 | 1.43 | 1,710,000[13] |
| | 1960—year to Aug. 31 | 31,000,000 | — | 2,138,000 | 1.25 | 570,000 |
| Oak Mfg. | 1961—9 mo. to Sept. 30 | 16,617,689 | 571,077 | 305,877 | .46 | 655,794 |
| | 1960—9 mo. to Sept. 30 | 13,487,660 | 889,913 | 432,913 | .66 | 655,894 |
| | 1961—qtr. to Sept. 30 | 5,608,551 | 238,557 | 118,357 | .18 | 655,794 |
| | 1960—qtr. to Sept. 30 | 3,840,847 | 61,345 | 31,345 | .05 | 655,894 |
| Thompson-Starrett[7] | 1961—9 mo. to Sept. 30 | 15,518,465 | — | 209,121 | .06 | 2,718,918 |
| | 1960—9 mo. to Sept. 30 | 7,625,186 | — | (424,759) | — | 2,650,266 |
| Transitron Electronic | 1961—13 wks. to Sept. 30 | 8,487,715 | — | 204,653 | .03 | 7,503,368 |
| | 1960—13 wks. to Sept. 24 | 11,767,511 | — | 1,825,804 | .24 | 7,502,500 |
| Vornado | 1961—year to Aug. 31 | 105,039,934[8] | — | 3,052,539[8] | 2.44 | 1,249,407 |
| | 1960—year to Aug. 31 | 99,142,259 | — | 1,179,101[9] | 1.01[9] | 1,168,260 |
| Westinghouse Story below | 1961—9 mo. to Sept. 30 | 1,387,512,000 | — | 25,012,000 | .67 | 34,837,472 |
| | 1960—9 mo. to Sept. 30 | 1,457,233,000 | — | 60,680,000 | 1.71 | 34,706,557 |

Notes: [1]After $45,000 tax credit. [2]After $3-million inventory reduction and $1.6-million profit on sale of land. [3]After $1-million inventory reduction and $202,000 profit on sale of land. [4]After $44-million tax credit. [5]After $30.2-million tax credit. [6]Comparison unavailable because of mergers & acquisitions. [7]Includes Delmonico International Division. [8]Record. [9]After non-recurring loss of $565,423 (48¢ a share). [10]After preferred dividends. [11]Includes $578,299 (36¢) gain on sale of properties. [12]Includes $97,953 (7¢) gain on sale of properties. [13]Reflects 3-for-1 split. [14]Includes $18,014,611 from TV. [16]Includes $14,127,538 from TV.

## Common Stock Dividends

| Corporation | Period | Amt. | Payable | Stk. of Record |
|---|---|---|---|---|
| AB-PT | Q | $0.25 | Dec. 15 | Nov. 24 |
| AB-PT | Stk. | 2% | Dec. 28 | Nov. 24 |
| AT&T | Q | .90 | Jan. 2 | Dec. 1 |
| Burroughs | Q | .25 | Jan. 20 | Dec. 29 |
| Con. Electronic Ind. | Q | .25 | Jan. 5 | Dec. 20 |
| Daystrom | Q | .07½ | Dec. 15 | Nov. 27 |
| Walt Disney Prod. | Q | .10 | Jan. 20 | Dec. 22 |
| Walt Disney Prod. | Stk. | 3% | Jan. 20 | Dec. 22 |
| Fairchild Cam. & Inst. | New | .50 | Dec. 18 | Dec. 1 |
| Famous Players Can. | Q | .25 | Dec. 8 | Nov. 22 |
| Famous Players Can. | Ex. | .12½ | Dec. 8 | Nov. 22 |
| GPE | Q | .30 | Dec. 15 | Nov. 30 |
| Hazeltine | Q | .20 | Dec. 15 | Dec. 1 |
| MGM | Q | .50 | Jan. 15 | Dec. 22 |
| Minnesota Mining | Q | .17½ | Dec. 12 | Nov. 24 |
| Time Inc. | A | 1.00 | Dec. 11 | Nov. 24 |

**Westinghouse's 9 Months 'Disturbing':** Pres. Mark W. Cresap Jr. last week called upon employes to work harder to control costs & improve sales. Terming Westinghouse's 9-month performance "disturbing" (see financial table), he added: "Profit performance in the first 9 months of this year has not been good. Very plainly, we haven't been selling as many products as we expected to sell this year. We are pleased that new orders for some of our product lines have been showing some gains in recent weeks, but over-all we haven't done as well as we figured we would." He urged employes to "avoid waste," to be "on the alert for better methods."

**Emerson Subsidiary Sells Stock:** Emertron Inc., wholly owned subsidiary of Emerson Radio & Phonograph last week issued rights to holders of Emerson common to buy at $5 a share 320,000 shares of Emertron. The offering expires Nov. 30, is underwritten by F. Eberstadt & Co.

WEEKLY **Television Digest**

NOVEMBER 27, 1961

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**Albert Warren, Editor & Publisher**

Wyatt Building, Washington 5, D.C., STerling 3-1755

**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS

### *Broadcast*

**NBC'S SARNOFF—ON INDUSTRY & GOVT.**—sees agreement on objectives, believes public is being led upward gradually via free enterprise system (p. 1).

**TORONTO PAY-TV EXTENSION PLANNED** for 1,000 householders in section adjoining wired-up suburb Etobicoke. Telemeter reports 250 already are signed up (p. 2).

**CATV HOT AFTER ETV, STATION RELATIONS,** NCTA Pres. Dalton reports, summing up developments since he has headed cable operators' organization (p. 2).

**STORZ SOCKED IN FORFEITURE CASE,** FCC serving notice of $10,000 liability by radio KOMA Oklahoma City for "willfully or repeatedly" violating rules (p. 3).

**TV FILM CASE REACHES SUPREME COURT,** Justice Dept. asking for review of District Court ban on distributors' block-booking on grounds it isn't tough enough (p. 3).

**GRAND JURY STUDIES MCA DEALS** in long-rumored Justice Dept. probe of TV talent-&-production operations of big company to see if anti-trust laws were violated (p. 3).

### *Consumer Electronics*

**1961 TV SALES** of less than 6 million seen on basis of 10-month figures showing distributor sales less than 1% ahead of last year. Final total estimated at between 5.8 & 5.9 million vs. last year's 5.7 million (p. 7).

**FM-STEREO SHOWCASE,** Friendly Frost's 24-hour WTFM in N.Y. area, begins programming with all-out campaign for broadcaster-trade cooperation. Station starts with 12 set makers as sponsors (p. 8).

**UHF MARKET SLOW** & steady, no lift seen in near future from N.Y. market. All-channel set sales for 1961 lower than 1960, but channel strip purchases reported 20% higher, largely as result of new uhf ABC affiliate in Louisville. Report on N.Y. test (p. 8).

**RETAIL PATTERNS,** charted by Audits & Surveys Co., show TV-radio-phono business is gradually shifting away from appliance stores to wide variety of other types of retail outlets (p. 11).

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**NBC'S SARNOFF—ON INDUSTRY & GOVT.:** It's intriguing to tap the thinking of network leadership at this time, shortly before FCC's massive windup hearing on network programming processes, which begins Jan. 9. Last week, we interviewed NBC Chmn. Robert W. Sarnoff. Highlights of his philosophy:

"I don't think there's any disagreement, within the industry or government, on our objectives. We all want to offer the public more informational programs, more actualities, more children's programs, and so on.

"The question is the means. Some people are impatient. They want more programs for minority groups—now. But, should we do it more slowly via the free enterprise system? Or attempt to force it through government order?

"There's been a tremendous improvement in programming as against, say, 4 or 5 years ago. The audience is much more knowledgeable. The information programs are drawing very large audiences. Not as large as entertainment shows, of course, but large nonetheless.

"Sure, a lot of things can be improved, but it has got to be done with our free system. One thing that bothers me is that we don't get enough credit for the pioneering we do. Look at TV itself. People talk of the profits made by stations—but think of the huge losses they suffered in their pioneering days! I think that networks, particularly, have a responsibility to pioneer. Look at color. We bear the costs of 'colorizing' programs. Look at the recent New York elections. We were willing to spend money on the best news-gathering organization in the business. I don't think there's enough official recognition of the pioneering we do.

"A rule of reason should guide the government in judging the industry. I think FCC has the responsibility of looking at the industry's performance on an over-all basis. One year we may have too many quizzes; another, we may have too many Westerns, and so on. But on an over-all basis, over a period of years,

our performance will measure up to any reasonable standard. I think one way of judging a station is by asking: Is it successful? If it is, it obviously is serving a public need. It should be remembered that we're competing with other media as well as intramurally.

"I have no trouble with 'promise vs. performance.' I think a licensee should stick to his representations —but he should be given reasonable opportunity to retain flexibility to meet the changing needs of his audience." Among other points touched on:

(1) "Liquor advertising is a mistake. It's a perfect example of how a few stations can wreak havoc on the whole industry."

(2) "Helping foreign countries to start TV is another pioneering responsibility of the industry. We're working with the Nigerian government and we have other projects in the works. This is another excellent example of how private enterprise can do a public service job."

(3) "Business is holding up nicely. We don't have a program casualty in sight."

(4) "Color is off the ground. There may be receiver shortages. We have won accounts because the other networks don't offer color."

**TORONTO PAY-TV EXTENSION PLANNED:** Undaunted by internal squabble over pay-TV losses in Toronto suburb Etobicoke (Vol. 1:6 p2), Paramount subsidiary Famous Players Canadian announced last week that "plans have been completed" to extend Telemeter system into adjoining residential section.

Deadline "early in 1962" was set for wiring Mimico-New Toronto area, where Famous Players Pres. J. J. Fitzgibbons said he's counting on 1,000 new subscribers (among potential of 2,000) to add to 5,000-odd served by Etobicoke pay-as-you-see installation.

Already 250 customers have been signed up by advance Telemeter salesmen who interviewed 500 householders in new territory, another company spokesman told us. He said goal of 1,000 should be reached by time cables are ready—"and that will be well over the break-even point, counting amortization but not programming."

"This is encouraging acceptance of pay TV," spokesman said, reporting most of those signed now were impressed by pay-TV reactions of friends in wired-up Etobicoke. Mimico-New Toronto customers will pay flat $15 annual service charge (plus pro-rated programming fees) instead of Etobicoke service charge schedule which starts with $5 installation assessment. This innovation represents "major development in economics of pay TV," according to spokesman.

New subscribers "will strengthen representation of certain economic levels of the population and will provide a more comprehensive population mix," Fitzgibbons said.

**CATV HOT AFTER ETV, STATION RELATIONS:** First reorganization stage of National Community TV Assn. is over, according to Pres. William Dalton, who reviewed CATV developments for us since he took over as NCTA head Jan. 1:

(1) Dalton's a bug on ETV, sees CATV operators extending ETV signals just as they did commercial. He reports that about ⅓ of nation's CATV operators now carry ETV stations. At least one system, in Aberdeen, Wash., has 2 ETV signals. NCTA is urging all operators to connect schools in their communities.

NCTA has named an ETV Policy Council, including Dr. John Guy Fowlkes, long-time Dean of Education at U. of Wis.; Archer Taylor, U. of Mont. ETV director; James Palmer, State College, Pa. engineer; Loren Stone, U. of Wash. audio-visual education director.

"We've got a public service responsibility here to extend ETV signals," said Dalton. "Educators and broadcasters have found that ETV produces dramatically increased educational results."

(2) Relationships with telecasters have improved greatly, according to Dalton. "They used to be at loggerheads with us in a number of areas. There are now only 2 or 3 areas of incompatibility and these are being worked out. In our recent meeting at White Sulphur Springs, W. Va., there were quite a few telecasters on hand and they were enthusiastic about the way CATV extends their signals.

"Some telecasters fear that CATV will bring pay TV. These fears are groundless. There won't be enough pay-TV programming to have any impact.

"CATV is going into larger communities, with broadcast interests participating, and it's working out."

(3) "On the legislative front, we find less enthusiasm for regimenting this industry. I think congressmen are more aware of the service we render. FCC, however, apparently is going to continue to recommend legislation to regulate us."

Dalton reported that membership is now nearly 500, plus 20 associate members (manufacturers, brokers, etc.). Headquarters staff has increased from 4 to 9 since first of year—including addition of full-time house counsel Robert L'Heureux and public relations director Leonard Lieberman. Next annual convention is in Washington's Shoreham Hotel June 17-22.

**STORZ SOCKED IN FORFEITURE CASE:** "Apparent liability" of $10,000 forfeiture under penalty provisions of Harris-Pastore Act has been incurred by Storz Bcstg. Co.'s radio KOMA Oklahoma City for rules violations, FCC ruled last week in 2nd case of kind.

Storz station was cited in particular by Commission for daytime transmitter operation prior to 4 a.m. and for maintaining field strength which "far exceeded the licensed maximum values." Accused of "willfully or repeatedly failing to operate station KOMA as set forth in its license," company was given 30 days from receipt of Nov. 21 notice to prove "non-liability" or surrender $10,000.

Radio KDWB St. Paul was first station hit by FCC in forfeiture action. Crowell-Collier outlet was assessed $2,500 in July (Chmn. Minow holding out for full $10,000 fine permitted under law) for excess-power operation (Vol. 17:31 p7). Commission promptly collected forfeit for U.S. Treasury.

**TV FILM CASE REACHES SUPREME COURT:** N.Y. District Court ban on block booking of old movies for TV sales or licensing by 6 major distributors isn't tough enough, Justice Dept. told Supreme Court last week in appeal for review of Judge Archie O. Dawson's anti-trust order.

Dawson's judgments "invite widespread avoidance of the Sherman Act's prohibition against block-booking agreements," govt. complained in trying to reopen complex monopoly case, which started early in 1960 in N.Y. court (Vol. 16:9 p12 et seq.).

TV stations still are compelled to take packages of unwanted films in order to get few desirable features, Justice Dept. protested, telling Supreme Court that under Dawson's orders: (1) Film distributor may withhold movies from individual stations until it makes sure entire packages can't be sold in same markets. (2) Distributors don't have to price films separately and explain why cost of same films differs when bought as part of package.

"Extent of the coercive power left in the distributors' hands" is so great that "stations can & will be regularly induced" to take dogs among old features, govt. brief said. It maintained that distributors can use competition among stations as lever to force continuance of block-booking practices which Dawson's formula was supposed to prevent.

Nonsense, distributors retorted in counter appeals. They had first indicated they wouldn't fight Dawson's ban, but decided it was too tough after govt. moved to carry case to Supreme Court (Vol. 17:17 p12). Five of 6 distributors involved—Loew's, Screen Gems, Associated Artists, United Artists, C&C Super—asked Supreme Court for relaxation of anti-block-booking terms. Dawson's order also was directed at NTA.

**GRAND JURY STUDIES MCA DEALS:** Much rumored federal grand jury probe of big MCA, which announced in October that it is getting out of TV talent-agency or TV production business (Vol. 1:7 p4), finally got under way in Los Angeles last week in what is expected to be months-long proceedings.

Justice Dept. kept secrecy lid on specific targets of investigation, reporting only that special jury was being impaneled to see whether there have been criminal violations of anti-trust law by companies in entertainment industry. But there was little doubt that MCA's dual role as agency & producer was main subject of inquiry presided over by District Court Judge Pierson Hall.

Lengthy monopoly probe was promised by Judge Hall in questioning prospective jurors. They were asked whether they were prepared to stay on job in courtroom for 4 days per week for 3 or 4 months.

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As WLBW-TV took over Miami's Ch. 10 from WPST-TV Nov. 20, latter's Pres. G. T. Baker ran ad in Washington papers indicating intention of filing application for channel again. Commission's authorization to WLBW-TV is for 4 months—but it's due to keep operating through next round of competitive hearings. It's assumed there will be many applicants for channel. In ad, Baker urged hearing be held in Miami, again denied that his organization was responsible for any improper approaches to FCC.

## CURRENT CAPSULES

FCC is "wholly erroneous" in denouncing CBS "incentive compensation plan" for affiliates as contrary to Commission rules (Vol. 1:7 p3), Meredith Bcstg. Co. asserted in an early letter in behalf of its WHEN-TV Syracuse & WOW-TV Omaha. In stout defense of CBS plan, Meredith said that if FCC carries its reasoning far enough, "any agreement between a network & a station looking toward the sale of time would be a violation." It suggested that Commission shouldn't pick on CBS in any event, that "general rule-making proceedings should be instituted" for compensation plans of all networks to determine just where "the line of legality is to be drawn."

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Crosley's WLWI (Ch. 13) Indianapolis remains on air for indefinite period, FCC staying effectiveness of decision which would have required Crosley to turn channel over to WIBC Nov. 30. Commission said status quo remains until 30 days after it renders decision on a petition for reconsideration. Crosley & WIBC had been competitors for Ch. 13 originally, and FCC awarded CP to Crosley in 1957. WIBC appealed to courts which sent case back to Commission on a technicality. With changed membership, FCC then decided grant to Crosley would give it too much "concentration of control" of mass media in Indiana-Ohio area (Vol. 1:8 p4).

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FCC allocations actions: (1) Turned down petitions to move Ch. 2, Santa Fe, to Albuquerque or Las Vegas, N.M., finding "no merit" in them. (2) Finalized shift of ETV reservation from Ch. 73 to Ch. 9, Bay City, Mich. (3) Started rule-making to assign 8 uhf ETV channels in Georgia—Ch. 18, Dalton; 14, Draketown; 20, Wrens; 15, Cochran; 23, Dawson; 18, Ashburn; 14, Pelham; 17, Warm Springs. As in similar Kentucky case (Vol. 1:10 p2), Commission said it doesn't want to act finally on such "large block" assignments until whole allocations policy is set, but it welcomes comments until then. (4) Turned down requests for extension of Dec. 4 deadline for comments in short-spaced vhf rule-making. Commission has proposed to add one vhf channel each, at less than standard spacing, to: Oklahoma City, Johnstown, Baton Rouge, Dayton, Jacksonville, Birmingham, Knoxville, Charlotte (Vol. 17:31 p2).

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Six-way contest for new Grand Rapids Ch. 13 has been set for hearing by FCC. Applications of Grand Bcstg. Co. and Atlas Bcstg. Co. were designated, will be joined by West Mich. Telecasters Inc., MKO Bcstg. Corp., Peninsular Bcstg. Co. and Major TV Co. FCC denied West Michigan's petition to make trafficking issue out of Grand's application. Federal Aviation Agency was made party to proceedings.

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Special TV-radio "pressroom" is being created at the N.Y. office of U.S. Weather Bureau, we're told by Paul Kutschenreuter, asst. chief for technical services of USWB. It will be apart from facilities for print journalists & wire services, is expected to be ready by next fall, will feed live telecasts on pooled basis to all 3 networks. Plan is an outgrowth of extensive coverage given Hurricane Carla by KHOU-TV Houston, which USWB considers model of emergency communications. Since hurricane-prone area stretches from Brownsville, Tex. to Boston, and season lasts from mid-June to mid-October, USWB hopes to set up other TV pool facilities in such cities as New Orleans, Miami, Washington and Boston, and to maintain closer liaison (via NAB) with industry.

TV did itself proud during Carla, study of KHOU-TV viewer reaction showcased by Corinthian Bcstg. Co. in N.Y. last week indicated. Nine out of 10 respondents reported seeing KHOU-TV telecasts direct from Galveston, Tex. Weather Bureau. Some two-thirds relied on TV for regular weather news.

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NAB will keep hands of FCC's deintermixture proposals for 8 markets (Vol. 1:10 p1), Pres. LeRoy Collins indicated at Jacksonville news conference. "I doubt we will get involved in the current deintermixture fight," he said when questioned at NAB's fall regional conference there.

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**BBC counterpart in U.S.** is advocated by historian Arnold Toynbee as one way to make sure that public gets straight & unbiased news. "Semi-public corporation" along BBC lines should be created here in face of growing complexity of public affairs and increasing control of communications by few powerful companies, he argues in new NET series *Strategy of Truth*.

**Transcontinent enters Cleveland:** Purchase of radios WDOK & WDOK-FM Cleveland for $1.4 million from Civic Bcstrs. Inc. has been announced by Transcontinent TV Corp., which earlier left Rochester, N.Y. market after selling its WROC-TV (Vol. 1:10 p5). Civic Pres. Frederick Wolf was retained in "management capacity" by Transcontinent.

## Personals

**Leonard Goldenson**, AB-PT pres., appointed by President Kennedy as member of White House Committee for Traffic Safety . . . **James Conley**, ex-WCAU-TV Philadelphia, named gen. sales mgr. of ABC-TV national station sales.

**William R. McAndrew**, NBC News exec. vp, receives communications achievement award from Catholic U., Washington . . . **Claude Cain**, KID-TV Idaho Falls sales mgr., also named station mgr.

**Frank Stanton**, CBS Inc. chmn., and **Douglas Edwards**, CBS correspondent, cited by San Jose State College for service to journalism . . . **John Horn** promoted to CBS corporate information mgr.

**David Sarnoff**, RCA chmn., appointed to U.S. Freedom from Hunger Foundation by President Kennedy.

**Matthew E. Vieracker**, WBKB Chicago gen. mgr., assigned by ABC International to Panama for year as consultant to affiliated Televisora Nacional, new Panama City Ch. 2 station . . . **Edward Giller** promoted to acting program dir. of WNBF-TV & WNBF Binghamton, **Edwin Gimzek** named WNBF-FM sales mgr., **Ruth H. Hider** merchandising & promotion mgr. of the 3 stations.

**Quayle B. Smith** joins Pierson, Ball & Dowd, Washington communications law firm . . . **John Hopkins** gen. mgr. of NAFI's KTVT Fort Worth-Dallas, elected pres.

**Dr. Wilson M. Compton**, ex-USIA dir., named trustee of joint IBEW-International Good Music Inc. fund for retraining of studio workers displaced by company's automated broadcasting equipment . . . **Harry B. Green** named gen. mgr. of NT&T's 6 CATV systems.

**Marvin Korman** promoted to new post of Screen Gems advertising & promotion mgr.; **William Hart** named Midwest sales mgr., replacing **Robert Newgard**, now Western sales mgr.

**Frank P. Fogarty**, Meredith Bcstg. Co. exec. vp, renamed NAB freedom of information committee chmn. . . . **Gordon Sherman**, gen. mgr. of radio WMAY Springfield, elected Ill. Bcstrs. Assn. pres.

**Robert B. Jones Jr.** of radio WFBR Baltimore elected Md.-D.C. Bcstrs. Assn. pres., succeeding **Lloyd W. Dennis Jr.** of radio WTOP Washington.

### *Obituary*

**Frank Roberson**, 79, senior member of Washington communications law firm of Spearman & Roberson, 1934-38 asst. FCC gen. counsel and former Westchester County, N.Y. judge, died Nov. 17 of heart disease in Washington home. Surviving are his widow, daughter, son, Frank F. Roberson of Hogan & Hartson TV-radio law firm in Washington.

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**Indictment of TV programming** by 4 commercial stations in Washington, where school authorities have refused to support new educational WETA-TV (Vol. 1:6 p2), has been voted by board of D. C. Congress of Parents & Teachers. PTA group drafted letter to management of WTOP-TV, WRC-TV, WMAL-TV and WTTG protesting "mayhem, sadism, murder, rape, call girls, swearing and infidelity" in evening shows seen by children. Action was taken on recommendation of American U.'s Dr. Benjamin Alexander.

"Walk in My Shoes" print of ABC-TV's Sept. 19 *Bell & Howell Close-Up*! show has been presented to Library of Congress by ABC Washington vp Alfred Beckman.

**NBC job for Meyner?** N.J. Gov. Robert B. Meyner, who mounted apparently successful campaign to block sale of WNTA-TV (Ch. 13) Newark-N.Y. to educators (Vol. 1:10 p3), may wind up as NBC-TV performer after he leaves office in Jan. He says he's had no "firm offer," but NBC has discussed plans for Meyner & wife to host new panel show. Meanwhile, Meyner & N.J. Attorney General David D. Furman filed Court of Appeals rebuttals to FCC arguments for reversal of order which halted scheduled Nov. 27 transfer of WNTA-TV to Educational TV for Metropolitan Area. They said Commission established no good grounds for rehearing. Full 9-judge court will hear argument Nov. 27. At same time, N.Y. Education Dept. released report asserting that metropolitan area needs—and can support—10 ETV outlets.

**Collins likes his job:** "I am deeply involved in my present position and like it that way," NAB Pres. LeRoy Collins told news conference in Jacksonville in conjunction with regional fall meeting. Pressed by reporters to say whether he has any plans to return to politics in Fla., where he was governor before joining NAB, Collins said: "It cannot reasonably be anticipated that I ever would run again." He added this hedge: "It has long been a matter of principle with me never to close any doors that tightly. So let me say only that I have no plans & no intentions of ever running."

**Interconnected ETV network** of stations is needed and it's "absurd" that U.S. still lacks one, NBC public affairs dir. Edward Stanley told Kansas City convocation of American Assn. of Land-Grant Colleges & State Universities. He called on educators to develop their own TV as "greatest pathway" to education—and not count on commercial stations to do it for them. As example of what can be done, Stanley cited NBC-TV's *Continental Classroom*, which started in 1958 with 500,000 viewers, now has estimated 2 million.

ETV-PTA meeting was conducted from air by Pres. John E. Ivey Jr. of Midwest Program on Airborne TV Instruction in night flight aboard converted DC-6 which transmits courses to 6 states (Vol. 1:6 p2). In 2-hour telecast from plane, he told parents & teachers gathered in 2,000 schools below how they can organize to finance project in future years. Dr. Ivey estimated cost at $3.7 million annually.

**ETV fill-in** will be given by NET officials & educational station mgrs. to Hyman Goldin of FCC's Office of Research & Education and James O. Juntilla of Broadcast Bureau at informal Nov. 27-28 N.Y. conference.

**Horse-race broadcasts** which seem to serve needs of gamblers, rather than public, can cost stations their licenses, FCC reminded licensees in new public notice. "Restatement of Commission Policy" followed suggestions at Senate Racket Subcommittee hearings that Chmn. Minow pay more attention to such broadcasts & less to crime & violence on TV entertainment shows (Vol. 17:37 p2).

**Strict ban on cameras** in Ont. courtrooms has been proposed by Justice G. A. Gale of provincial Supreme Court. He told Attorney General's Committee on the Administration of Justice that legislation forbidding TV coverage of judicial proceedings is needed.

**Police guard** was set up at 4 N.Y. area radios—WBNX, WWRL, WADO and WHOM—following undercover tip that Puerto Rican nationalists plotted to seize Spanish-language stations to broadcast UN speech by Cuban Ambassador Mario Garcia-Inchaustegui.

Print media and TV-radio were compared in terms of govt. regulation by Washington attorney Marcus Cohn in address to Fla. Bcstrs. Assn. in Jacksonville last week. He likened FCC licensing with Post Office's 2nd class mailing privileges. Tongue in cheek, he analyzed *Jacksonville Times-Union* according to FCC's application forms, found it 85% commercial, heavy on entertainment vs. information. Of advertisements, he found 13 for liquor, several for "bleeding bladders" and "change of life problems" and the like—types proscribed by NAB Code. "Newspapers have critics of all kinds—of TV-radio, movies, books, etc.," he said. "Why don't we have critics of other media? You'll get respect only when you realize your stature." Cohn said that broadcasting has a crisis about every 20 years—the current one aggravated by attacks from print media in financial difficulties.

Proposed $5.7-million sale of majority interest in *Honolulu Star-Bulletin* & its broadcast properties by trustees of Wallace Rider Farrington estate to local businessmen has been blocked by court order obtained by Mrs. Farrington. She won temporary restraining writ on grounds that stock is worth more. *Star-Bulletin* operates KGMB-TV & KGMB Honolulu, satellites KHBC-TV Hilo & KMAU-TV Wailuku and radio KHBC Hilo.

FTC consent order forbidding deceptive pricing & "free" claims for Nutri-Health vitamin tablets in broadcast commercials and advertising circulars has been signed by Nutri-Health Inc., Baltimore.

New studios opened: Travelers Bcstg. Service Corp. (WTIC-TV & WTIC Hartford) dedicates its Broadcast House in downtown urban renewal project Nov. 27. Speakers include CBS Inc. Pres. Frank Stanton and Conn. Gov. John N. Dempsey.

Unauthorized transfer of control of radio WMGY Montgomery, Ala. from Joe Scott to C. A. McClure was scored by FCC in renewing station's license. Commission said it would overlook violation in view of good broadcasting records of station & McClure, but warned against further infractions. Chmn. Minow & Comr. Lee voted against grant.

Headline speakers scheduled for 17th annual Ga. Radio-TV Institute at Athens Jan. 23-25 include President Kennedy's Press Secy. Pierre Salinger, Asst. Secy. of State Roger Tubby, Asst. Defense Secy. Arthur Sylvester, NAB Chmn. Clair R. McCollough. Program also includes seminars on sales, management, programming, news.

Short-term renewal of 15 months has been ordered by FCC for radio WSRA Milton, Ga. Commission said programming deficiencies barred full 3-year license term, noted that station promised to do better. Comrs. Hyde & Craven dissented to notification letter.

Another CATV system has been acquired by H&B Americans' Transcontinent Communication Systems with purchase of Lovington (N. M.) Antenna & Service Co., which serves 1,800 subscribers. Tex-Mex Communications Co., which operates a microwave from Denver City, Tex. to Lovington, is included.

CBUT-1 (Ch. 9) Courtenay, B.C., 625 watts, unattended relay for CBUT Vancouver, due on air next July-Aug. with Canadian GE equipment.

New Canadian TvB members: CHEX-TV Peterborough, CKGN-TV North Bay, CKWS Kingston, CKNX-TV Wingham, Ont.

Formal opening of WUHF, FCC's experimental N.Y. Ch. 31 station, is set for Nov. 29 in Empire State Bldg. ceremonies. FCC Chmn. Minow will throw switch.

U.S. ETV aid for Pakistan is being promoted by Vice President Johnson as result of his first visit there in May and reciprocal trip here by camel driver Bashir Ahmad, who can't read or write. Plans for establishing educational TV station at Karachi and installing big community screens at 20-25 points within 100-mile radius are being worked out by Johnson & Pakistani Ambassador Ariz Ahmad, who points out 85% of his countrymen have never had schooling.

ABC-TV in Philippines: ABC International TV Inc. has signed agreement with Republic Broadcasting System (upcoming DZBB-TV Manila) to render programming, engineering & sales assistance to the Manila station and future Republic TV outlets in the Philippines. ABC International will act as sales and program purchasing rep for the stations. ABC also has interests in 2 Japanese stations—JOEX-TV Tokyo & JOOR-TV Osaka—and NWS-TV Adelaide, Australia, as well as stations in 9 Latin American countries.

Target dates have been set for 13 new "national" (govt.-owned) TV stations by Australia's Postmaster-General: For the Australian capital, Canberra, Dec. 1962. State of Victoria—Bendigo, April 1963; Ballarat, May 1963; Latrobe Valley, Sept. 1963; Goulburn Valley, Nov. 1963. New South Wales—Newcastle, April 1963; Wollongong, Sept. 1963; Orange, Oct. 1963; Richmond-Tweed, April 1964. Queensland—Darling Downs, July 1963; Rockhampton, Sept. 1963; Townsville, Oct. 1963. Tasmania—Launceston, July 1963.

Recording rights of American broadcasters & recordmakers would be protected under international agreement reached at Rome conference under auspices of International Labor Organization, UNESCO and International Union for Protection of Literary & Artistic Works. Applying principles of present international copyright laws to broadcasting field, Rome compact would bind signatory countries to grant foreign performers same protection which is given nationals. At least 6 countries must ratify agreement before it becomes effective.

New Korean TV station operated by Information Ministry in Seoul is scheduled to start 5-hour daily programming in December.

To conform with treaties covering frequency allocations (1959 Geneva Radio Regulations), FCC has amended its rules (Subparts A & B, Part 2).

Emergency TV-radio system linking all Canadian stations with Army siren-warning setup in cities is being established by CBC. Operating much as Conelrad does in U.S., Canadian system is expected to reach 97% of population simultaneously.

International Broadcasting Awards for "most effective" 1961 TV & radio commercials will be announced by Hollywood Ad Club at banquet there next Feb. 13.

New Frontier relations with the advertising industry will be theme of 4th annual Advertising Federation of America mid-winter Washington conference next Feb. 7 in Statler-Hilton Hotel. Administration speakers will include FCC Chmn. Minow, FTC Chmn. Dixon, Commerce Secy. Hodges.

British "pirate" radio operating in Thames estuary just outside 3-mile limit is planned by 2 promoters who offer 6 minutes of commercials in every hour of 24-hour broadcasting.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1961 TV SALES—LESS THAN 6 MILLION:** It now seems nearly certain that 1961 TV sales (distributor-to-dealer) won't hit the widely predicted figure of 6 million. On basis of sales for first 10 months of year, best bet now is that year will close out with somewhere between 5.8 & 5.9 million sets sold to dealers, up from 5.7 million last year.

To hit 6-million figure, sales in November & December would have to run nearly 24% ahead of same months last year. This is possible, of course, but it doesn't seem to be in cards on basis of performance so far. Cumulative distributor sales for the year finally caught up with last year's figure in September (Vol. 1:6 p9), and for first 10 months of this year total sales were less than 1% ahead of 1960. In both September & October, sales were about 5% ahead of the comparable 1960 months. If sales this November & December run 10% ahead of last year's same months, total sales for year will be about 5,850,000 units.

Retail sales last year totaled 5,945,000, according to EIA's sampling survey. Our guesstimate is that 1961 retail sales will total approximately 6 million—although this can never be checked, since EIA has discontinued compilation of retail sales figures.

Preliminary tabulation of unofficial figures for October shows 5% dip in radio sales to dealers as compared with Oct. 1960—running counter to general 1961 radio sales trend. When it is recalled, however, that Oct. 1960 was exceptionally good month—25% ahead of Oct. 1959 (Vol. 16:48 p17)—this drop certainly isn't alarming. For first 10 months of 1961, distributors' radio sales were ahead of 1960 by more than 900,000 units, or nearly 12%.

Inventories at factory & distributor levels continued to show decreases from 1960 levels at end of October. TV inventories appeared to be at very satisfactory levels. While radio inventories were lower than last year, they were not down as sharply as TV.

What of the next 6 months? Federal Reserve Board's quarterly survey of consumer buying intentions shows that public is still keeping tight grip on its pocketbook. Compared with its April & July surveys, October poll showed slightly more consumers planning purchases of TV & hi fi. But compared with year ago, buying intentions were down.

Planning to buy TV sets in the 6 months from Oct. 1961 to April 1962 were 4.5% of those surveyed, down from 4.9% in Oct. 1960, but up from 4.1% in April and 4.2% in July 1961. Intentions to buy radios or phonos costing $100 or more showed same pattern: 2.5% said in Oct. 1961 that they planned to buy them, as opposed to 2.7% one year earlier and 2.1% in both April & July 1961.

Here are unofficial figures on TV-radio production, sales & inventories for October 1961 and year-to-date vs. 1960:

| | Oct. 1961 | Oct. 1960 | 10 Months 1961 | 10 Months 1960 |
|---|---|---|---|---|
| **TELEVISION** | | | | |
| Production | 625,000 | 500,000 | 5,019,000 | 4,873,000 |
| Factory sales | 598,000 | 506,000 | 4,817,000 | 4,685,000 |
| Distributor sales | 588,000 | 559,000 | 4,638,000 | 4,598,000 |
| Factory inventory | 413,000 | 490,000 | —— | —— |
| Distributor inventory | 820,000 | 838,000 | —— | —— |
| **RADIO (excluding auto)** | | | | |
| Production | 1,219,000 | 1,089,000 | 9,470,000 | 8,716,000 |
| Factory sales | 1,263,000 | 1,178,000 | 9,148,000 | 8,166,000 |
| Distributor sales | 1,109,000 | 1,166,000 | 8,542,000 | 7,641,000 |
| Factory inventory | 996,000 | 1,008,000 | —— | —— |
| Distributor inventory | 1,700,000 | 1,769,000 | —— | —— |

**FM-STEREO SHOWCASE OPENS IN N.Y.:** Cooperation with manufacturers, distributors & dealers will be keystone of Friendly Frost's new WTFM, serving N.Y. metropolitan area with FM stereo 24 hours a day. Station went on air Sat. Nov. 25 after announcing dealer-support program in full-page ads preceding day.

Station's deluxe installation at Fresh Meadow (near Flushing), Long Island, close to site of N.Y. World Fair, combines modern studios (RCA FM transmitter, 20-kw ERP, latest stereo equipment, 50,000 recorded stereo selections) with posh hi-fi showroom. Indicative of mutual manufacturer-station cooperation is fact that station starts up already in black, with 25% of its time sold out—sponsors including set makers Admiral, Clairtone of Canada, Du Mont-Emerson, GE, Grundig-Majestic, Motorola, Philco, Pilot, H. H. Scott, Stromberg-Carlson, Westinghouse, Zenith.

Behind carefully thought-out plans for trade cooperation is long-time TV-radio industryite Friendly Frost Chairman Gerald O. Kaye, who has served in set distribution (Bruno-N.Y.), broadcasting (onetime head of WNTA-TV & WNTA Newark-N.Y. and now affiliated with 2 other L.I. stations owned by Friendly Frost) and mass retailing (29 stores in Northeast).

Kaye & his associates have listened carefully to complaints of trade about earlier FM-stereo starters and are determined to provide smoothest and most efficient liaison. Station will supply point-of-sale material to all retailers, won't mention Friendly Frost (or any other retail outlets) on air, although special announcements will urge listeners to visit dealers for FM-stereo demonstration.

Its most effective gimmick is continuous stereo programming. It will urge dealer "to keep the dials of his demonstrator FM-stereo models set" at WTFM's 103.5 mc. Music & other program material particularly suitable for stereo demonstration will be featured on all-day "Stereo Spectacular" every Saturday. Even commercials and news pickups will be broadcast stereophonically.

In same modern building with WTFM studios is deluxe "Volare Sound Salon," operated as class merchandising outlet for high-end phonos & TV, much of it carrying "Volare" private label. Among consoles displayed last week when we visited the salon were top-price sets made by Westinghouse (from its "Curio Chest" collection), Capehart, Clairtone, Electrohome of Canada, Ampex, Pilot, Motorola, Stromberg-Carlson, Fonovox and Kane-Mark (the latter incorporating RCA color-TV chassis). Many bore "Volare" nameplate in addition to manufacturer's trademark.

WTFM will also loan out its salon & meeting space for gatherings of distributor salesmen, etc., to help them familiarize selves with FM stereo. Station was launched with big preview last week, attended by manufacturer & distributor personnel. Consensus of those we talked with bore out conclusions we reached in our article last week (Vol. 1:10 p7)—that consoles with FM stereo will be a slow-building market, and that WTFM's plan for trade-broadcaster co-operation is exactly the proper way to go about selling FM stereo to public.

Note: WTFM won't be only 24-hour stereo operation. It's understood that KCMO-FM Kansas City and KODA Houston also plan round-the-clock stereo. Among latest FM-stereo starters, incidentally, are WAYL Minneapolis & WAQE Baltimore.

**UHF MARKET SLOW & STEADY; NO LIFT SEEN:** What happens to uhf in near future depends on outcome of FCC's current N.Y. tests and its efforts in Congress to require industry to include all-channel tuners in all TV sets. As of today, with nearly 100 uhf stations on air and with N.Y. uhf project now broadcasting, there are still no signs of any substantial lift.

Industry production figures, as matter of fact, show that only 6% of all sets made during first 9 months of 1961 contained all-channel tuners, as compared with 8% for same 1960 period. This figure doesn't include conversions made in the field or sets sold with individual uhf tuner strips. Nevertheless, there was some momentary excitement supplied by uhf earlier this fall—and it wasn't in N.Y. It was in Louisville.

Set & tuner makers agree that Louisville was this year's uhf high spot. It provided an instance—rare in recent years—where a uhf station went on air with a primary network affiliation in predominantly vhf area. In this case it was WLKY (Ch. 32), with ABC programs. There was rush for converters & strips earlier this fall—Standard Kollsman estimates 20,000-25,000 strips were sold to consumers in area—but excitment has simmered down now as area is considered "converted." Although all-channel tuner business is down this year, Standard Kollsman reports 20% rise in uhf strip business, largely because of Louisville.

But Louisville is unusual phenomenon, is in sharp contrast to large areas—such as Washington & Philadelphia—where recent debuts of uhf stations created no stir at all. Difference, of course, is that these stations are educational outlets—not primary network affiliates.

How goes New York? Interrupted frequently by equipment troubles, FCC's WUHF (operated by N.Y.C.'s municipal WNYC) is now putting out narrow beam at about 1,000 kw ERP from temporary antenna facing North from Empire State Bldg. Permanent antenna is in place and scheduled to be put in use next week.

Most set makers aren't actively seeking uhf sales now in N.Y. market. There's little original programming so far on WUHF (much of time is devoted to simulcasts with vhf stations for test purposes)—but there are some indications that manufacturers will begin at least to offer some uhf equipment in N.Y. early next year for those who may want it. Du Mont to date is only brand advertising uhf in N.Y. market, and its newspaper ad copy features adaptability by means of uhf strips.

Standard Kollsman Pres. J. O. Burke reports "interest" by some of his set-making customers. He says it appears that several will offer drop-in models this winter aimed at N.Y. market. For this purpose, they're swinging over to turret tuners in some new models for adaptability to uhf strip.

Blonder-Tongue currently claims to be only manufacturer of converters, but it's understood Standard Kollsman is now considering entering this business, presumably on basis of slight renewed interest in anticipation of N.Y. programming. Blonder-Tongue Pres. Isaac Blonder, who earlier this fall predicted WUHF could bring $100 million in new business to N.Y. dealers & service technicians (Vol. 1:2 p6), told us last week he thinks little impact will be felt in N.Y. for a year. All N.Y. parts jobbers now have Blonder-Tongue converters, but no strong business has been felt yet. Blonder feels that eventual good programming (Municipal Bcstg. Service has inside track to N.Y. World Fair, new Lincoln Center of Performing Arts, etc.) eventually will mean good steady uhf business in the big city.

First reports on reception in narrow 30-degree path of temporary antenna on Empire State Bldg. have been good, with comments coming from as far as 75 miles north—including some areas where reception from some of city's vhf channels is poor. In northerly direction from Empire State, there's no lack of signal. Feeding Blonder-Tongue BTU-2S 2-tube converter into RCA color set in location about 3 miles northwest of Empire State, we received strong Ch. 31 signal using coat-hanger as indoor antenna.

There's certainly no excitement in N.Y. over the new channel—most New Yorkers aren't aware it exists. Most set makers and their distributors say they'll supply uhf models on request, but there's been no request yet. We see no uhf boom coming in N.Y. on basis of station. Nation-wide, prognosis for uhf in 1962 is about same as 1961.

## TOPICS & TRENDS

EIA Winter Conference this week (Nov. 28-30) in Los Angeles' Statler Hilton Hotel takes up "industry problems with few precedents in number or magnitude." Among subjects for consideration: FCC's program (Docket 14299) for promoting wider use of uhf frequencies by TV broadcasters; Congressional sentiment on FCC-sponsored legislation calling for production of only all-channel TV sets; creation of an EIA committee to make technical recommendations to FCC regarding feasibility of AM-stereo radio; problems of imports competition and foreign trade development.

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Tighter FTC rules on use of manufacturers' list prices for comparisons in bargain advertising (Vol. 1:9 p9) have been recommended in initial decision by hearing examiner Leon Gross. In case involving Giant Food supermarket chain, he held such comparisons are deceptive when usual prices are lower than list prices —even though advertising makes clear that list prices are used only to identify products.

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Sylvania enters institutional TV field with new 19-in. set equipped with combination wired remote control & pillow speaker, available on lease plan only, through American Hospital Supply Corp., Evanston, Ill., which has been named exclusive sales & leasing agent for Sylvania hospital equipment.. Sylvania marketing vp Robert E. Brockway estimates that today's 1.7 million hospital beds will double in next 10 years. "Less than 20% of our hospitals," he said, "now have satisfactory TV installations. While 70-80% have some provision for TV, most of the systems are inadequate from the standpoint of antennas, maintenance and operating convenience."

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Philco stockholders will vote this week (Nov. 28) on the proposed acquisition by Ford Motor Co. (Vol. 1:1-A p5). The special meeting will be convened at Philco's Philadelphia hq.

U.S.-Japanese transistor race: EIA of Japan forecasts record output of 200 million transistors in 1961. Whether this will outstrip U.S. production (as the Japanese did last year) is debatable. For the first 6 months of the year, U.S. was running 5 million units ahead of Japan—88,683,000 to 83,500,000. Japanese transistor exports for first half of this year were valued at $4 million and totaled about 20% of Japanese transistor production. Sidelight of transistor competition between U.S. & Japanese firms, and among U.S. firms, is sharp lowering of prices. During first 7 months of this year, average U.S. factory price of a transistor dropped to $1.71 from $2.51 same period last year, decline of 32%.

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Thermoelectrics made news on 2 fronts recently. RCA announced development of alloy materials with which heat can be converted directly to electricity at efficiencies approximating those of the gasoline engine. RCA said its alloy—germanium laced with silicon and coated on 2 sides with copper—is the most efficient, high-temper device so far developed and the first thermoelectric power-producing material that is stable in a high vacuum • General Instrument Corp. reported that it has developed a new method of bonding thermoelectric materials that opens the way to mass production of thermoelectric devices. GI has applied for patents on its achievement, which embraces the creation of a new semi-metal bonding material, called Generalock, and a manufacturing process for fusing dissimilar thermoelectric materials.

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New-product innovations: Promotional Christmas season remote control set, tied in with Dec. 11 Bing Crosby TV program which it is sponsoring, is being offered by Motorola. The 19-in. set has all-transistor remote-control receiver chassis which costs less than 6¢ a year to operate when left on 24 hours a day. List price is $299.95 . . . New Philco "international" product is its new 9-transistor AM-FM table-portable radio, manufactured in Germany, with suggested U.S. retail price of $85.

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Jerrold's Audio-Trol system, demonstrated at recent National Hotel Exposition in N.Y. (Vol. 1:9 p6), has been priced at $325. It is designed to replace audio distribution systems for hotels, motels & institutions, using TV distribution system to feed up to 5 channels of FM, AM, background music or public announcements through unused TV channels. Audio programs are fed through TV speaker.

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"An increase of approximately 8% is expected in the TV-appliance industry's sales next year compared with an estimated 4-5% growth in the gross national product forecast by many economists." So said Admiral Pres. Ross D. Siragusa at a National Industrial Conference Board meeting in Detroit. He forecast sales of nearly 6.5 million TV sets in 1962.

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Service contracts for out-of-warranty GE TV sets & appliances will be offered on national basis through GE dealers which do not have own servicing departments, and the company has offered to help servicing dealers set up their own plans. Non-servicing dealers will get 10% commission on service contracts they sell.

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Emerson color TV console (Model H1812), announced last week at $750, features aluminized, bonded-shield color picture tube, full-power transformer chassis and lowboy cabinet in Walnut or Mahogany. A vhf/uhf version (Model J1812) also is available, at higher price.

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Admiral's color TV is "now on a profitable basis and will continue to represent an increasing segment of [the] company's business in the years ahead," notes Pres. Ross D. Siragusa in his quarterly report to stockholders.

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Raytheon broadened its foreign activities in 2 directions last week. It concluded a 5-year sales agreement under which newly-formed Visorama, S.A. of Argentina will purchase $15 million of tubes & other components for assembly into TV sets. The TVs, incidentally, will contain printed circuits and other parts fabricated by Warwick Mfg. Raytheon also teamed with Tokyo-based Japan Radio Co. to form a new electronics company, New Japan Radio Co., to engineer & produce a complete line of microwave tubes. The new firm will commence operations early in 1962 in a 30,000-sq.-ft. plant owned by Japan Radio in a Tokyo suburb. The products will be marketed in Japan and throughout the Far East.

**TV-RADIO PRODUCTION:** EIA statistics for week ending Nov. 17 (46th week of 1961):

| | Nov. 11-17 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 142,227 | 152,058 | 118,019 | 5,474,191 | 5,212,181 |
| Total radio | 292,060 | 458,324 | 367,048 | 10,381,849 | 9,515,476 |
| auto radio | 151,111 | 146,800 | 123,098 | 4,772,061 | 5,813,267 |

**Shifting Retail Patterns:** TV-radio-phono business is gradually drifting away from appliance stores to a wide variety of other types of retail outlets. This was indicated in National Appliance Audit figures released by Audits & Surveys Co., a marketing research organization. Highlights of the survey, which compares 1961 with 1958 retailing patterns:

TV-radio-appliance stores decreased by 10% from 33,540 to 30,320 while total number of stores carrying TVs, radios & phonos increased 6% from 111,450 to 118,390. Appliance stores, which formerly constituted 30% of all outlets handling consumer electronic products, thus have dropped to 26%. Furniture stores & dept.-general merchandise stores have been beneficiaries, each category increasing by 4%. Furniture stores carrying TVs, radios & phonos now number 17,781, up from 16,512, and dept.-general merchandise stores increased from 14,706 to 15,343. Greatest gain, however, came in "all other stores" category, which increased its outlets for TV-radio-phono by 20% (46,692 to 55,546).

Here is lineup now of types of outlets selling consumer electronic merchandise: TV-radio-appliance stores constitute 26% of outlets for these items (down from 30% in 1958), furniture stores 14%, dept.-general merchandise 13%, "all other stores" 47%.

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Slightly fewer TV sets will be bought in 6-month period ending next April than were purchased in year-earlier period, Federal Reserve Board predicts. FRB's quarterly survey of consumer buying intentions shows that as of October, 4.5% of families queried planned to invest in TV vs. 4.9% in Oct. 1960. Similar decline (2.5% vs. 2.7%) in family purchases of radios & phono equipment costing $100 or more is indicated by survey.

Add TV set census: More returns in 1960 state-by-state & county-by-county counts of appliances in U.S. households (Vol. 1:10 p8) have been released by Census Bureau. Following are state TV statistics:

| State | Occupied Homes | One-Set Homes | Multiple-Set Homes | No Set |
|---|---|---|---|---|
| Del. | 128,582 | 100,906 | 15,251 | 12,425 |
| Utah | 241,532 | 192,795 | 19,888 | 28,849 |
| Vt. | 110,732 | 90,019 | 7,325 | 13,388 |

Banking by TV at drive-in windows is new closed-circuit application. Mosler Safe Co., using IT&T equipment, and Diebold Inc., working with RCA, have made test installations in Wis. towns where drive-in bank transactions are handled via inside-&-outside sets, 2-way radio and pneumatic tubes. Windows cost $20,000-$30,000 apiece.

Electronic product exports from U.S. in first 9 months of 1961 increased 33% above figure for corresponding 1960 period—up to $437.4 million from $329.8 million, Commerce Dept.'s BDSA electronics div. reported. Increased sales of computers & test equipment to Japan & Western Europe were responsible for much of advance. "Substantial gains" in exports of components also were noted. Exports of TV picture tubes went from $13.9 million to $15.7 million, Argentina accounting for $4.9 million.

Stereo sales are up at Motorola, Consumer Products Div. Pres. Edward R. Taylor announced recently. Since last summer's introduction of the 1962 line, he said, sales are running more than 10% ahead of same period last year, and—he added—"we felt that the performance of our stereo line last year was outstanding."

VOA mobile relay station will be built by Collins Radio's Alpha div. at Richardson, Tex. under $1.3-million contract. Radio unit is scheduled to be used first near Monrovia, Liberia.

3M opens new tape plant: Minnesota Mining & Mfg. has opened a 100,000-sq.-ft. production plant for magnetic tape at Freehold, N.J. The new facility ultimately will increase 3M's capacity by 150%. The Freehold plant is expected to be operating at capacity by mid-1964.

## Trade Personals

Robert G. Urban, Philco Consumer Products Div. mktg. vp, resigns to become pres., American Safety Razor Co.

William W. Wright named exec. vp, Beckman Instruments; Robert M. Ward appointed vp in charge of planning & supervision of corporate operating staff.

Wilfred E. Blanchard, Sylvania senior engineer, named coordinator-distributor sales, Electronic Tube Div. . . . Norman R. Lewis becomes sales rep in 11 Western states for Sylvania Chemical & Metallurgical Div., succeeding John S. Kratz, advanced to product sales mgr.-metallurgical products.

Larry R. Swiney & Carl Jennings promoted to Southern & Northern sales mgrs. respectively of Packard Bell's home products div. . . . Dr. Jacob Shekel, from Israel Defense Ministry's electronics div., joins Spencer-Kennedy Labs, Boston, as instrument development dir.

Benjamin Adler, Adler Electronics pres., named Fellow of the IRE for his "contributions toward effective utilization of the uhf spectrum" . . . James P. Ambrose, ex-Clevite Transistor Products, joins National Transistor Mfg. as production mgr.

William F. O'Boyle resigns as Symphonic Radio & Electronic gen. sales mgr.

Thomas K. Fox, asst. to pres., and David Westermann, gen. counsel, elected Hazeltine vps . . . Lloyd R. Everingham, ex-Ryan Aeronautical, elected pres. of Teletronics.

J. Stanford Smith elected a GE vp . . . McLain B. Smith, IBM vp & group exec., named corporate staff dir., succeeded by Orland M. Scott, formerly pres. of General Products Div.; John W. Haanstra, Div. vp., succeeds Scott.

### *Obituary*

Isidor Goldberg, 68, founder & pres. of Pilot Radio Corp., died Nov. 23 in Northern Westchester Hospital, Mt. Kisco, N.Y. He had been in the industry for 50 years, began manufacturing wireless equipment while in his teens. In 1922 he founded Pilot Electric Mfg. Co., one of the first companies to make low-price shortwave sets for the home and do-it-yourself radio kits. Pilot also was one of the first manufacturers to enter the TV field. It subsequently left the field, is now a leader in hi-fi components and component consoles. Goldberg is survived by his wife, 2 daughters and a son.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Andrea Radio | 1961—9 mo. to Sept. 30 | $ 4,623,972 | — | $ 199,781 | $0.80 | 251,036 |
| | 1960—9 mo. to Sept. 30 | 5,408,838 | — | 202,006 | .81 | 250,700 |
| Columbia Pictures | 1961—year to July 1 | 130,349,529 | 85,375 | (1,405,223)[5] | — | 1,449,030 |
| | 1960—year to July 1 | 118,560,481 | 3,368,989 | 1,904,587[6] | 1.31[1] | 1,287,109 |
| Consolidated Electronics Ind. | 1961—9 mo. to Sept. 30 | 101,702,509 | — | 3,043,620 | .96 | 3,157,002 |
| | 1960—9 mo. to Sept. 30 | 69,558,327 | — | 3,118,149 | 1.10 | 2,835,400 |
| Daystrom | 1961—6 mo. to Sept. 30 | 41,324,064 | $ 431,457 | 326,457 | .26 | 1,255,640 |
| | 1960—6 mo. to Sept. 30 | 44,576,000 | 1,610,000 | 873,000 | .70 | 915,503 |
| Four Star Television | 1961—qtr. to Sept. 30 | 3,000,778 | — | 181,675 | .30 | 600,000 |
| | 1960—qtr. to Sept. 30 | 3,581,221 | — | 147,266 | .25 | 600,000 |
| Litton Industries | 1961—qtr. to Sept. 30 | 73,000,000 | 6,425,000 | 3,425,000 | .72[1] | 4,700,893 |
| | 1960—qtr. to Sept. 30 | 52,111,000 | 4,286,000 | 2,150,000 | .49[1] | 4,372,056 |
| NAFI Corp. | 1961—9 mo. to Sept. 30 | 50,172,290 | 3,176,705 | 1,926,705 | 1.58 | 1,215,755 |
| | 1960—9 mo. to Sept. 30 | 40,729,635 | 2,264,302 | 1,329,302 | 1.08 | 1,230,755 |
| | 1961—qtr. to Sept. 30 | 12,255,457 | 41,648 | 291,648[7] | .24 | 1,215,755 |
| | 1960—qtr. to Sept. 30 | 12,920,513 | (629,455) | (243,445)[8] | — | 1,230,755 |
| Pacific Mercury Electronics | 1961—year to June 30 | 18,644,509 | (1,053,400) | (615,742)[2] | — | 698,500 |
| | 1960—year to June 30 | 21,512,931 | 618,834 | 196,855 | .28 | 700,000 |
| Paramount Pictures | 1961—9 mo. to Sept. 30 | — | — | 5,310,000[3] | 3.15[3] | 1,686,956 |
| | 1960—9 mo. to Sept. 30 | — | — | 6,137,000 | 3.67 | 1,673,231 |
| | 1961—qtr. to Sept. 30 | — | — | 890,000[4] | .53[4] | 1,686,956 |
| | 1960—qtr. to Sept. 30 | — | — | 2,405,000 | 1.44 | 1,673,231 |
| N. V. Phillips Gloeilampenfabrieken | 1961—9 mo. to Sept. 30 | 918,771,500 | — | 61,270,000 | — | — |
| | 1960—9 mo. to Sept. 30 | 904,846,500 | — | 75,473,000 | — | — |
| Sangamo Electric | 1961—9 mo. to Sept. 30 | 35,571,000 | — | 1,171,000 | .72 | 1,635,600 |
| | 1960—9 mo. to Sept. 30 | 38,629,000 | — | 1,086,000 | .67 | 1,621,803 |
| Sonotone | 1961—9 mo. to Sept. 30 | 16,396,000 | — | (148,402) | — | 1,158,745 |
| | 1960—9 mo. to Sept. 30 | 16,079,000 | — | 351,174 | .29 | 1,148,287 |
| Varian Associates | 1961—year to Sept. 30 | 57,987,817 | — | 2,803,866 | .73 | 3,831,745 |
| | 1960—year to Sept. 30 | 46,482,031 | — | 2,861,886 | .85 | 3,369,875 |

Notes: [1]After preferred dividends. [2]After $366,000 tax credit. [3]Before special capitals gains of $980,000 (58¢ a share). [4]Before special capital gains of $558,000 (33¢). [5] Before $1,616,979 profit on sale of studio properties. [6]Before $202,153 profit on sale of studio properties. [7]After $250,000 tax credit. [8]After $386,000 tax credit.

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Acme Electric ..... | Q | $0.07 | Dec. 20 | Dec. 6 |
| American Bosch Arma. | Q | (Omitted) | — | — |
| Electronic Instrument . | Q | .06¼ | Jan. 5 | Dec. 15 |
| Electronic Instrument B | Q | .001 | Jan. 5 | Dec. 15 |
| Federal Pacific Elec. ... | Q | (Omitted) | — | — |
| GE ..... | Q | .50 | Jan. 25 | Dec. 22 |
| Globe-Union ..... | Q | .25 | Dec. 9 | Dec. 1 |
| Globe-Union ..... | Ex. | .20 | Dec. 9 | Dec. 1 |
| Sprague Electric ..... | Q | .30 | Dec. 14 | Nov. 28 |
| Sprague Electric ..... | Stk. | 2% | Dec. 14 | Nov. 28 |
| Standard Kollsman ... | Stk. | 3% | Dec. 29 | Dec. 15 |

**Emerson profit & sales** in the fiscal year ended Oct. 31 rose about 10% from a net of $1,686,568 (80¢ a share) on $63,776,658 sales in fiscal 1960, Pres. Benjamin Abrams estimated. He said Emerson's Oct. sales set a monthly record, termed the outlook for fiscal-1962 profit & sales gains "optimistic." Abrams also reported that Emerson has purchased 150,000 shares of Granco Products, exercising its Aug.-1960 option to purchase 540,986 of Granco's one million authorized shares (Vol. 16:33 p13). In conjunction with the option, Emerson has appointed 3 of its executives to the Granco board: exec. vp Dorman D. Israel, asst. to pres. Morton E. Ornitz, Emertron Pres. Morton P. Rome.

**Medical Video Corp.**, organized in Studio City, Cal. in 1960 to make & lease hospital closed-circuit TV equipment, plans public sale of 250,000 common stock shares at $10 per share through Financial Equity Corp. An SEC registration statement (File 2-19285) said $1.4 million of $2.2 million estimated proceeds would be used in manufacturing operations.

**Pentron Electronics 30% ahead:** Sales and earning of the Chicago maker of tape recorders in the current quarter are running about 30% ahead of a year ago, Chmn. Osborn Andreas said recently. In the quarter to Sept. 30, the company earned $125,000 (6¢ a share) on $2.1-million sales, vs. a $55,000 loss on $615,000 sales in 1960's July-Sept. period. For fiscal-1962's first half, ending Dec. 31, Pentron expects to earn $290,000 (14¢), compared with the year-earlier loss of $250,000.

**Texas Instruments sees good '62:** Senior vp C. J. Thomsen told the St. Louis Society of Financial Analysts recently that 1962 will be "a better year" than 1961, forecast 1961 earnings of $2.15-2.40 a share on sales of $230-234 million. TI in 1960 earned $15.5 million, or $3.91 a share, on $233-million sales.

**Philco becomes Helios:** For legal reasons involved with its forthcoming acquisition by Ford Motor Co., Philco will be renamed Helios for several hours on Nov. 30. Helios was Philco's original name, in 1892 (Vol. 1:1-A p5).

DEC 4 1961

WEEKLY

# Television Digest

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**The authoritative service for executives in all branches of the television arts & industries**

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**N.Y. UHF PROJECT** in full operation, as Chairman Minow throws switch in Empire State Bldg. First FCC test results indicate generally good signal (p. 4).

### *Consumer Electronics*

**CONSUMER ELECTRONICS** dollar volume dropped in 1961 to $2 billion at factory level from $2.1 billion last year, EIA reports, although total electronics industry sales passed $10 billion this year for first time (p. 7).

**100 FM-STEREO STATIONS** will be on air this winter—possibly more. Exclusive detailed lists show 43 stations now on air, give locations of 41 imminent starters, 39 "second-wave" FM-stereo starters (p. 7).

**TV-RADIO-PHONO AD CODE** approved by EIA, to be available in 2 weeks. Set makers reiterate opposition to all-channel-set legislation. 7-point import legislation program urged (p. 9).

**PHILCO MERGES WITH FORD** this week. By overwhelming vote of 3.4-million shares to 80,801, Philco stockholders approved acquisition by Ford Motor Co.; transaction will be completed by Dec. 11 (p. 10).

**RCA PRES. ENGSTROM, ENGINEER-ADMINISTRATOR:** Rare combination of engineering and administrative brilliance is focused in 60-year-old Dr. Elmer W. Engstrom who at week's end stepped up to presidency of RCA, succeeding John L. Burns.

World's largest electronics company, by naming to its presidency one of nation's leading scientists, re-emphasizes its long-held precepts that scientific progress is key to its success. Its 2 preceding presidents—Frank M. Folsom and John L. Burns—were, respectively, a top merchandiser and a leading management specialist-engineer. Each served RCA at a time when his specialty was badly needed by the company.

But Pres. Engstrom is far more than a leading engineer. As senior exec. vp since 1955, he has had direct administrative responsibilities for such activities as space & defense business—the latter category now representing ⅓ of RCA's volume.

As a scientist, Engstrom has been accorded every major award in electronics engineering. He joined RCA in 1930 when it took over radio engineering & manufacturing activities of GE, where he was employed from 1923. He has been involved in virtually every research activity of RCA, eventually heading up all research for company before moving on to broader over-all administrative post. Affable & highly regarded by electronics engineering fraternity, administrative talent of "Shorty" Engstrom (nickname is a mystery—he's about 5-ft. 9) showed up on many intra-industry organizations, including first & 2nd NTSCs, which developed standards for black & white and color TV.

Engstrom's salary and contract terms weren't announced. It's known that he is already under contract through retirement age, with flexible provisions as to salary. His election was met by favorable initial reactions on Wall St., RCA stock advancing when news came out Dec. 1.

John L. Burns, who became RCA president in March 1957, resigned his $200,000 a year post "for personal reasons," but will continue as an RCA employe "to serve the company on special assignments from

Chmn. Sarnoff." His 10-year contract as president still had a little over 5 years to run when he submitted his resignation. He is succeeded on RCA board by Arthur L. Malcarney, exec. vp, defense electronic products.

Although an electrical engineer and well-known metallurgist, Burns' greatest renown is as management specialist. He came to RCA from a top position in Booz, Allen & Hamilton, management consultant firm which had served RCA for 10 years. He took RCA's helm during time of its need for organization, efficiency and direction. Company's stock at that time was fluctuating sharply, and financial powers behind RCA (notably Lehman Bros.) were pressing for top "management man" to bring stability.

During Burns' tenure much of this stability was achieved. RCA broadened its base in new electronics areas—particularly in the computer and industrial fields. Its consumer products operation, which had been showing signs of slippage, was placed on more efficient consolidated basis and moved lock, stock and barrel to Indianapolis, where, infused with new blood and retaining best of old leaders, it is beginning to move forward again.

There'll be all kinds of speculation about behind-the-scenes Sarnoff-Burns relationship. Rumors of Burns' resignation had been circulating for a few weeks, but before that there was little thought that he wouldn't complete his 10-year term. Whether there were policy differences between the 2 leaders—the creative genius and the hardheaded business-organization expert—is not known. But the Sarnoff-Engstrom team bids to be a harmonious one—the man whose name is synonymous with vision in the electronics industry, and the man with the know-how to convert this vision into reality.

**MANUFACTURERS MOVING ON TV ALLOCATIONS:** You can't tell yet whether there will be conflict or accommodation or something of both, between manufacturers and telecasters, regarding future of TV allocations.

In Los Angeles last week, EIA consumer products div. again voiced opposition to all-channel-set legislation (see p. 9). On other hand, it's well known that some manufacturers would be quite pleased to see all TV moved to uhf—to leave room for other radio services in vhf and to create market for new sets. But very few set makers are willing to push vigorously for uhf and breach with telecasters. An exception is Motorola's Pres. Robert Galvin, who told IRE meeting in Minneapolis last week that:

(1) TV should be moved to 30 channels starting with vhf Ch. 7 or to 60 uhf channels.

(2) FCC should be given power to allocate whole radio spectrum, including govt. portion, or that a "super spectrum agency" be created "to arbitrate between the FCC and the Interdepartment Radio Advisory Committee." He said IRAC now controls 70% of spectrum, FCC 30%—instead of the reverse of 10 years ago.

(3) "There is reason to believe" that FCC's N.Y. uhf experiment will justify moving TV to uhf.

Either of his proposed TV spectrum shifts, Galvin said, would stimulate manufacture of all-channel sets and eliminate need for legislation to force production of such sets.

Some manufacturers are unhappy about telecasters' efforts to get all-channel-set legislation to ward off FCC's deintermixture plans. In next session of Congress, going may get rough. Meanwhile, pro-uhf petitions are expected to be filed with FCC by individual manufacturers—but such move by whole EIA is considered quite unlikely.

FCC reversed itself last week, decided to postpone deadline for filing comments on short-spaced vhf drop-ins to Feb. 5 (from Dec. 4)—the same new deadline recently given to rest of big allocations rule-making. Reversal came at request of Comr. Bartley, who argued that all major moves belong in "one package." Only Comr. Cross dissented.

**FM SEMI-FREEZE IN WORKS AT FCC:** This week, FCC is expected to put about half pending FM applications on ice until conclusion of rule-making changing rules & standards. In June (Vol. 17:27 p5), Commission proposed major change in FM allocations. It's now believed poised to grant only those applications which would be unaffected by rules changes.

Plan under consideration is understood to permit granting of 72 of 131 pending applications for new stations, 30 of 93 applications for changes in existing stations. Plan calls for continued grants in smaller towns and areas with little or no FM service. The 31 applications in hearing status, however, would be exempt from freeze. Commission is considering granting those applications which:

(1) Wouldn't receive interference, from existing or proposed stations, within their 1 mv/m (60 db/u) contours and wouldn't create interference within 1 mv/m contours of existing or proposed stations.

(2) Wouldn't provide coverage more than equivalent of a 20-kw, 500-ft. station.

(3) Wouldn't radiate more than 20 kw in any direction. Contours would be calculated using same curves as proposed in TV allocations proceeding (Doc. 13440). Applications could be amended to move them from frozen to thawed state.

**FORD PLUMPS FOR GOVT. 'HANDS OFF':** Praising & prodding broadcasters, FCC Comr. Ford in speech last week rejected all proposals which would give govt. a greater influence on programming—except his favorite concept: Make broadcasters show they've really scouted their communities. He spoke at Los Angeles seminar on "community leadership" sponsored by Southern Cal. Bcstrs. Assn. and U. of So. Cal.

If govt. has anything to do with establishing standards of public taste, he said, broadcasting would become "an instrument of despotism. It has always seemed strange to me that some people who seem to have little confidence in govt. have great confidence in the govt's ability to set an example to showmen or creative talent of how to produce better shows or to be more creative." Other Ford points:

(1) Network competition is healthy now. Networks shouldn't be licensed because that would split program responsibility between stations & networks. But networks should be regulated instead, because of "wide divergence of economic power" between networks & affiliates.

(2) If industry wants "magazine concept" it should follow its judgment, but concept shouldn't be imposed by govt.

(3) Idea of govt.-dictated allocation of time for cultural & educational programs suffers from "presumption that pre-determination in Washington" is superior to broadcasters' own judgment.

(4) Concept of requiring gift of free political time makes no more sense than requiring utility companies to donate electricity & interconnection lines for political broadcasts.

(5) "Citizens Advisory Board" to help FCC? Commission already gets plenty of advice.

Ford then urged industry to speak up with its own facilities and to editorialize: "I see no reason why the power of broadcasting should not be used to defend & explain itself . . . This country can no longer afford to have a sterile broadcasting industry from the point of view of community thought, action and controversy. You have been given a valuable govt. resource to serve all of the interests of your community and this includes political, social and economic interests as well as entertainment."

**WNTA-TV DEAL BECOMES CLIFFHANGER:** Only one thing's sure about on-again-off-again $6.2-million ETV deal for WNTA-TV Newark-N.Y. (Vol. 17:8 p8 et seq.): Suspense. Nothing else about Ch. 13 seemed certain at our deadline following hectic week which brought:

(1) Last-minute 5-3 vote by Court of Appeals lifting order by 3-judge panel which had stayed FCC's approval of transfer of WNTA-TV to Educational TV for Metropolitan Area (ETMA). They had agreed on Nov. 27 deadline for consummating sale.

(2) Appeal by N.J. Gov. Robert B. Meyner directly to Chief Justice Earl Warren to restore stay—and thereby hold up deal at least until Court of Appeals hears scheduled Jan. 10 arguments on Meyner's protest that Commission's action illegally deprives state of its lone vhf outlet.

(3) Apparent breakdown in NTA-ETMA negotiations for payment of $6.2-million purchase price.

Court of Appeals barely got under sale-deadline wire in voting to overrule panel of Judges Wilbur K. Miller, E. Barrett Prettyman and Walter M. Bastian. With Judge Warren E. Burger not participating and Judge Bastian absent from arguments but voting anyway, majority acted Nov. 27 after 2-hour proceedings—45 minutes of them taken up by personal plea by Meyner.

"It is our only outlet and is as important as a newspaper to a community," Meyner said in his arguments for home-state retention of Newark-based Ch. 13. "We need educational TV, but most of all we need a New Jersey station." FCC's Daniel R. Ohlbaum carried day in court, however. Defending Commission's approval of sale, he pointed out: (1) WNTA-TV has been transmitting from Empire State Bldg. to same metropolitan area which ETMA would serve. (2) NTA is N.Y.—not N.J.—corporation to start with, just like ETMA. (3) On record of ETMA programming plans, N.J. would get as good or better coverage from ETV operation.

Meyner was undeterred. Acting "personally & as Governor," he hurried to Supreme Court to protest "unprecedented nature of en banc reversal of a per curiam court order" and ask Chief Justice Warren (who has D.C. Circuit supervision) to intervene & scuttle deal. FCC, NTA and ETMA trailed Meyner to Warren's desk with pleas that nothing be done to block transaction.

NTA & ETMA lawyers promptly got together in N.Y. Nov. 28 to close sale—and agreed only to disagree, leading to another impasse and new Dec. 4 deadline for decision. NTA demanded its $6.2 million immediately. ETMA said it couldn't fork over that much cash while still-pending litigation threatened to void deal. NTA was reported to have counter-proposed $2-million cash down payment and 7-year installments raising ultimate price to $9 million—or one-year extension plan costing $8.2 million. ETMA said no soap.

Resumption of full commercial operations by WNTA-TV was then promised by NTA Pres. Leonard Davis if Dec. 4 passes without agreement. Station has been preparing for this by dickering for lucrative contract for new N.Y. Mets baseball games.

So Meyner may turn out to be winner after all over ETV, despite FCC & court reversals. In bitter editorial Nov. 30, N.Y. Times said: "It will be a tremendous loss to the citizens of all 3 states [N.Y., N.J., Conn.] if this great opportunity for creative use of TV disappears—thanks largely to Robert B. Meyner."

**TOY COMMERCIALS CHALLENGED AGAIN:** Santa Claus still is up to trickery on TV despite compact between NAB's TV Code Review Board and Toy Mfrs. of the U. S. A. Inc. (Vol. 17:23 p10).

Nearly half of 97 toy commercials evaluated by Nov. 1 by Code's N.Y. office were objectionable, Code Authority dir. Robert D. Swezey disclosed last week in reporting that all agencies producing such advertising have been asked to submit demonstration products with their TV copy.

Four toy commercials were rejected outright by N.Y. office headed by Stockton Helffrich—and 43 others among 97 strayed from "guidelines" for honest Christmas advertising as set forth in agreement with manufacturers' organization, Swezey said. These were revised after negotiations, but "total revision of some of the questionable commercials was not possible" because of exigencies of holiday advertising schedules, Swezey reported. He pointed out 59 of 97 had been produced before June 1 agreement was signed and therefore were conceived without benefit of its "letter & spirit."

"Characteristics & performance" of toys will be checked against proposed TV claims for them in future if agencies comply with Helffrich's written requests for samples for "first-hand evaluation" by Code staff in N.Y. Agencies also will be expected to prove that quoted price for toy is "going price" in area where commercial is to be televised.

Santa's TV performances haven't all been bad, however. Helffrich said he's been getting "excellent" cooperation from industry in elimination of "only" & "just" from price claims in commercials for expensive toys, and that representatives of 11 leading makers are working closely with him in efforts to prevent unethical or misleading appeals to children.

FTC has started "active investigation" of "several" toy advertisers on TV, Deceptive Practices Bureau dir. Daniel J. Murphy reported. "We have received enough complaints from the public to warrant taking a hard look at those toy sellers who would push the Christmas spirit too far," he said. "It is one thing to excite a child's imagination & desire for a toy, but quite another to build him up for a let-down when he gets it."

**N.Y. UHF PROJECT IN FULL OPERATION:** FCC Chmn. Minow pushed a button in the Empire State Bldg. transmitter room Nov. 29 and the Commission's $2-million N.Y. uhf experiment was officially under way. The button formally turned on the juice of 1-megawatt WUHF (Ch. 31). Fact that transmitter went off the air shortly after he pushed button didn't mar spirit of occasion. The trouble was located and Minow pushed button again for photographers.

Upstairs on 86th floor, news conference was already in progress, chaired by Comr. Lee. He predicted 100,000 uhf conversions in metropolitan area within year, reported city was planning to convert master distribution systems in its apartment projects, has already appropriated funds to convert all police stations and 50% of city schools, said he hoped FCC would turn station over to city after tests. He appealed to citizens to cooperate with engineering crews at test locations.

Although station officially began operation with permanent Melpar antenna and full 1-megawatt power from 50-kw RCA transmitter last week, it has been operating with temporary antenna at 80th floor level for several weeks. FCC chief engineer Ed Allen said all data from preliminary test results hasn't been

completely analyzed, but in general they seem to indicate "a good picture along the main radiant" (temporary antenna faced North) with good results shown in certain locations up to 70 miles. Asked what he thought test would show, he replied: "I think it is going to show approximately what engineering calculations indicate—that some places will have good pictures, some places bad ones, as with vhf, but with perhaps worse problems in shadowing areas."

Also present at ceremonies were Comrs. Hyde & Cross, other notables from N.Y. & Washington. Veteran industry engineer C. M. Jansky Jr., just returned from overseas, was asked to comment on uhf in Europe. He said 3,500 uhf allocations have been made for specific locations in 45 countries there. "There is no question but in Europe a large percentage of these will be activated. They are ahead of us—way ahead of us."

Special 90-min. dedicatory TV program presented 8:30-10 p.m. same evening on WUHF was skillfully done, traced history of radio & TV, with all-star regulatory cast including Comrs. Minow, Hyde & Lee, FCC Broadcast Bureau chief Kenneth Cox, general counsel Max Paglin, and—as a sample of type of program Municipal Bcstg. Service intends to feature during non-simulcast operation of the station—a string quartet.

Part of 90-min. special was taped several weeks ago at WNEW-TV, with remainder done on dedication day at WUHF studios using Videotape recorder which was put into service day before. We had previously viewed WUHF pictures from location at 98th & Broadway and reported strong signal, when station was using temporary antenna (Vol. 1:11 p9). Viewing it again from same location after permanent antenna had been put in service at full power on Empire State Building tower, we observed considerably less ghosting, even with our jerry-built non-directional twin-lead dipole receiving antenna. Ghosting at our location was judged about same as on vhf with similar indoor antenna.

## CURRENT CAPSULES

Pay-TV argument before Court of Appeals in Washington last week probably didn't change prospects—i.e., Court approval of FCC's authority to allow RKO General 3-year test over uhf WHCT Hartford. But interesting aspect was judges' curiosity about probable programs and protection of public's money. Court comprised Judges Burger, Edgerton & Bastian. Burger was particularly concerned lest pay TV show "lady wrestling" instead of "Shakespeare." FCC gen. counsel Max Paglin's answer: Viewer can order decoder out if he chooses—but this is just kind of information FCC wants from test. Furthermore, test can be stopped if project gets out of hand. Harold Cohen, for RKO, reiterated that setup is solely a test, that losses are anticipated. For anti-pay theater interests, Marcus Cohn hammered at $15 million to be paid by public in 3 years, said Commission had given toll proponents "blank check" in programming, insisted system would "siphon" programming away from free TV. Court decision is expected in month or so.

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NBC celebrates its 35th birthday this week as "America's first broadcasting network." Annual meeting of affiliates (199 TV, 189 radio) at Hollywood's Beverly Hilton Hotel Dec. 6-8 will mark anniversary of initial network radio program from N.Y. Nov. 15, 1926—and claim title to "America's No. 1 network." Advance promotion of event includes 24-page capsule history of NBC. It boasts: "The alliterative transitions from Vic & Sade to Victory at Sea, from Hopalong to Sing Along, from Kaltenmeyer's Kindergarten to Continental Classroom, from a jovial Fibber McGee to a very factual Frank McGee have all made for literal transitions from pioneering to undisputed leadership for NBC."

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Curbs on CATV to prevent invasions of small-market TV station areas by signals from big-city stations are urged by WBOY-TV Clarksburg, W. Va. in FCC rule-making petition. Argument against CATV was revived formally by station, which complained that CATV operator Fortnightly Corp. brought Pittsburgh, Steubenville and Wheeling signals into its territory. Proposed rules would: (1) Forbid licensing of TV station which permits CATV to duplicate its programming in another station's territory. (2) Prevent CATV system from doing this. United Artists is suing Fortnightly for copyright infringement through its distribution of TV signals carrying UA properties.

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FCC budget raise to slightly over $13 million from this year's $12.5 million has been approved by Budget Bureau, it's understood. Virtually all other regulatory agencies—except NASA, AEC & FAA—reportedly suffered cuts. Most of FCC's increase is earmarked for Complaints & Compliance and Renewals & Transfers Divs.

## Personals

Jacob A. Evans, ex-*American Weekly, Sponsor*, McCann-Erickson and NBC, named TvB's central div. dir.

Merrill Lindsay of radio WSOY Decatur elected a BMI dir. . . . . Gar Jones named promotion mgr. of KXLY-TV & KXLY Spokane, replacing Jack Lantry, now in similar post at KIRO-TV & KIRO Seattle . . . Ted Smith of radio KUMA Pendleton elected Ore. Assn. of Bcstrs. pres., succeeding Gordon Capps of radio KSVR Ontario.

Ben B. Sanders of radio KCID Spencer, Ia. named 1961-62 NAB membership committee chmn. . . . Donald Andersson, ex-National Coal Assn. & co-author of *Radio & TV Workshop Manual*, joins Washington public relations firm of Richards & Associates . . . Gordon Walls, ex-WCAU-TV Philadelphia, heads new Blair TV sales office at Penn Center there.

Guy E. Yeldell promoted to KSD-TV St. Louis station mgr., Ray Karpowicz to sales mgr. . . . Peter Cary, Screen Gems, joins Desilu Sales as Western div. sales mgr.

Jerome Bredouw, from 20th Century-Fox, joins ABC-TV as on-air promotion dir. . . . Frank Howell promoted to national sales mgr. of WTVJ Miami . . . Bruce Henry, Hollywood & Chicago freelance writer, joins Fred A. Niles Communications Center, Chicago, as creative dir.

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**CBS-TV started something** with "Biography of a Bookie Joint" on *CBS Reports*, secretly filmed in Boston. Expose wasn't televised there because network producers feared it might prejudice cases of persons arrested in gambling raids. But local officials were given private studio viewing. Results: (1) Suffolk County District Attorney Garrett H. Byrne announced he'd start grand jury probe of possible collusion between policemen & racketeers. (2) Boston Police Supt. Francis J. Hennessey stalked from preview, angrily refusing to answer any questions.

**Sponsor's image is reflected** in TV & radio programs he pays for, and he's wasting his money if he thinks quality of shows doesn't matter, NAB Pres. LeRoy Collins said in speech to joint meeting of Louisville Better Business Bureau & Ad Club. He urged advertisers to tie in with "more high-quality programming, regardless of the category," pointing out that broadcasting is unlike other media "because of the intimacy of its impact & the totality of its attraction."

Network TV billings in September rose 13.4% to $58.2 million from $51.4 in Sept. 1960, TvB reported. For 3 quarters this year, billings totaled $538.6 million—up 9% from $494.3 million in corresponding 1960 period. NBC led with $201 million for 3 quarters, trailed by CBS ($198.9 million) and ABC ($138.6 million). In 9-month period, daytime billings increased 19.6%, nighttime, 4.4% above last year.

**Two $1,000 scholarships** honoring memory of late NAB Pres. Harold E. Fellows will be awarded for 1962-63 college term by Assn. of Professional Bcstg. Education. Employes or children of employes of TV & radio stations and networks are eligible for scholarships for broadcasting courses.

**Illinois Maximum Coverage TV Committee** is new group organized by co-chairmen Secy. of State Charles F. Carpentier and State Auditor Michael J. Howlett to fight deintermixture of Rockford & Champaign.

**Model 935 stereo generator** of Standard Electronics has been type-accepted by FCC for use with Standard's FM transmitters, Western Electric's 503 and Gates' FM-18.

**Space communication system** along lines drawn by FCC's Ad Hoc Carrier Committee (Vol. 1:5 p2 et seq.) is proposed by Senate Space Committee Chmn. Kerr (D-Okla.) in bill he plans to introduce early next session. Measure would set up privately-owned $500-million corporation as foundation for worldwide system, in which participating carriers would own minimum of 5 shares priced at $500,000 each. FCC would determine which companies could share ownership. Commission also would set rates for services insuring fair return on companies' capital investment.

**Applications for microwaves** to serve CATV systems should be more fully publicized, FCC decided last week, so that TV stations which desire to file pre-grant objections on basis of "economic injury" may learn of their existence. Case involved Western TV Corp., which seeks microwave to serve CATV systems in Riverton, Wyo. area. Western holds CP for common-carrier microwave which was protested by KWRB-TV (Ch. 10) Riverton. Hearing has been held, no decision yet. Meanwhile, Western has filed for another kind of microwave for same purpose, non-common-carrier, in new private microwave service. Though application was reported in FCC notices covering safety & special radio services, Commission believes such applications may be overlooked by station operators and their counsel.

**Newspapers would be missed more than TV** if public were deprived of both, ANPA's Bureau of Advertising reported in releasing poll financed by Newsprint Information Committee. Survey based on 4,826 interviews indicated 49% of sampling "would feel quite lost" without newspapers, 28% without TV. Report also claimed that at least one newspaper is read every weekday in 86.4% of 54 million continental U.S. households.

**TV-radio degree courses** were offered to undergraduates during 1960-61 term by 97 colleges & universities—one more than in 1959-60, according to 6th research report in series by Harold Niven of School of Communications, U. of Wash., Seattle. Number of juniors & seniors majoring in broadcasting dropped 391 to 2,618, however. In 1960-61, graduate students studying for doctoral degrees in broadcasting at 15 universities totaled 121—same number as in 1959-60.

**Moulder gives up:** Rep. Moulder (D-Mo.), House Commerce Communications Subcommittee chmn. and first head of Legislative Oversight Subcommittee who narrowly escaped election defeat last year (Vol. 16:46 p5 et seq.), has told friends he won't try again. Under Mo. redistricting law, his district will be combined for 1962 election with that of Rep. Ichord (D), who plans to seek another term.

**Tele-Cine Inc.**, new Washington TV-motion picture production organization developed by Dr. Paul W. Schafer, head of Army's abandoned TV center at Walter Reed Hospital (Vol. 16:52 p8 et seq.), opens for business at 1017 N.J. Ave., SE (phone: 543-6076). Staff includes technicians who worked with him in pioneering Walter Reed project.

**New 26-week TV course** in English language has been produced by USIA's TV Service (Vol. 1:8 p2) for distribution to stations in 54 countries. Dir. Romney Wheeler said films took 2 years to complete, were budgeted at only $100,000.

**Special radio exhibition** will be held Dec. 13-Jan. 25 in London's Science Museum to mark 60th anniversary of first successful wireless transmission across Atlantic by Guglielmo Marconi.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**CONSUMER ELECTRONICS DOLLAR-VOLUME DROPS:** Electronics industry's factory sales set record in 1961 by passing $10-billion mark, but dollar volume of its consumer-products segment dropped to $2 billion from 1960's $2.1 billion. So said EIA Pres. L. Berkley Davis last week at the Association's winter conference in Los Angeles.

He predicted industry factory volume would rise from $10.15 billion in 1961 to $10.8 billion next year, with consumer products regaining their 1960 levels, as result of expected continuing uptrend of national economy and increasing consumer spendable incomes.

Here are 1961's dimensions of electronics industry, compared with 2 preceding years, together with EIA's prediction for 1962:

FACTORY SALES BY U.S. ELECTRONICS INDUSTRY

(Add 000,000 Dollars)

| | 1959 | 1960 | 1961 | 1962 |
|---|---|---|---|---|
| Consumer products | $2,000 | $2,100 | $2,000 | $2,100 |
| Industrial products | 1,600 | 1,750 | 1,900 | 2,100 |
| Military products | 4,700 | 5,000 | 5,300 | 5,600 |
| Replacement components | 900 | 900 | 950 | 1,000 |
| INDUSTRY TOTAL | $9,200 | $9,750 | $10,150 | $10,800 |

Decline in consumer electronics dollar volume, said Davis, is due to (1) shift to lower-priced units in TV, and, earlier in the year, in phonos, and (2) lower production of auto radios. Toward latter part of year, he added, phono sales have swung toward higher quality & price level.

EIA's summation of TV factory sales for 1961 was identical to our recent prediction—although we used distributor-to-dealer sales (Vol. 1:11 p7). TV sales, Davis, said, will reach 5.8 to 5.9 million units, vs. 5.7 last year. Illustrating why dollar volume declined in TV this year, he gave this 9-month black-&-white factory-sales breakdown: Portables & table models, 61% of sales (vs. 56% during same 1960 period); consoles, 35% (vs. 40%); combinations, 4% (vs. 4%).

Total radio sales for 1961 will be slightly lower than last year's 16.9 million due to drop-off in auto radio sales. But home radio sales are due to be more than one million units higher than last year—11.6 million vs. 10.5 million. Portables now constitute 49% of all radio sales (up 8% from last year). Clock radios are down slightly from last year, and table sets are down 6%. Auto radios took big dip to 5.1 million from 6.4 million.

Phono sales will be more than 4 million, below 1960 level—but proportion of stereo-to-mono is growing. Stereo constituted 74% of factory sales first 9 months of this year vs. 68% same period last year. Sales of radios with FM are slightly ahead of 1960.

**100 FM-STEREO STATIONS THIS WINTER:** FM-stereo markets are opening up rapidly now, and our investigation shows there will be 100 to 125 stations broadcasting in stereo—covering nearly all major markets—before winter is over.

We present herewith the most complete lists ever compiled showing stations now stereocasting, stations due to start soon, and stations which have ordered stereo equipment. These lists can be valuable

in your marketing operations. Save them, or if you don't wish to cut your copy of the Digest, our Washington office can supply reprints.

There are now 43 stations on air carrying stereophonic broadcasts—and stereocasting is already available to more than half the population of the country. At least 41 more stations have received—or will receive by next week's end—the necessary generating equipment to broadcast in stereo. At least 64 more have placed orders for future delivery. This makes grand total of 148 stations either broadcasting in stereo or having purchased equipment to do so.

We have listed total of 123 stations (or locations) which are now or will soon become stereo-active. Our lists were compiled from data supplied by the 6 largest manufacturers of FM-stereo multiplex transmitter equipment, from FCC notifications and from stations themselves. The lists provide basic rock-bottom minimum. There are undoubtedly more in the works than those listed, and there probably will be some surprises—including stations which are building their own equipment, buying from smaller suppliers, those whose identity has been withheld, etc.

What stands out in these lists is that stereo is now coming to every part of the country, virtually every major market. Canada, too, is starting FM stereo, and at least 8 stereo generators have been ordered and/or delivered north of the border—2 from RCA, 3 from Canadian RCA, 2 from Gates, one from General Electronic Labs. One has even been ordered from Gates to an unidentified South American country.

Bottlenecks are rapidly being broken in FM-stereo station generating equipment and deliveries are now either well under way or about to begin by the 6 major manufacturers. Rundown of their status & comments:

RCA is now "keeping up with demand," shipping 10 a week, and will have shipped more than 35 units by Dec. 9. Standard Electronics has sold & delivered its first production run of 20 units, has taken orders for 10 of a 2nd run of 40, scheduled to begin week of Dec. 11. ITA Electronics has shipped 10 units, has backlog of orders for 10 more. GEL made initial shipments Nov. 15, has delivered 5 and is shipping "at a steady, conservative rate." Collins has shipped 2, has backlog of orders for 15 more. Gates, which just received FCC type acceptance, has 25 orders, starts shipments about Dec. 15.

Here is list of the 43 FM stations broadcasting stereo as we went to press:

## FM STATIONS NOW BROADCASTING STEREOPHONICALLY

| | |
|---|---|
| **CALIFORNIA** | |
| Los Angeles | KFMU, KMLA |
| Sacramento | KSFM |
| San Diego | KPRI |
| San Francisco | KPEN |
| San Jose | KSJO-FM |
| Santa Barbara | KMUZ |
| Visalia | KONG-FM |
| **DELAWARE** | |
| Wilmington | WJBR |
| **DISTRICT OF COLUMBIA** | |
| Washington (Bethesda, Md.) | WHFS |
| **FLORIDA** | |
| Miami (Coral Gables) | WVCG-FM |
| **ILLINOIS** | |
| Chicago | WEFM, WKFM |
| **MARYLAND** | |
| Baltimore | WAQE-FM |
| **MASSACHUSETTS** | |
| Lynn | WUPY |
| Waltham | WCRB-FM |
| **MICHIGAN** | |
| Detroit | WDTM |
| **MINNESOTA** | |
| Minneapolis | WAYL |
| **MISSOURI** | |
| Kansas City | KCMO-FM |
| St. Louis | KCFM |
| **NEBRASKA** | |
| Omaha | KQAL-FM |
| **NEW JERSEY** | |
| Dover | WDHA-FM |
| Long Branch | WRLB |
| **NEW YORK** | |
| Fresh Meadows | WTFM |
| Garden City | WLIR |
| New York | WQXR-FM |
| Schenectady | WGFM |
| Syracuse | WSYR-FM |
| **OHIO** | |
| Akron (Barberton) | WDBN |
| Cleveland | WNOB |
| Columbus | WBNS-FM |
| Middletown | WPFB |
| **OREGON** | |
| Eugene | KFMY |
| Portland | KPFM |
| **PENNSYLVANIA** | |
| Norristown | WIFI |
| Philadelphia | WFLN-FM |
| **SOUTH CAROLINA** | |
| Spartanburg | WSPA-FM |
| **TEXAS** | |
| Dallas | KIXL-FM |
| Houston | KFMK, KODA |
| **WASHINGTON** | |
| Seattle | KLSN |
| **WISCONSIN** | |
| Milwaukee | WMKE, WTMJ-FM |

Here is list of 41 "second-wave" stations, which can be expected to be included in next batch of stereo starters. Many are brand-new stations not yet on air. Note that they will open up many new markets, be 2nd or 3rd program source in some others. This list includes stations to which stereo equipment has already been shipped, or will be shipped in the next week.

## NEXT STATIONS DUE TO BROADCAST STEREOPHONICALLY

(* indicates new stereo city)

| | |
|---|---|
| **ARIZONA** | |
| *Phoenix | KEPI, KNIX |
| **CALIFORNIA** | |
| *Fresno | KCIB, KXQR |
| *Oceanside | KUDE-FM |
| San Diego | KGB-FM, KLRO |
| *Woodland | KATT |
| **CONNECTICUT** | |
| *Newton | WGHF |
| **FLORIDA** | |
| *Miami Beach | WAEZ |
| *Orlando | WHOO-FM |
| *Sarasota | WYAK |
| **GEORGIA** | |
| *Columbus | WRBL-FM |
| **ILLINOIS** | |
| Chicago | WFWT |
| *Rock Island | WHBF-FM |
| **INDIANA** | |
| *Evansville | WIKY-FM |
| *Indianapolis | WISH-FM |
| **KANSAS** | |
| *Lawrence | KANU |
| *Wichita | KCMB-FM |
| **MICHIGAN** | |
| Detroit | WGPR |
| *East Lansing | WSWM |
| *Grand Rapids | WJEF-FM, WOOD-FM |
| **MINNESOTA** | |
| Minneapolis | KWFM |
| **MISSOURI** | |
| St. Louis | KSHE, KWIX |
| **NEVADA** | |
| *Las Vegas | KORK-FM |
| **PENNSYLVANIA** | |
| *Johnstown | WJAC-FM |
| Philadelphia | WHAT, WQAL |
| *Wilkes-Barre | WYZZ |
| **TEXAS** | |
| Dallas | KSFM |
| *Wichita Falls | KNTO |
| **VIRGINIA** | |
| *Richmond | WFMV |
| **WASHINGTON** | |
| Seattle | KISW |
| **WISCONSIN** | |
| Milwaukee | WFMR |
| **CANADA** | |
| *Toronto | CFRB-FM |
| Four other Canadian cities, unidentified. | |

This is list of cities where additional stations have ordered stereo generating equipment, but deliveries haven't yet been made. Call letters have been withheld by manufacturers (all 6 of whom are represented) for competitive reasons. Note that these are *additional* stations and are not duplicated on the preceding list:

## ADDITIONAL STEREO EQUIPMENT ORDERS

Los Angeles area (3 stations)
San Francisco
Jacksonville, Fla.
Orlando, Fla.
Washington, D.C.
Indianapolis
Louisville, Ky. (2 stations)
Chicago (2 stations)
Boston (2 stations)
Detroit
Midland, Mich.
Minneapolis-St. Paul (2 stations)
Long Island area, N.Y. (2 stations)
New York City (2 stations)
Raleigh, N.C.
Cleveland, O. (2 stations)
Pittsburgh
Dallas (2 stations)
Houston (3 stations)
Norfolk, Va.
Seattle (3 stations)

Canada (3 stations)
South America

**TV-RADIO-PHONO AD CODE APPROVED:** Long-awaited advertising practices code for consumer electronics industry was approved by EIA last week at its winter meeting in Los Angeles and will be available in about 2 weeks.

It will contain no surprises, be entirely voluntary—not "policed"—but industry hopes to persuade dealers to live up to it. Possibly most important section will be the one which deals with comparative sale price advertising; "former" price must be one at which dealer has previously sold the merchandise. Other sections deal with use of model numbers in advertising, bait advertising, product claims, etc.

Like the home laundry code after which it is patterned, consumer electronics ad code will include FTC's guides against deceptive pricing, bait advertising and deceptive advertising of guarantees. Entire TV-radio-phono ad guide has been submitted to, and approved by, the FTC.

Opposition of set makers to FCC's proposed uhf legislation—to require that all sets sold in interstate commerce be equipped with all-channel tuners—was reiterated by EIA's Consumer Products Div. at the Los Angeles meeting. In expressing its views for Congressional consumption, the division backed them up with statement that "no action could reasonably be taken pending findings of the N.Y. uhf tests" (see p. 4).

Touchy problem of imports again was major EIA topic, made more urgent by President Kennedy's plea for broadening of reciprocal trade agreements. EIA board adopted resolution calling on President & Congress to carefully consider 7 "recommended objectives" in any legislation governing American international trade.

EIA's 7 points, in brief: (1) Where tariffs are reduced or removed, make sure foreign countries also lower barriers to import of U.S. goods. (2) Insure adequate procedures to adjust tariffs or import controls

when imports of any product "threaten to undermine the stability of the domestic industry involved or an important segment of that industry." Such action should not be subject to Presidential veto. (3) Enact legislation for labeling of products completely made abroad or containing "major components" made abroad, with FTC to assure against deceptive advertising of foreign-made goods. (4) U.S. industry should be advised in advance of trade agreement negotiations exactly what products will be up for discussion. (5) Trade agreement should be adopted by Congress only after careful study of effect on U.S. industry. (6) Congress should have right to veto trade agreements by majority vote. (7) Congress should protect U.S. industry from sale of foreign products at lower prices than those prevailing in country of origin, by strengthening Anti-Dumping Act.

EIA board accepted invitation from EIA of Japan to send 4-man industry delegation to Japan to study industry there. Delegation, to be appointed soon by Pres. L. Berkley Davis, will leave early next year.

**PHILCO MERGES WITH FORD THIS WEEK:** In overwhelming numbers of more than 40 to 1, Philco stockholders last week voted to "commit the surgery that puts Philco out of business"—as one dissident shareholder expressed it. Within 65 minutes on Nov. 28, at the electronics giant's Philadelphia hq, 3,426,653 shares (opposed only by 80,801) voted to cease 69 years of autonomous action in favor of subsidiary operation under Ford management (Vol. 1:1-A p5).

By Dec. 11, Philco Pres. James M. Skinner Jr. told some 250 shareholders at special meeting, Philco will be dissolved, temporarily become Helios Corp. (its original 1892 name) for the purpose of transferring its shares to Ford, and emerge as subsidiary Philco Corp. of Delaware. Neither Skinner nor other Philco executives shed any light on future of consumer electronics operation under Ford flag.

Ford got the good news from Philadelphia only hours after it received the bad news in Detroit that the Justice Dept. had filed a monopoly-charge suit in Federal District Court to force Ford to give up Electric Autolite's sparkplug business, which it acquired for $28 million last spring. Ford stock dropped 2¼ to 108⅞ on the Detroit news, came back 1¼ with the Philco vote. Philco's stock inched up only ⅛ to 23½. (Dec. 1 Wall St. Journal noted: "Administration insiders expect the Justice Department won't sue to break up Ford Motor Co.'s acquisition of Philco Corp. Reason: Philco's poor financial shape.")

Opposition to Philco's sale was confined to a handful of stockholders, most vocal of whom was N.Y. attorney Abraham K. Weber, representing a group of shareholders. Responding to Weber's pointed questions, Skinner made these observations: Philco is in numerous fields—"computers & appliances to mention 2"—which offer great potential but "which require a vast amount of capital" which Philco doesn't have. The Philco board approved the Ford sale because "our borrowing capacity is at peak—exhausted." Asked by Weber if Philco "would go down the drain" if the Ford deal didn't materialize, Skinner replied: "The board is apprehensive." Weber argued that the exchange rate was "niggardly," told Skinner that "too many Philco stockholders are entranced by the Ford name to realize that they're only getting one share of Ford for each 4½ of Philco."

Overruled as "out of order" or "irrelevant" on a host of questions, including whether Philco had explored merger with other companies, Weber asked Skinner: "If Philco is in such bad shape, why is Ford taking it over?" Replied Skinner: "I'll have to refer you to Ford." The exchange grew heated at one point when Weber termed Skinner's handling of his questions as "high handed," reminded him that "this is our company, not yours." Weber was still talking when Skinner, ignoring him, called for the vote.

In Detroit, Ford refused comment on the Philco vote, noted that there were still formal papers to sign before transaction is completed. "We can't make any detailed plans until then," a spokesman said, adding that completion is expected "sometime after the first of the month [Dec.]." Approval by Ford stockholders is not required.

Financially, Ford's acquisition of Philco involves more than $100 million. As of Sept. 1, Philco had outstanding 4,104,033 shares of common, 100,000 shares of preferred. Under the agreement, 4½ shares of Philco common will be exchanged for one Ford share; preferred holders will receive for each share $101.50 in Ford stock plus accrued & unpaid dividends.

**TV-RADIO PRODUCTION:** EIA statistics for week ending Nov. 24 (47th week of 1961):

| | Nov. 18-24 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 133,303 | 142,227 | 91,627 | 5,603,382 | 5,302,877 |
| Total radio | 242,778 | 292,060 | 273,164 | 10,630,883 | 9,693,479 |
| auto radio | 139,078 | 151,111 | 98,333 | 4,906,846 | 5,911,305 |

## TOPICS & TRENDS

Opposition to Philco's "Instant Dividend" program (Vol. 1:8 p9) is mounting. RCA is known to take dim view of merchandising gimmick, is expected to come out strongly against it at distributors meeting in Chicago's Edgewater Beach Hotel this week.

Motorola mktg. vp S. R. (Ted) Herkes blasted dividend plans in a Nov. 28 speech before Chicago Alumni Chapter of Alpha Delta Sigma. "Plans like this," he said, "do not merchandise the values of the products, their quality, their reliability, but use the products only as premiums in a promotional plan that is certainly poor merchandising. These plans are no substitute for plain old-fashioned selling. It is our opinion that if our industry is to become the dynamic, profitable business it's capable of being, order must be restored quickly through the restoration of hard sell."

In ID-hot Pittsburgh, Electronic Service Dealers Assn. has warned: "This plan is disastrous for the local appliance dealers. If it spreads, the number of dealers going out of business will be terrific."

———■———

"Bonafide suggested retail selling prices" may be established legally by manufacturers for retailers, FTC hearing examiner Herman Tocker said in another ruling on hot issue of "list" prices in bargain advertising (Vol. 1:11 p9). Initial decision in case involving Regina Corp., Rahway, N.J. maker of household appliances, held that manufacturers must place restrictions on "deceptive" use by retailers of such prices, however. And Tocker ruled that manufacturers must not contribute to cost of retail advertising which they know is intended to mislead customers.

———■———

Crosby Electronics & subsidiary Crosby-Teletronics, both in separate Chapter X reorganization proceedings (Vol. 1:10 p11), have resumed operations under trusteeship of Ralph Edsell Jr. after agreement with govt. which had closed Crosby plants in Syosset & Westbury, N.Y. for non-payment of withholding taxes. Judge Joseph C. Zavatt, Brooklyn, set hearing for Jan. 3.

———■———

General Dynamics/Electronics has temporarily suspended production of its Stromberg-Carlson stereo phonos & radio-phonos as latest step in "inventory reduction" program (Vol. 1:9 p6). Stoppage will result in layoffs for some 350 workers, and GD/E vp Arthur J. Hatch said resumption of production will depend on developments over the next few weeks.

———■———

Hitachi Ltd. had record sales & earnings in 6 months to Sept. 30, topped all Japanese firms. Sales rose some 33% from a year earlier to more than $387 million, profits climbed 23% to $30.9 million. Second-highest profits were earned by Toshiba—$23.7 million on $261.8-million sales, a 13% gain in both sales & profits over a year ago.

## Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Rollins Bcstg. | 1961—6 mo. to Oct. 31 | $ 2,999,289 | $ 511,317 | $ 258,006 | $0.27 | 954,851 |
| | 1960—6 mo. to Oct. 31 | 1,853,391 | 432,216 | 229,463 | .26 | 899,053 |
| Screen Gems | 1961—qtr. to Sept. 30 | 7,448,000 | — | 341,735 | .13 | 2,538,400 |
| | 1960—qtr. to Sept. 30 | 6,218,000 | — | 152,545 | .06 | 2,538,400 |
| Stanley Warner | 1961—year to Aug. 26 | 134,720,744[1] | 7,981,873 | 4,301,873[1] | 2.12 | 2,026,374 |
| | 1960—year to Aug. 26 | 132,153,749 | 7,163,803 | 3,513,803 | 1.73 | 2,025,374 |
| Sterling Television | 1961—6 mo. to Sept. 30 | 565,556 | — | 36,149 | .08 | — |
| | 1960—6 mo. to Sept. 30 | 383,642 | — | 16,833 | .04 | — |
| TelePrompTer | 1961—7 mo. to July 31 | — | — | (61,970) | — | 685,811 |
| | 1960—7 mo. to July 31 | — | — | 52,635 | .09 | 685,811 |
| 20th Century-Fox | 1961—39 wks. to Sept. 30 | 81,188,678 | — | (11,544,007)[2] | — | 2,495,926 |
| | 1960—39 wks. to Sept. 24 | 80,177,841 | — | 2,997,115[3] | 1.26 | 2,383,286 |

Notes: [1]Record. [2]After $9.2-million write-off of theatrical & TV inventories and before gain of $25,735,917 ($10.31 a share) on sale of studio properties—resulting in actual net of $14,191,910 ($5.69). [3]Before special credit of $735,614 (31¢).

## Trade Personals

Dr. Simon Ramo, Thompson Ramo Wooldridge exec. vp, named to new post of vice chmn. . . . R. C. Loomis, formerly pres. of General Dynamics' Convair Div., joins American Electronics as pres. & chief exec. officer, succeeding Philip W. Zonne who becomes chmn.

John L. Hanigan, Corning Glass, appointed to executive committee of EIA's Tube & Semiconductor Div.; Stephen Levy, Lansdale (Philco), named chairman of the division's semiconductor section.

Seymour Schwartz, chmn.-pres. of Transistor Applications Inc., elected chmn. of subsidiary New England Transformer Co. . . . H. Herbert Harris, ex-Philco, named exec. asst. to divisional vp & gen.-mgr. of General Instrument's F. W. Sickles Div., a new post.

Gordon MacKechnie named to new post of asst. product mgr. for audio products by Ampex International Operations, absorbing some duties of product mgr. William L. Cara who resigned to become mktg. mgr. of Stancil-Hoffman Corp.

H. Wayne Bracken, GE's Atlanta district sales rep, moves into new post of TV Dept. merchandising mgr.; Jack L. Hunter appointed distribution planning mgr., Radio & TV Div.

J. Stanford Smith elected a GE vp, named head of new mktg. & PR services post; Virgil B. Day, formerly relations services vp, heads new post of management development & employe relations services.

Gene R. Marner promoted to research dir. of Collins Radio's Cedar Rapids div. . . . A. Keith Cook promoted to Oak Electronics gen. mgr. . . . Donald J. Flynn promoted to Sylvania equipment sales engineer in Midwest region.

Edward S. Gagnon named Gates Radio special projects mgr.

### *Obituary*

Elbert (Al) Merriam, national service manager of Symphonic Electronic Corp., and former service manager of Sylvania Home Electronics Corp., died of a heart attack last week.

———■———

Transistor factory sales rose to a 1961 monthly record in September, EIA reported last week. The September volume totaled 19,386,202 units—up markedly over previous-leader June's 17,899,005. Despite record sales, however, the total dollar value of $27,220,248 ran a poor third to March's $29,815,291 (on 15,129,273 units) and April's $27,388,278 (on 15,072,064). Indicative of the profit squeeze in transistors, cumulative sales rose more than 46 million units to 136,490,332 from 90,263,352 in 1960's first 9 months. Dollar value, however, increased less than $5 million to $227,002,035 from $222,198,961. EIA's figures:

| | 1961 | | 1960 | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 12,183,931 | $22,955,167 | 9,606,630 | $24,714,580 |
| February | 13,270,428 | 25,699,625 | 9,527,662 | 24,831,570 |
| March | 15,129,273 | 29,815,291 | 12,021,506 | 28,700,129 |
| April | 15,072,064 | 27,388,278 | 9,891,236 | 23,198,576 |
| May | 15,128,181 | 25,113,042 | 9,046,237 | 24,714,580 |
| June | 17,899,005 | 26,148,746 | 10,392,412 | 27,341,733 |
| July | 11,227,388 | 17,506,011 | 7,070,884 | 18,083,802 |
| August | 17,193,860 | 25,155,627 | 9,732,993 | 22,739,969 |
| September | 19,386,202 | 27,220,248 | 12,973,792 | 28,442,229 |
| TOTAL | 136,490,332 | $227,002,035 | 90,263,352 | $222,198,961 |

New TV-home count: Household appliances in standard metropolitan areas are covered in new Census Bureau series of 1960 reports supplementing state-&-county statistics (Vol. 1:11 p11). First advance returns released in series, which is scheduled for completion next March, detail housing characteristics of Phoenix & Tucson areas in Arizona and Lewiston-Auburn & Portland areas in Maine. TV counts:

| Area | Occupied Homes | One-Set Homes | Multiple-Set Homes | No Set |
|---|---|---|---|---|
| Phoenix | 191,076 | 146,808 | 19,691 | 24,542 |
| Tucson | 77,426 | 59,923 | 7,433 | 10,053 |
| Lewiston-Auburn | 21,740 | 17,678 | 2,325 | 1,737 |
| Portland | 37,901 | 28,868 | 6,182 | 2,851 |
| Ga. | 1,070,325 | 785,145 | 71,569 | 213,582 |
| Hawaii | 153,064 | 110,835 | 8,312 | 33,865 |
| Ky. | 851,867 | 619,953 | 48,397 | 183,458 |
| Ia. | 841,357 | 709,867 | 40,349 | 91,124 |
| Tenn. | 1,003,301 | 753,367 | 60,460 | 189,474 |

## Finance

Admiral expects its 4th-quarter profit to be "substantially" above the $957,113 earned in the 3rd quarter (Vol. 1:9 p10) and sales to exceed July-Sept.'s $49.6-million volume. In 1960's 4th quarter, Admiral lost some $3 million on $42.9-million sales. Pres. Ross D. Siragusa said he expected the sales & profit improvement to continue into 1962's first quarter, noted that sales are up for all Admiral consumer products divisions. "Particular strength," he said, is being shown by appliances. Conversely, Admiral's military products division is operating unprofitably, but "we're hopeful that, beginning in 1962, some earlier research & development work will bear fruit."

TV-Electronics Fund Inc. raised net assets 30.8% to record total of $443.8 million in fiscal year ended Oct. 31 vs. $339.4 million in fiscal 1960. Shares outstanding totaled 49.7 million vs. 45.8 million, adjusted per-share value was $8.92 vs. $7.41, Pres. Chester D. Tripp reported to stockholders. Principal portfolio changes were additions of Atlantic Research, Barnes Engineering, Corning Glass, CTS Corp., Milgo Electronic, Technical Material and Wyle Lab common stock, elimination of holdings in Admiral, Martin, Royal McBee, and Smith-Corona Marchant.

Webcor foresees earnings of $2 million ($2 a share) on $29-million sales in the 6 months to Nov. 30, compared with the $91,000 profit (10¢) on $16.7-million sales reported in the year-earlier period. (The 1960 figures include only one month of subsidiary Dormeyer Corp., acquired Nov. 1960.) Pres. James E. Archambault reported also that Webcor will enter the institutional equipment field in the spring with a multichannel recorder designed to anesthetize patients by using both voice & music, a line of phonographs for elementary grades, and a language lab system that can give instruction in different languages & learning levels simultaneously to 30-40 pupils.

Zenith increased its quarterly dividend last week and voted an extra payment of 36⅔¢ a share. The new quarterly dividend is 20¢ a share, payable Dec. 29 to holders of record Dec. 8. It is equivalent to 60¢ a share, up from 50¢, on Zenith's stock prior to the 3-for-1 split Nov. 20. Extra dividend carries the same record & payment dates.

Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Amphenol-Borg Elec. | Q | $0.35 | Dec. 29 | Dec. 15 |
| Bendix | Q | .60 | Dec. 28 | Dec. 8 |
| Clarostat Mfg. | Stk. | 3% | Dec. 29 | Dec. 18 |
| Heli-Coil | SA | .30 | Dec. 15 | Dec. 8 |
| Intl. Resistance | Ex. | .15 | Dec. 28 | Dec. 14 |
| RCA | Q | .25 | Jan. 22 | Dec. 15 |
| RCA | Stk. | 2% | Jan. 29 | Dec. 15 |
| Rollins Bcstg. | Q | .08 | Jan. 25 | Dec. 26 |
| Warner Bros | Q | .30 | Feb. 5 | Jan. 12 |
| Wells-Gardner | Q | .30 | Dec. 15 | Dec. 8 |
| Zenith | Q | .20 | Dec. 29 | Dec. 8 |
| Zenith | Ex. | .36⅔ | Dec. 29 | Dec. 8 |

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WEEKLY **Television Digest**

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**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS

### *Broadcast*

**CBS & NBC UNLEASH ATTACK ON 'WASTELAND' CHARGE,** Stanton & Sarnoff seeing attempts at govt. program dictation. Sarnoff also concerned with "imbalance" between network & station profits (p. 1).

**RE-RUN OF OPTION TIME DEBATE** heard by FCC in oral argument. Decision not expected until end of network program hearing (p. 3).

**3-YEAR 'TRAFFICKING' RULE ON TAP,** FCC to consider restrictions on station sales, including staff recommendations to tighten original proposal (p. 4).

**TIGHT LID ON SHORT-SPACED VHFS** maintained by FCC which declines to drop in more (p. 4).

**UPBEAT FINALE TO WNTA-TV SAGA**—sale to educators okayed when Gov. Meyner gets assurances N.J. will get adequate attention on station (p. 4).

### *Consumer Electronics*

**SKINNER QUITS PHILCO** as Ford takes over, president resigning to "open way to appointment of new chief." Ford's Charles E. Beck mentioned as possible successor (p. 7).

**RCA COLOR DOLLARS** exceeded b&w in Nov., Saxon tells distributors at Chicago meeting. Figure includes chassis & components (except picture tube) made for RCA Victor & other original equipment manufacturers (p. 7).

**'ID' ALSO SIGNIFIES** "irate dealers" as supermarket-tape programs spread; NARDA holds emergency meeting in N.Y. to develop program to combat promotion; dealers alarmed (p. 7).

**EIA EXPANDING ACTIVITY** in consumer product field, naming full-time staff director for TV-radio-phono. Starts study of AM-stereo proposals (p. 9).

**JAPANESE TV-RADIO-PHONO** exports to U.S. rose only 8.5% in year, totaling $52.9 million for first 9 months of 1961. Tube & toy radio exports rise, while transistor radios drop. Prices decline in all radio categories (p. 10).

**WINTER DROP-IN TIME** arrives, RCA showing new black-&-white and color lines, Zenith adding stereo consoles & combos, Du Mont premiering 3 color consoles (p. 11).

**CBS & NBC UNLEASH ATTACK ON 'WASTELAND' CHARGE:** After months of silent seething, 2 network leaders—CBS Pres. Frank Stanton and NBC Chmn. Robert Sarnoff—struck back strongly at govt. critics led by FCC Chmn. Newton Minow.

On same day, Dec. 7, both delivered speeches bitterly lashing "the government"—plainly focusing on Minow—charging attempted program dictation.

Minow's reaction: "I think it's very desirable for industry spokesmen to express their points of view. One of my main purposes is to encourage discussion of industry responsibilities. I plan to go into this in my speech before the Commonwealth Club in San Francisco Dec. 22."

The 2 attacks were immediately interpreted in Washington as opening guns, on eve of FCC's network program hearing (postponed from Jan. 9 to Jan. 23), to counter FCC's tightening regulatory activities—particularly before Congress. There's anticipation, in fact, of introduction of legislation designed to rip every vestige of program evaluation from Commission's hands.

Both men found same quote to epitomize their speeches, Justice Brandeis': "Experience should teach us to be most on our guard to protect liberty where the government's purposes are beneficent."

Herewith are highlights of Stanton's address, the Benjamin Franklin Lecture at U. of Pennsylvania:

"The public verdict is, I have no doubt, the safest and surest, the most valid and most enduring, one. But it has its price. It is less swift and less efficient, but it shares such limitations with all other procedural aspects of the democratic life."

Stanton quoted from Minow's NAB speech, in which the FCC chairman said "a vast wasteland" was to be observed if one spent an entire day with "eyes glued to that set until the station signs off." Said Stanton:

"The danger of this kind of sensationalized and oversimplified approach, with its broad brush conclusions, is not only that it grotesquely distorts the situation as it is, a clear perception of which is necessary to improvement, but also that it invites impulsive measures directed at making fundamental changes on the ground that any change is a change for the better. Actually, the only change that I have seen suggested is that the government supervise programming by use of its licensing power and by regulating a major program source, the networks.

"How much improvement can either of these really bring about? If government authority sets standards, qualitative or quantitative, for TV programming, whose standards are they going to be? The chairman of a commission? A majority of a commission? A Congressional committee?

"You would have authoritative standards that would stifle creativity. You would have a rigidity that would discourage experimentation. You would have the subjective judgment of a small group impose on the many. And you would have the constant danger of the misuse of the medium for political purposes."

Stanton also attacked recent statement of Wall St. Journal Pres. Bernard Kilgore, who said freedom of the press shouldn't be confused with freedom problems of a licensed medium (Vol. 1:9 p1). Said Stanton:

"I am not in sympathy with the soft inclination to turn the content of any medium over to government control on the grounds that to insist on the rights of a new medium will obscure the rights of the older. Whether it is apparent on the surface or not, the freedoms of all media are interlocked. . . . Basic freedoms are not divisible, to be rationed out discriminately."

Stanton went to great pains to show that TV does serve minorities, with culture, information, news and other non-entertainment fare. Listing cross-section of such programs, he said:

"TV does, in fact, have a variety of programs that are, while directed hopefully at the majority, seeking to meet standards of excellence in substance or in manner acceptable to the most demanding minority . . .

"A decade from now, if the public verdict prevails, TV will be unrecognizable from what we have today. The medium will change because there is a constant, slow but inevitable upward movement in the standards and interests and capacities of a free people . . .

"In a pluralistic society like ours there are a great many additional built-in safeguards against persistant excesses. These are far more effective over the long haul than paternal authority."

In Beverly Hills, meanwhile, NBC's Sarnoff offered 35th convention of affiliates (to which Minow sent greetings "as one 35-year-old to another") a speech hailed as "the answer to Minow." Sarnoff also voiced another major concern: network profits are down while station earnings are up.

TV thrives on criticism, he said. However: "When criticism comes—pointedly & suggestively—from the voice of governmental authority, speaking softly but carrying a big hint, at what point does criticism become coercion—where does freedom leave off and interference begin? . . . Some would interfere with no more than a lifted eybrow, using it as a kind of semaphore to wag this program type off the air and signal more time for that one. I believe this is a dangerous, mistaken and illiberal doctrine . . .

"Any doctrine of coercion is dangerous because even if it could be administered with impeccable intentions and flawless wisdom, it creates a precedent that could be disastrous in the hands of some future authority who might be unwise, ill-intentioned or both."

Sarnoff also dug at some broadcasters: "Freedom is not a rallying cry to be raised as a smokescreen for opportunistic self-seeking. Broadcasters who use it that way pervert the meaning of freedom; all they really want is freedom from their obligations to the public."

Disparity between network and station profits is "a striking & growing economic imbalance," the NBC chairman asserted. He noted that combined pre-tax earnings of the 3 TV networks dropped 22% in 5 years ending in 1960, while station profits rose 44%.

Unrecovered costs of news, information and entertainment rose to $118 million last year for TV networks—up 80% in 5 years, in NBC's case—Sarnoff noted. He listed NBC's objectives for years ahead:

(1) Keep pushing color. (2) "We intend to be first in global TV." (3) "Maintaining the front-running position in popular entertainment; and we do not expect to apologize for it." (4) With "more programming of cultural substance, we intend to keep leading the audience, but we have no intention of getting so far out ahead that we leave it behind." (5) Push ahead with expansion of news and informational programs. (6) More

children's programming of the highest possible standard." (7) "We intend to hew to the ideal of a balanced program schedule."

His wrapup: "After 35 years of serving the public, we do not intend to be panicked now, and neither should you."

NAB Pres. Collins offered this reaction to the speeches: "Dr. Stanton made the very sound observation that governmental control of broadcast programming is no way to improve programming, and in this every thoughtful American will concur. Mr. Sarnoff has given one of the most responsible & enlightened commentaries I have yet seen on (1) the responsibilities of broadcasters to provide an ever-increasing quality of public service and (2) the recognition by conscientious broadcasters that this is the surest defense against any improper governmental intervention in the freedom of broadcasting."

**RE-RUN OF OPTION TIME DEBATE:** Final decision on option time, after full-day oral argument before FCC last week, isn't expected until conclusion of network hearing. Scheduled to start Jan. 23 (postponed from Jan. 9), hearing on network programming practices is believed by Commission to be so closely related to option time that the 2 should be considered together.

Eleven attorneys, closely questioned by Commissioners, went over much of ground explored time & again by FCC. Networks & affiliates again argued that option time gives networks ability to assure advertisers proper coverage, thus placing economic foundation under whole system of networking and supporting most valuable aspect of TV programming. They urged FCC not to tinker with system in hopes of giving non-network program sources access to prime time—with objective of increasing competition. They argued that they need economic support flowing from option time in order to present "comprehensive" service including public affairs programs which syndicators don't offer.

They insisted that FCC shouldn't change its mind simply because there's change in its membership. Original vote was 4-3 to preserve option time—ex-Comr. King voting with majority. KTTV Los Angeles appealed to courts. After Minow joined Commission, FCC asked court to remand case back to it to see whether option time should now be abolished. They argued, also, that "rationing" amount of network programming accepted by stations would come dangerously near censorship. Counsel for NBC affiliates suggested that if Commission abolishes option time it set up procedures whereby it could quickly reinstate practice if experience with non-option doesn't work out.

Option time opponents repeated their assertions that networks will still get all clearances they need, that limitations on network hours will stimulate great growth of non-network program suppliers. They argued, again, that option time is an anti-trust violation even if Commission believes practice is in public interest.

Westinghouse Bcstg. Co. takes interesting position. Despite fact it has 2 CBS affiliates, 2 NBC, one ABC, it plumped for giving networks 3 option time hours in each segment of day—but allowing stations to take no network programs outside option time. Goal is to increase access to station by regional & local accounts.

Comr. Ford may be a key figure in final vote. He voted against option time originally, indicating belief competition would be fostered, stations would have greater freedom of program choice and other types of adequate clearance systems would develop. However, when FCC recently frowned on CBS's incentive compensation plan (Vol. 1:7 p3), he abstained from voting. During oral argument last week, he said that CBS plan was sort of thing he had in mind—but that plan is being attacked on anti-trust basis, too. So, he concluded, no one will know what's legal or illegal until it's finally fought out in courts.

CBS and 40 of its affiliates, meanwhile, answered FCC's charge that CBS "incentive compensation plan" violates rules, penalizes affiliates if they carry programs of other networks (Vol. 1:7 p3).

CBS insisted that no existing rule prohibits its plan, gave examples of plan in use to show that affiliates still clear as they did before. Contrary to FCC's assertions, CBS said, there has been increase in non-network programming among affiliates using plan. FCC's action, CBS asserted, is "part of a campaign to reduce, by governmental fiat, the incentive to clear network programs, whatever the means used to seek such clearances."

All 40 affiliate incentive-plan users, with exception of KPIX San Francisco, backed up CBS, asserted that they're not penalized, not excluded from carrying other network fare. KPIX disagreed, said it had signed with CBS under protest.

**3-YEAR 'TRAFFICKING' RULE ON TAP:** FCC is scheduled to discuss this week the "anti-trafficking" station-sale rule it proposed year ago (Vol. 16:50 p1)—and it's understood that staff recommends it go through with it, make it tighter.

Original proposal calls for a hearing when any station owned for less than 3 years is to be sold, with these exceptions:

(1) Inadequacy of operating capital. (2) Death or disability of station principals or key management personnel. (3) "Other changed circumstances affecting the licensee or permittee occurring subsequent to the acquisition of the license or permit." FCC staff makes these current recommendations:

(1) Drop the "inadequacy of operating capital" exception because it's too difficult to pin down. Substitute for it a proviso that seller can't get more for station than he paid, plus operating losses.

(2) Drop the exception regarding death or disability of "key management personnel"—because they can be replaced.

(3) Reject proposed exceptions based on "human factors" such as unhappiness with community, dislike of broadcast business, desire to enter larger markets.

(4) Allow exception when sale is required by divorce settlement, when transfer is gift to owner's children and when station involved is uhf.

(5) When multiple owners are involved, deep inquiry should be made even if station has been held more than 3 years.

There's no telling whether Commission will buy foregoing recommendations—but staff usually carries considerable weight.

**TIGHT LID ON SHORT-SPACED VHFS:** FCC went to substantial pains last week to let it be be known it really wants to keep strong control of vhf standards, that it doesn't intend to break down the service by chipping at coverage, that it looks to uhf for expansion.

Commission turned down petitions for reconsideration to add short-spaced vhfs to Columbia, S.C.; Akron, O.; Portland, Me.; Milwaukee, Wis.; Toledo, O.; Saginaw-Flint-Bay City, Mich.; Jackson, Miss.; Worcester, Mass.; Orlando, Fla.

In its decision, Commission stated: "While we are prepared to make substandard spacings [in 8 major markets], a strict limitation upon the number of such assignments must be maintained. Otherwise the danger of a mass proliferation of short-spaced assignments would threaten—without concomitant benefit—the wide range of existing service and severely hamper our long range program to improve TV service by increased use of the uhf band. Without derogating from the merit of bringing additional vhf service to other suggested cities—some of which have substantial populations—the Commission is convinced that the solution to the present shortage of spectrum space in these areas must depend upon utilization of the uhf band." No dissents.

FCC Chmn. Minow met with President Kennedy last week to discuss concept of civilian control—through a commission or an administrator—of whole spectrum, both govt. & non-govt. Nothing conclusive.

**UPBEAT FINALE TO WNTA-TV SAGA:** It's over—almost—N.Y. educators' $6.2 million acquisition of WNTA-TV (Ch. 13). N.J. Gov. Meyner dropped his litigation to block sale, accepting assurances that N.J. would get adequate innings on station—after wearying wee-hours negotiations at his mansion in Princeton Dec. 4, the day that sales contract was to expire.

National Telefilm Associates, assured that payment it would get for station wouldn't be jeopardized by litigation, was happy to go through with deal. Transfer was to be consummated Dec. 8 but "complex legal details" delayed finale until Dec. 13. But parties visualize no new last-minute hitch. Broker is Howard Stark.

Meyner was given these guarantees to take care of N.J. programming needs: (1) He'll be member of N.J. association formed to advise station on state's interests. (2) He and 2 other prominent N.J. citizens will become members of station's board of trustees. (3) Station will carry daily N.J. newscast. (4) Meyner's weekly telecast will be continued.

FCC played substantial role in negotiations—details not yet disclosed—Chmn. Minow's administrative asst. Tedson J. Meyers sitting in on talks. Said an FCC spokesman: "It's an excellent example of how government can take a creative, helpful role." Station is to go dark until ETV forces can recruit staff.

## CURRENT CAPSULES

Big national advertisers have edge in buying time on affiliated TV stations but few small businessmen are complaining. That was consensus of testimony at 2-day House Small Business subcommittee hearing last week to probe local advertising opportunities on TV. Panel comprises Chmn. Rep. Alford (D-Ark.) and Rep. Avery (R-Kan.).

FCC Broadcast Bureau Chief Kenneth A. Cox testified to "relatively few complaints" from the country's 4 million small business concerns "as to lack of access to TV or radio."

It's a matter of economics, he said, because radio is better geared to local advertising through its vast number of independent stations. RAB Pres. Kevin B. Sweeney agreed, urging small businessmen to use radio.

TvB Pres. Norman E. Cash said that, contrary to complaints, small firms don't yet realize full potential of TV. He noted that 2,958 small advertisers used spot TV last year.

Several small businessmen told of difficulty in buying prime time at rates they could afford. They said small businesses were declining because network demands prevented local advertisers from waging local campaigns.

"It's just like somebody coming into your home, taking over your own bedroom and sending you out into the back lot," said Chris E. Finkbeiner, pres. of Little Rock Packing.

Cox said network dominance over programming was "a matter of serious concern and requires constant regulatory vigilance," but that FCC lacked legal power to tell stations to whom to sell time. He said one solution was expansion of uhf, and urged passage of all-channels-set legislation to stimulate its growth.

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A public defender at FCC hearings to look after viewers' interests was urged last week by the Continuing Conference on Communications and the Public Interest. Released by Chmn. Gilbert Seldes, Dean of the Annenberg School of Communications, U. of Pa., report said broadcasters always have counsel at hearings but no FCC staffer has job of getting viewers' opinions. Report said FCC should consider charging fees up to $100 for licenses to become self-supporting and hire adequate staff. Reservation of channels for FM educational stations and local hearings on applications for new licenses were also urged by group. Conference's exec. committee consists of Seldes; Syracuse U. vp Kenneth Bartlett; Charles Siepmann, chmn. of NYU communications & education dept.; and Dallas Smythe, U. of Ill. communications research professor.

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FM semi-freeze—granting only those applications complying with certain technical criteria—was imposed by Commission last week as forecast in our previous issue (Vol. 1:12 p2). FCC made one change from initial proposal: It decided that applications in hearing status would also be frozen if they failed to comply with new criteria. Educational FM applications are exempt from freeze. Purpose of delay is to maintain status quo pending consideration of standards revision. Last week, FCC granted extension from Dec. 11 to Jan. 10, the deadline for filing reply comments in the proceeding (Doc. 14185 & RM-94).

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Station owners who want protection from competition are paving way for stringent, utility-type government regulation, FCC Comr. Hyde warned Colorado Bcstrs. Assn. last week. TV must be "an unimpeded and unsubservient communications service," he said, stating that attacks on current programming are a challenge to a free industry to improve itself.

## Personals

**William R. McAndrew**, NBC News exec. vp, becomes an NBC director. **Ellis O. Moore** promoted to NBC press and publicity vp; **Alexander S. Rylander**, promotional services vp; **Grant A. Tinker**, general program exec. vp.

**Alvin H. Perlmutter**, program mgr. of WNBC-TV N.Y., joins Spectrum Associates as exec. producer and program supervisor . . . **John Panagos**, vp of United Bcstg. Co., Washington, promoted to exec. vp.

**Lawrence D. Huntsman**, District of Columbia asst. corporation counsel, joins Washington law firm of Welch, Mott & Morgan . . . **George Dessart** promoted to public affairs director of WCAU-TV Philadelphia.

**Maurice E. McMurray**, ex-Storer Bcstg., joins Broadcasters Advertisers Reports as sales vp . . . **George Andros** promoted to TelePrompTer national broadcast sales mgr. . . . **Lee O'Brien**, ex-BBDO, joins WOR N.Y. as research dir.

**Dr. Charles Lee**, vice-dean of Annenberg School of Communications, U of Pa., cited by Poor Richard Club of Philadelphia for 25 years' service in communications . . . **Robert N. Brumfield Jr.** promoted to news director of WKRC-TV & WKRC Cincinnati.

**Don Menchel** promoted to vp of TV Stations Inc., 8-year-old film buying organization of more than 100 stations. Formerly with ABC, Menchel has been with TV Stations 5 years, is elevated from mgr. of Buying Div.

"Biography of a Bookie Joint" is causing a furor among Massachusetts political & religious leaders (Vol. 1:12 p6). Reform GOP Gov. John A. Volpe planned to view a private screening of the Nov. 30 secretly filmed *CBS Reports*. Richard Cardinal Cushing said producers of film, which showed 10 Boston policemen entering & leaving a gambling house, "owed an apology" to city. He said he had not seen film. Mass. House Speaker John F. Thompson, a Democrat, called for FCC probe. Dwight Strong, exec. secy. of New England Citizens Crime Commission, and Rev. Myron Fowell, leading Congregationalist clergyman, praised CBS.

KGMB-TV (Ch.9) & KGMB, with *Honolulu Star-Bulletin* and satellites KHBC-TV Hilo & KMAU-TV Wailuku, have been sold for $11,130,000 by trustees of Farrington estate to Hawaiian group headed by J. Ballard Atherton, pres. of Hawaiian Telephone Co., and Chinn Ho, pres. of Capital Investment Co. Broker: Vincent Manno, newspaper specialist associated with TV-radio broker Howard Stark.

FCC allocations actions: (1) Proposed to shift WTTV's Ch. 4 from Bloomington to Indianapolis and to consider whether one of area's vhfs should be given to ETV. (2) Proposed to give ETV 12 more uhfs in Fla., in addition to its 5 vhf & 4 uhf ETV assignments: Ch. 28, Bradenton; 15, Ocala; 17, Marianna; 17, Palatka; 26, Leesburg; 33, Lake City; 25, Boca Raton; 18, New Smyrna Beach; 14, Cocoa; 21, Madison; 31, Ft. Pierce; 16, Ft. Myers.

Spot TV billings for third quarter were up 2% to $127,644,000 from $125,012,000 for the same period 1960. TvB reports food and grocery products accounted for $29,163,000; Proctor & Gamble was again the largest single advertiser with $13,680,700.

MCA is buying Columbia Savings & Loan Assn., Denver, in further diversification move. The $12-15 million deal will give talent agency control of $52 million in deposits and ownership of a 14-story office building in Denver.

FCC decreed $8,000 forfeiture against radio WCUY (FM) Cleveland Heights in latest Harris-Pastore Act ruling (Vol. 1:11 p3). Ruling cited station for testing new transmitter without notification and broadcasting on new frequency without authorization.

Three ad agencies have been selected by Commerce Dept. to handle overseas promotion of U.S. Travel Service. BBDO will handle program in U.S. & Italy; Ogilvy, Benson & Mather is designated for Great Britain, France & Germany; Communications Affiliates Inc. was assigned to all international public relations activities.

TV is good for eyes, Dr. Morris Kaplan of U. of Colo. told American Medical Assn. clinical meeting in Denver. He said many doctors have wrong idea that patients with faulty vision should "save" eyes. They ought to be exercised instead by watching TV & movies, Dr. Kaplan reported.

NAB Engineering Award winner for 1962 will be nominated by engineering conference subcommittee headed by NAB engineering mgr. George W. Bartlett. Other members named at Washington meeting of committee: Jack Petrik (KETV Omaha), William S. Duttera (NBC), William B. Honeycutt (KRLD-TV & KRLD Dallas).

Status of ETV today is reviewed by NET's Washington office (1619 Massachusetts Ave., NW) in new brochure, *Current Developments in Educational TV*.

WCCA-TV (Ch. 25) Columbia, S.C. & WCCB-TV (Ch. 32) Montgomery, Ala. name Weed as national rep. Weed has moved N.Y. hq from 579 to 535 Fifth Ave.

Anti-payola consent judgments issued by the FTC before passage of criminal legislation in 1960 will stand, the commission decided 4-1 last week. Five record companies had appealed, citing FTC's decision to dismiss payola complaints still pending when the Communications Act was amended last year to make payola a crime. Companies said it was unfair to let some off free with judgments on record against others. FTC said it couldn't justify reopening the cases. Comr. Elman dissented. Losers were Bernard Lowe Enterprises, Atlantic Recording, Vee-Jay Records, Am-Par Record, Carlton Record.

Viewers will get "just what they deserve" if they don't complain about poor programs, FCC Chmm. Minow told Washington PTA meeting last week. NAB vp Howard Bell said TV broadcasters knew they had a duty to appeal to "high rather than low denominators". Minow said that TV producers don't deliberately air bad programs, but that they tend to underrate the public's taste, knowledge and understanding. He said he'd rather see poor TV than interfere with free speech, but asserted that broadcasters should be held to their promises.

TV in Communist Poland is much like that in capitalist U.S.—at least when it comes to beefs, reports Ignacy Waniewicz, Warsaw's educational & instructional program editor-in-chief. Ending TV inspection tour here, he said: "We get telephone calls from the public. And critics! There are more TV critics than viewers. Each newspaper has a critic and many are not too well qualified." Poland's 9 stations now cover only half of country, but Waniewicz predicted all but about 2% of nation will be blanketed within 2 years.

Ameco, Phoenix manufacturer of CATV equipment, has been established as separate corporation from parent Antennavision Inc. Ameco crews or equipment helped set up CATV systems in Yuma and Yuma Test Station, Ariz.; Van Buren, Ark.; Holtville, Imperial, El Centro, Calexico and Brawley, Cal.; Yates Center, Kan.; Waynesville, Mo.; Artesia, N.M.; Oxford, N.Y.; Buffalo and LaVerne, Okla.; Mill Hall and Huntingdon, Pa.; Alpine, Colorado City and Irran, Tex.; Moab, Utah; Monterey, Mexico.

Patron saint of ETV & radio chosen last week by Pope John XXIII: St. Ambrose, 4th century Roman bishop. The Pope told 250 delegates from 68 countries in Rome, at first World ETV and Radio Congress, that ETV has mission to help "eliminate the scourge of illiteracy" and educate those with little formal schooling.

Revised AP radio-TV style book goes out this week to member stations. Book was prepared by AP radio-TV news editor John A. Aspinwall and committee headed by Jack Krueger of radio WTMJ Milwaukee.

USIA's 16th semi-annual report, describing agency's operations during first half of 1961, now available from U.S. Information Agency, Washington 25, D.C.

Protest against CATV microwave grantee by KWRB-TV Riverton, Wyo. involved Carter Mountain Transmission Corp., not Western TV Corp. as was inadvertently reported in Vol. 1:12 p6. Western is a CATV operator, not a microwave grantee.

Scrambled police lineups and medical instruction will be transmitted over FCC's experimental WUHF by City of New York. Transmissions will take place when propagation measurements aren't being made.

Telestima Mexicano has bought first outside-U.S. Videotape cruiser from Ampex.

New Station on air last week: KDCD (Ch. 18) Midland, Tex.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**SKINNER QUITS PHILCO AS FORD TAKES OVER:** First of the big changes at Philco will be at the very top. When Ford formally takes over today (Mon., Dec. 11), its first act will be to accept resignation of Pres. James M. Skinner Jr., who said he had informed Ford that "at this point the interest of Philco, under its new ownership, would be best served by opening the way to the appointment of a new chief executive officer."

Skinner's was 2nd major resignation at Philco since sale to Ford was announced—consumer products marketing vp Robert G. Urban having quit 3 weeks ago to become president of American Safety Razor Co. (Vol. 1:11 p11). Skinner, now 47, joined Philco in 1934 as a factory expediter, became vp of the TV div. before being elected president in April 1956, succeeding James Carmine. A year later he also succeeded Chairman William Balderston as chief executive officer. Philco has been without a chairman since Balderston's retirement in 1957. Skinner's father was president of Philco from 1929 to 1939.

Skinner will be available as consultant to Ford "for a period of months," he said in an official statement, "at the request of the Ford Motor Co."

Mentioned prominently as successor to Skinner as Philco chief executive—at least on temporary basis—is 40-year-old Charles E. Beck, now Ford assistant treasurer and director of business planning. A specialist in corporate finance, he joined Ford in 1949, later became mgr. of the company's investment analysis dept.

More details about Ford's plans for operation of Philco as a division should come this week when motor giant formally absorbs the electronics-appliance manufacturer. Ford has slated a Dec. 11 news conference to introduce executives who will head up new Philco subsidiary.

**RCA COLOR DOLLARS EXCEEDED B&W IN NOV.:** RCA reached a color milestone in November, when color became more important than b&w in dollar volume for the month.

RCA distributors, meeting in Chicago last week, were told by RCA Sales Corp. merchandising vp Raymond W. Saxon that dollar volume of company's factory shipments of color receiving equipment exceeded b&w by 10.4% last month. And, he added, this has not been at the expense of a poor b&w month, since RCA's b&w shipments were 13.4% above last year. Color shipments for month were more than double RCA's Nov.-1960 figure.

Included in Saxon's comparison were all RCA color & b&w chassis and chassis components & subassemblies (except picture tube) made for RCA Victor and other original equipment manufacturers. RCA makes color chassis and/or major color parts & subassemblies for Admiral, Emerson-Du Mont, GE, Magnavox, Olympic, Packard Bell, Philco, Sylvania and Silvertone (Warwick)—every U.S.-made color TV brand except Zenith.

RCA replaced its entire low-end color set line with new group of 11 basic models, showing them at distributor meeting for first time. All sets except $495 table model now use Pittsburgh-type bonded safety glass with no-glare surface, and have been upgraded into "Mark" series, a designation heretofore reserved for top-of-the-line. Distributors gave most applause to new "compact consolette" furniture model at $595. Basic color set pricing is unchanged. (For new RCA b&w line, see p. 11).

**'ID' ALSO SIGNIFIES 'IRATE DEALERS':** Philco's "Instant Dividend" scheme for supermarketing TVs, radios & appliances (Vol. 1:8 p9) is proving an instant success wherever it's tried. It's also a smash success in frightening & alienating dealers—to a degree that many gimmick-scarred industryites believe that harm & ill-will it is engendering will plague industry long after "ID" is just another forgotten promotion.

What may shape up as important test of legality of claims made for supermarket-tape plans broke at week's end when RCA's Pittsburgh distributor Hamburg Bros. reportedly filed documented complaint with

FTC. Agency's principal power is that of policing ad claims for misrepresentation, and Hamburg Bros.' complaint could well influence direction & duration of fast-spreading promotion. Also taking positive action was National Appliance Radio-TV Dealers Assn. Moving fast to stem tide, NARDA called for better promotions to counter "ID" & similar merchandising gimmicks, was shaping up counter-promotion for use by individual dealers to cope with such competition in their localities.

That "ID" will fall of its own weight is opinion (or wishful thinking) of leading manufacturers & dealers with whom we spoke last week. At same time, however, there's real alarm that (1) rapidly-spreading "ID" will mushroom throughout country, (2) other TV & appliance manufacturers will hop on bandwagon with their "ID" variations, (3) supermarkets will eventually bypass dealers completely and retail their own TVs & appliances bought direct from manufacturers (dealers really aren't essential or necessary to operation of plan), (4) tape-register plan will spread to large & medium-size corner grocers, drug stores, meat market, and what have you.

Storm warnings are clearly flying throughout industry, as indicated by rush gathering in N.Y. last week of NARDA's board for emergency meeting with dealers along Eastern Seaboard. Exec. vp Jules Steinberg set stage with opening remarks that "every retailer in the country has his eyes on this room today" to see what can & will be done "to meet an apparent threat to appliance dealers." Meeting was called to exchange & gather facts & ideas for guidance of an emergency NARDA committee which meets in Chicago this week and—as Steinberg put it—"will remain in session until they arrive at a solution to this problem."

There was no mistaking alarm & anger of most dealers at NARDA meeting. There were several expressions of interest in, and even favor, for supermarket tape plans, to be sure, but virtually all dealers with whom we spoke, and those who spoke at the meeting, said they attended to get facts about ID and guidance for combating it.

Mechanics of supermarket tape plans are quite simple. Customer signs instalment lease at participating supermarket for Philco TV or appliance of her choice, payment to be made at rate of $10 per month for a term of 12-to-36 months depending on total price, plus financing at 12%, of product. Credit approval is obtained in 24-48 hours, delivery of product follows immediately. Each month, supermarket allows customer a credit of 5.5% of her total tape purchases against $10 due. If customer spends $182 in given month, supermarket credit of 5.5% would liquidate $10 instalment due on appliance. If purchases total, say, $100, credit is $5.50 and customer pays $4.50 cash for that month's instalment.

Still a well-guarded secret is "inner arithmetic" involving market, dealer and finance company—but NARDA meeting did shed some light in this area, and dispel hopes that program might become too costly for supermarkets. Admiral's Robert Shaw suggested as "possible arithmetic" that supermarket pays nothing if customer's shopping bills stay under $120 a month. Above that, market's share is figured on a sliding scale up to 3%, up to $280. "On that basis," Shaw noted, "this program wouldn't cost supermarket much, and they could keep it up all day long."

NARDA Chmn. Mort Farr emphasized that most tape-register sales involve low-end, low-profit appliances & instruments, that housewife has to buy some $6,000 worth of groceries to buy for $280 a portable TV she can get in her dealer's store for $179 without tying herself to a supermarket and a contract for 3 years. He noted that "this is one promotion where the supermarket gets part of the profit that normally goes to the dealer, but the more food customers buy, the more the promotion costs the supermarket."

Another dealer at NARDA meeting had this insight on pricing: On TV that costs him $125, participating dealer sells it for $209, including financing, under ID program. Dealer grosses 17%. Difference between 17% and price to consumer, less financing, goes to supermarket to help defray costs. Market also gets rebate of 5% of carrying charges from finance company.

Although these various "educated guesses" varied as to percentages, it's clear they're all in same target area. Clearly one indication that program is not costly to low-margin supermarkets is that many of them—notably big Food Fair—are continuing giveaway of stamps, which cost them up to 2.5% of gross.

NARDA meeting also unearthed these facts: (1) Survey by NARDA in Pittsburgh found one supermarket offering last year's Sylvania products at higher than list prices. (2) There's no evidence of increased food prices at markets selling appliances. (3) NARDA has been meeting with various manufacturers who are watching developments and who likely will join tape-register parade if they start feeling sales pinch.

In ID-hot Pittsburgh, where promotion really took off, rumblings of discontent developed in another quarter. Better Business Bureau urged consumers to study tape-register plans carefully before committing

themselves, noted, in part: "The BBB made test shoppings which revealed in many cases that the appliances were being offered in supermarkets at prices substantially higher than regular retail going prices of identical items."

BBB found, for example, asst. gen. mgr. J. K. Orr told us, participating dealer selling TV set in supermarket at $270, and in his own shop he offered same model for $169 cash, $190 with 18-month financing. Orr also told us that BBB is now receiving queries from non-participating supermarket customers who want to know why they, too, aren't entitled to 5.5% discount on their food purchases.

TV manufacturers are pretty much on record as opposing tape-register plans. Motorola's mktg. vp S. R. Herkes already has blasted promotion (Vol. 1:12 p11), Westinghouse consumer products vp Chris J. Witting has noted his opposition. We spoke with several other leaders last week, came up with these comments:

Zenith Sales Corp. Pres. Leonard C. Truesdell pulled no punches: "We don't like tape-register plans. We think it's degrading. We think it's unfair to the retailers who built this industry. It will cause a lot of commotion before it dies of its own weight. It won't be long before the public realizes that it is paying full list prices at high interest rates for merchandise they can get from dealers without committing themselves to these long-term food buying deals. We've seen these promotions come and go—and this one will go, too, but, unfortunately, not before causing a lot of confusion."

Sylvania Home Electronics Div. vp-gen. mgr. Robert E. Kenoyer told us that Sylvania TVs "at the present time are being offered through the cash-register tape program in the Pittsburgh area only. It is not a factory program. Our Pittsburgh distributor, Graybar Electric, made the arrangements locally with their dealers and the supermarket. In other areas where tape programs are operating, there has been no noticeable effect to date on our normal sales pattern. We consider this type of program to be local in nature and do not intend to sponsor it on a national factory basis."

GE told us that sales executives of its Major Appliance Div. "are familiar with details of the plan as it has been carried out in Pittsburgh. We have not been able to detect any specific effect on sales of GE major appliances. We have no plans as a division for developing such a program."

Admiral would not comment one way or another regarding its opinion of tape-register plans, their effect on Admiral sales, its own plans for entering or abstaining from such promotions.

Raymond Saxon, RCA Sales Corp. merchandising vp, told distributors last week: "RCA is firmly convinced that the best method of distribution for our products is through the cooperation of and association with independent distributors and their total dealer organizations. We now feel even stronger about maintaining that policy in the light of such developments as the Instant Dividend plan. We have no intention of taking away from you the right to devise merchandising plans that would sell more RCA Victor products in your market area. In addition, we do not want to, or intend to, do anything that would bypass any of your dealers. We do not believe that the Instant Dividend plan and/or a similar approach through the supermarket fits our way of business or, for that matter, your way of business. No matter how you look at it, with trick mirrors or not, the consumer is getting the short end of the deal with these tape plans. Once she realizes there are less expensive ways of buying a home entertainment product the supermarket may once again return to the business of selling food."

"It's like a chain letter," summed up NARDA Chmn. Farr, voicing opinion that the faster supermarket-tapes succeed, the sooner they'll fail. "This promotion may be good for the instant," he said, "but if all the stores and all the dealers go into it it'll burst like a bubble. It's only a promotion, after all, and the novelty won't last." Although there can be no organized boycott, Farr pointed out meaningfully that dealers can buy from whom they want, noted that "some manufacturers may be hurt" by time tape plans run their course.

**EIA EXPANDING CONSUMER PRODUCT ACTIVITY:** Heavier activity in behalf of consumer electronics manufacturers—together with stepped-up membership recruiting drive—is foreshadowed by decision of EIA's Consumer Products Div. to employ full-time staff director. Smallest of EIA's divisions in terms of number of members, it nonetheless might be called EIA's "original" division, since the manufacturer group was organized in 1924 (as Radio Mfrs. Assn.) by group of makers of home radios.

Although EIA's reorganization plan (Vol. 17:21 p20) is still under study, presumably the naming of a staffer solely in charge of consumer electronics activities is completely compatible with this plan. Preliminary

versions of the plan envision EIA as virtually a group of manufacturers' associations, each with considerable autonomy and independence.

It's understood new staff director has been tentatively decided upon, will be announced in week or so after approval of all division members. Division is headed by Motorola's Edward R. Taylor as chairman.

Other actions taken by EIA Consumer Products Div. executive committee at recent Los Angeles meeting, in addition to those reported last week (Vol. 1:12 p9), revolved around stereo radio. Committee approved a proposal that EIA Engineering Dept. study AM stereo proposals to determine whether it should make any recommendations to FCC. Commission recently indicated it has no intention of entertaining proposals for AM-stereo service in near future.

The EIA committee was asked to backtrack on its decision to authorize the term "FM stereo" and discourage use of word "multiplex" as confusing to consumers. Committee listened to report by officials of San Francisco's highly successful stereo station KPEN, who suggested that use of "multiplex" in advertising & sales promotion might be "more meaningful to the consumer" than "FM stereo." Suggestion was referred to EIA's radio section.

**JAPANESE CONSUMER EXPORTS UP SLIGHTLY:** Dollar volume of Japanese TV-radio-phono exports to U.S. appears to be leveling off. On basis of Japanese govt. figures for first 9 months of 1961, exports of these categories increased only about 8.5% over the same 1960 period—$52,858,000 vs. $48,767,000.

This doesn't necessarily mean total Japanese electronic exports to U.S. aren't up at higher rate. Figures obtained thus far include only TV-radio-phono categories, don't contain such fast-growing items as tape recorders, nor do they cover parts, transistors & tubes.

The end-product figures received so far do show sharp change in mix of exported items, and some shifts in pricing. Only major category to show drop from 1960 period is radios with 3 or more transistors, which dipped 2% in units, 18% in dollar volume. This was due at least partly to Japan's export quotas, partly to more vigorous competition from U.S.-made sets. It was more than counterbalanced by large increases in exports of tube radios and so-called "toy" radios (less than 3 transistors), up 175% & 89% in unit shipments, respectively.

TV exports increased from 2,600 in 1960 to 12,300 this year—mostly TV chassis shipped from Japan Victor to Delmonico. This was sizeable gain, but 1961 volume so far has been lower than anticipated.

Prices of radios exported from Japan have fallen sharply in the last year. During first 3 quarters of 1961, radios with 3 or more transistors averaged $11.09 each at factory, down from $13.25 during the same period of 1960. Toy radios dropped to $2.60 from $2.88, tube radios to average of $6.50 from $7.25. Price of average TV set went up even more sharply—probably due in part to start of imports of transistor TV sets and more deluxe 110-volt TV sets (including combinations) this year.

Here are the 9-month Japan-to-U.S. exports in major TV-radio-phono categories for 1961 vs. 1960:

| | Jan.-Sept. 1961 | | Jan.-Sept. 1960 | |
|---|---|---|---|---|
| Product | Units | Value | Units | Value |
| Total radios | 7,684,000 | $50,173,000 | 5,247,000 | $47,987,000 |
| 3 or more transistors | 2,879,000 | 31,913,000 | 2,944,000 | 39,001,000 |
| toy type | 3,331,000 | 8,608,000 | 1,767,000 | 5,090,000 |
| tube type | 1,475,000 | 9,562,000 | 536,000 | 3,896,000 |
| Radio-phono combos | 50,000 | 1,731,000 | 21,000 | 648,000 |
| TV receivers | 12,300 | 953,000 | 2,600 | 132,000 |
| TOTAL VALUE | | $52,858,000 | | $48,767,000 |

**TV-RADIO PRODUCTION:** EIA statistics for week ending Dec. 1 (48th week of 1961):

| | Nov. 25-Dec. 1 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 114,724 | 133,303 | 91,649 | 5,718,106 | 5,392,767 |
| Total radio | 393,981 | 242,778 | 400,179 | 15,931,710 | 16,003,231 |
| auto radio | 141,748 | 139,078 | 117,134 | 5,048,594 | 6,027,007 |

## TOPICS & TRENDS

Winter drop-in time is here, with new models introduced last week by RCA, Zenith & Du Mont.

Zenith dropped in 2 basic stereo consoles in walnut, without radio at $199.95 & $209.95, with AM-FM & stereo-FM radio at $319.95 & $329.95, and 4 TV-radio-phono consoles with stereo FM at $650-$895.

Du Mont has added 3 color consoles with bonded tube to its "Custom Collector" series at $795.

RCA showed distributors 11 new 23-in. black-&-white sets, all using bonded tubes. Special group is new "compact consolette" line with wooden cabinets at $259.95. Other new 23-in. sets vary from metal table model at $199.95 to 2 lowboys at $329.95. (For RCA's new color line, see p. 7).

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Zenith Pres. Joseph S. Wright forecasts 5% increase in 1962 sales of b&w TVs. He expects 3 factors to produce sales gain: replacement demand, higher consumer income, increasing number of new families.

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60% of TVs sold in Russia this year failed within 6 months, Communications Minister Nikolai Psurtsev told Supreme Soviet last week.

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Giant Japanese manufacturer Toshiba proposes U.S. public offering of 30 million of its common shares. Offering is expected early next year and would have gross market value of some $9 million, based on recent prices on Tokyo Exchange. Smith, Barney & Co. and Nomura Securities Co. Ltd. head underwriters. Stock will be offered in form of American depositary shares, each ADS representing 50 shares.

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Electronics Investment Corp. reported net assets of $39,239,303 in fiscal 1962's first half ended Oct. 31, up sharply from $32,377,675 a year ago. Net assets per share increased to $7.16 from $6.70; capital shares rose to 5,480,497 from 4,632,960.

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IBM Chmn. Thomas J. Watson anticipates record sales & earnings this year, noted that use of data-processing machines & systems is "continuing to expand at a far greater rate than most companies in this industry could have possibly anticipated 5 years ago—and I don't see any slowing down of the growth rate."

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For lovers of hot music, Roger Mark Co., Chicago, now offers music system which literally "pipes" music through the house—via the hot-air ducts. Priced at $49.95, device is hooked up to furnace and to the hi-fi amplifier, radio or TV, sending sweet music up through the hot-air registers. By using 2 units, one for hot-air ducts and the other on cold air return vents, you can get "a stereophonic effect."

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Stromberg-Carlson Pagemaster citizen's band personal radio system has been purchased from General Dynamics by Siegler's Bogen-Presto Division. Acquisition includes capital assets, patents, inventories and distribution network of Pagemaster paging system.

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Amphenol-Borg Electronics will set up manufacturing operations in Japan, Brazil and Australia. Japanese facility is expected to become operative before end of 1962. International Operations vp William H. Rous said Amphenol-Borg has not yet decided whether new foreign operations would be wholly or jointly owned, or under licensee arrangement, but noted that "we tend to prefer as much ownership as possible."

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New Components: GE has a new variable reluctance stereo cartridge, the "Orthonetic," which features "a unique" suspension & damping system, has frequency response of from 20 to 20,000 cycles. It's available in 2 models—with .5 mil diamond stylus at $29.95; .7 mil version, $24.95 • Motorola has announced a remote speaker kit for portable radios which retails for $5.95. Unit has 4-in. speaker in finished box, a 5-ft. cord, is available with 2 sizes of jacks to fit Motorola's full line of portables.

## Trade Personals

F. W. Godsey Jr., retired Electronic Communications pres. and ex-Westinghouse vp, joins NASA as consultant.

S. George Lawson appointed vp-gen. mgr. Sylvania Semiconductor Div., succeeding Dr. William J. Pietenpol who is joining IBM as components development mgr. . . . Frank J. Skwarek named corporate vp of Polarad Electronics' new Electronic Systems Div. . . . Paul G. Hansel appointed Electronic Communications engineering vp.

Hoyt P. Steele named mgr., GE anti-trust settlement & litigation operation, a new function established to handle cases arising out of electrical price-fixing conspiracy (Vol. 17:25 p21).

William F. O'Boyle, ex-Symphonic Radio & Electronic, appointed Sonic Electronics sales & mktg. vp . . . Edward

J. Gerrity Jr. advanced by ITT to PR dir., proposed for election as vp.

Frank Nichol named Houston Fearless exec. vp & chief exec. officer, succeeding Barry J. Shillito, resigned . . . Daniel T. O'Connell appointed Consumer Products Div. sales mgr., Jerrold's Taco subsidiary.

Sidney R. Curtis named to new post of plans & programs vp in realignment of General Dynamics/Electronics management. Other appointments: Dr. Nisson A. Finkelstein, research & engineering vp; Arthur J. Hatch Jr., commercial products vp; Roy W. Jones, operations dir.; Robert D. Gray, quality control dir.

***Obituary***

James Gordon Tufts, 66, senior vp of Dominion Electrohome Industries, died Dec. 5 at his Toronto home. He had been with the Canadian electronics & home-instrument manufacturer for 34 years. He is survived by his wife and daughter.

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IRE's Medal of Honor for 1962 will be awarded to Vice Chancellor Dr. Edward V. Appleton of U. of Edinburgh for pioneer work in investigating ionosphere. Other recipients of IRE prizes at N.Y. convention next March 28 will be: Victor H. Rumsey, U. of Cal., Morris N. Liebmann Award. Henri B. Smets, European Nuclear Energy Agency, Paris, Browder J. Thompson Award. William Culshaw, National Bureau of Standards, Harry Diamond Award. George A. Morton, RCA, Vladimir K. Zworykin Award. Marvin Chodorow & Toew Wessel-Berg, Stanford U., W.R.G. Baker Award. IRE also has tapped 78 radio engineers & scientists in U.S. & abroad for designation as Fellows—highest IRE membership grade.

Distinguished Service Award of President's Committee on Employment of Physically Handicapped has been won by H. H. Scott Co., Maynard, Mass. maker of stereo equipment. Company was cited for providing plant assembly jobs for mental patients at nearby Bedford Veterans Administration Hospital and rehabilitating them for release from institution at rate of 50-100 per year.

Securities Act violations have been charged by SEC against Siltronics Inc., Pittsburgh manufacturer of electronic & communications equipment, and 8 brokerage houses in connection with sale of 150,000 common stock shares. SEC said Siltronics' offering circular was "false & misleading" because it failed to identify 5 underwriters whose stock distribution plan may have pushed up price of issue, which reached $5 bid June 29. Stock was first offered 3 days earlier at $2 per share.

Lynch Corp. stockholders have approved plan to absorb Peninsular Metal Products Corp. on a stock exchange basis—one share of Lynch common and one 5-year warrant to purchase another share for each share of Peninsular common. Lynch is parent company of Symphonic Electronic Corp.

## Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Automatic Radio Mfg. | 1961—year to Sept. 30 | $15,308,354 | — | $1,629,231 | $0.60 | 1,960,015 |
| | 1960—year to Sept. 30 | 15,075,687 | — | 1,766,152 | .90 | 1,960,015 |
| Columbia Pictures | 1961—13 wks. to Sept. 30 | — | — | 1,242,000 | .80[1] | 1,493,895 |
| | 1960—13 wks. to Sept. 30 | — | — | (1,107,000)[2] | — | 1,319,287 |
| Hallicrafters | 1961—qtr. to Nov. 30[3] | 18,000,000 | — | 460,000 | .21 | 1,005,000 |
| | 1960—qtr. to Nov. 30 | 11,683,000 | — | 356,000 | .16 | 1,005,000 |
| Lafayette Radio Electronics | 1961—qtr. to Sept. 30 | 5,034,818 | — | 150,657 | .14 | 1,045,750 |
| | 1960—qtr. to Sept. 30 | 4,326,920 | — | 144,923 | .14 | 1,025,000 |
| Microwave Associates | 1961—year to Sept. 30 | 10,709,500 | — | 756,000 | .76 | 999,200 |
| | 1960—year to Sept. 30 | 8,691,500 | — | 593,000 | .60 | 986,700 |
| Warner Bros. | 1961—year to Aug. 31 | 83,514,000 | — | 7,209,000[4] | 5.97[4] | 1,207,513 |
| | 1960—year to Aug. 31 | 87,163,000 | — | 7,102,000 | 4.64 | 1,527,900 |
| United Artists | 1961—9 mo. to Sept. 30 | 85,310,000 | — | 3,014,000 | 1.74 | 1,729,373 |
| | 1960—9 mo. to Sept. 30 | 80,595,000 | — | 2,987,000 | 1.73[5] | 1,664,218 |

Notes: [1]After preferred dividends. [2]Before $1.6-million profit on sale of land, which produced actual net of $510,000 (30¢ a share). [3]Estimate. [4]Before special dividend of $4,511,000 ($3.73) on stock of Associated British Pictures Corp. [5]Based on shares outstanding Sept. 30, 1961.

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Automatic Radio ..... | Stk. | 4% | Dec. 29 | Dec. 13 |
| Axe Science & Elec. ... | — | $0.50 | Jan. 12 | Dec. 15 |
| Clevite ..... | Q | .35 | Dec. 28 | Dec. 15 |
| Corning Glass ..... | Q | .37½ | Dec. 27 | Dec. 15 |
| Corning Glass ..... | Ex. | .50 | Dec. 27 | Dec. 15 |
| Decca Records ..... | Q | .30 | Dec. 29 | Dec. 18 |
| Meredith Publishing ... | Q | .35 | Dec. 13 | Dec. 4 |
| Newark Electronics "A" | Q | .06¼ | Dec. 29 | Dec. 15 |
| Times-Mirror ..... | Q | .12½ | Dec. 21 | Dec. 6 |
| Times-Mirror ..... | Stk. | 2% | Jan. 15 | Dec. 14 |
| Trans-Lux ..... | Q | .10 | Dec. 29 | Dec. 15 |
| United Artists ..... | Q | .40 | Dec. 29 | Dec. 15 |

GE's profit margin is widening as result of sales increases and cost-control measures, Chmn. Ralph J. Cordiner reported. He noted that GE's earnings trend this year "has been steady improvement by quarters." Earnings in first 9 months were down 11% from a year ago, but 3rd-quarter net rose to 5.4% of sales from 4.7% in 2nd quarter, 4.3% in first.

General Tire & Rubber will propose to April 3 stockholders meeting a 3-for-1 split of common stock. The board also intends to increase the common dividend to a quarterly rate of 10¢ a share on the new shares in 1962. This would be equivalent to 30¢ a share on the present common, which now pays a quarterly dividend of 25¢.

DEC 1 1961

WEEKLY **Television Digest**

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**Albert Warren, Editor & Publisher,** Wyatt Building, Washington 5, D.C., Sterling 3-1755
**David Lachenbruch, Managing Editor,** 625 Madison Ave., New York 22, N.Y., Plaza 2-0195
**Harold Rusten, Associate Editor,** 111 Beverly Rd., Overbrook Hills, Philadelphia 51, Pa., Midway 2-6411

**The authoritative service for executives in all branches of the television arts & industries**

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**HARRIS SEEKS RATINGS-INCOME CORRELATION,** asks radio stations to furnish month-by-month breakdown of national & regional ad income, 1957-61 (p. 1).

**LOOK TO L.A. FOR NEXT ETV MOVES,** FCC likely to play matchmaker, help local business-civic-ETV interests promote purchase of vhf (p. 1).

**LICENSE DENIAL URGED IN OBSCENITY CASE,** Examiner Donahue would prefer fine & probation for WDKD Kingstree, S.C. but finds way barred by legalities (p. 2).

**PRIME-TIME PROGRAM** venture unveiled by Katz Agency & Ziv-UA (p. 2).

**EIDOPHOR THEATER TV** impresses admen as TNT shows production model of projector unit capable of movie quality (p. 3).

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### *Consumer Electronics*

**50 FM-STEREO STATIONS** due by Christmas; 4 new markets open. Kaye predicts $350 million retail FM sales next year (p. 7).

**SANDWICK NAMED DIRECTOR** of EIA consumer product activity on full-time basis; begins Jan. 15 (p. 7).

**COATESVILLE, PA.**—an "ID" case history. We find Food Fair test there of Philco merchandising plan a rousing success; participating dealer reports he's done 6-month volume in 2 weeks (p. 7).

**TRENDS IN DROP-IN** lines: Compact 23-in. sets, more 27-in., transistor remote chassis, bonded-tube color sets. Motorola breaks $139 set (p. 9).

**AD PRACTICES CODE** for consumer electronics released by EIA as voluntary standards of honesty (p. 10).

**PHILCO'S FUTURE UNCHARTED** in Ford galaxy; new Pres. Charles E. Beck tells us task of "evaluating Philco's products & operating procedures is only about 20% completed" (p. 10).

**HARRIS SEEKS RATINGS-INCOME CORRELATION:** Rep. Harris (D-Ark.) moved another step in his probe of ratings last week by asking cross-section of radio stations to reveal income data during 1957-61 so that it may be compared with rating trends.

It's part of study which in March produced "Madow Report" for Harris—analysis of rating services by expert committee chairmanned by Stanford Research Institute's William G. Madow. Group concluded rating services' output had "potentials" for abuses & errors "but on the average . . . were doing a pretty good job" (Vol. 17:13 p3).

Letter from chief counsel Charles Howze of Special Subcommittee on Regulatory Agencies told broadcasters that group is conducting follow-up inquiry of "uses to which broadcast ratings are put by licensees, advertisers and others." Howze said that following questions are being addressed to "quite a few" stations:

"Please describe any program format changes, ownership changes, increases in power, changes in your national or regional radio rates between Oct. 1957 & April 1961." In addition, letter seeks:

Month-by-month breakdown of both national and regional advertising income station received during Dec. 1, 1957-April 1, 1961.

This demand for confidential financial data is irking recipients, to say the least. Howze tells us that no hearings on subject are planned yet but that he hopes there will be, that TV isn't included in inquiry yet but may be later.

**LOOK TO L.A. FOR NEXT ETV MOVES:** Though sale of WNTA-TV N.Y. to educators is still bollixed up, rumbling has started regarding purchase of a Los Angeles vhf by educators there. Nothing specific yet. No station mentioned. But top educators in area are bestirring themselves, seeking support of business-

civic leaders of caliber that pushed N.Y. project. Reports are that at least one station in L.A. has left impression it's interested in right price.

FCC had put its weight behind vhf for ETV for L.A., as well as N.Y., you'll recall—when it started "formal inquiry" inviting ideas on ways & means for converting commercial vhfs in those cities to ETV (Vol. 17:14 p2). After playing matchmaker in N.Y., it's presumably prepared to do same in L.A.

N.Y. educators offered $6.2 million to NTA last week, ready to close. NTA said it couldn't take it—now. Educators said they're prepared to start legal action to force sale. WNTA-TV's creditors are jockeying, each seeking best possible slice of pie that can't quite go around. Deal is still expected to go through, if participants' nerves hold. Networks talked meanwhile, about their promised contributions to the purchase. ABC gave $250,000. NBC gave $250,000, cut from the $500,000 it promised—because, it said, ABC contributed $250,000. It's understood NBC has to get board approval to go to $500,000. CBS has given its $500,000, WNEW-TV & WOR-TV $250,000 each. ABC said it gave Educational TV for the Metropolitan Area $250,000 "which ETMA asked AB-PT for."

**LICENSE DENIAL URGED IN OBSCENITY CASE:** Famed "Charlie Walker" case of radio WDKD Kingstree, S.C. (Vol. 17:23 p5, et seq.) advanced another stage last week when examiner Thomas H. Donahue recommended station be taken away from owner E. G. Robinson Jr.

Donahue indicated he'd prefer to see Robinson fined, up to $10,000, under new forfeiture law, and put on year's probation, rather than see his license lifted. However, he said forfeiture can't be used because of legal technicalities, namely that Commission hadn't gone through the particular "notification" to the accused required by Communications Act.

Examiner found that disc jockey Charlie Walker was plenty obscene—his 53-page decision had choice examples—and that Robinson showed "execrable judgment" letting Walker carry on for years despite public complaints. He also found that FCC had power to weigh obscene broadcasts against a licensee, contrary to claim of Robinson's counsel that only courts may adjudicate obscenity charges.

But Donahue found Robinson sorry about what happened, not "a venal man of evil purpose" or "a congenital liar." He also said that WDKD's performance—aside from Walkerisms—"little better or little worse" than most other stations in same general situation, including "a horrendous number" of commercial spots (up to 475 daily on the daytimer).

Donahue considers Robinson "typical of a type of modern American businessman. With financial success as the goal, he is in a hurry to get on with the job and more interested in results than means or methods . . . The Commission is not in the business of reforming the morals of the American businessman . . . A chastened malefactor is sometimes a better bet" than someone who hasn't been disciplined.

Govt. is also to blame, said Donahue. Early in the game, he asserted, someone from Justice Dept. or FCC should have warned Robinson of risk he ran. Also in Robinson's favor, he said, is this:

"The determination that will be ultimately made of this matter may also be interpreted by the industry and the public as one of a series of events signalizing abandonment by the Commission of a laissez faire policy of regulation in the field of programming and indicative of a rebirth of interest and concern by the Commission in that area of station operation. In the complex of broadcasting in the U.S., WDKD is not a large operation. If such an interpretation as that suggested is correct, it would be regrettable that the significance of the pronouncement be watered down by any conflicting interpretation to the effect that a small station is being harshly used merely as a whipping boy in a regulatory gesture."

But he could find no legal alternative to denial of license renewal.

**KATZ & ZIV-UA PLAN PROGRAM TIE-IN:** Experiment in nationwide prime-time non-net-network programming will be attempted next season by Ziv-United Artists and Katz Agency, which represents 40 TV stations. Tie-in could set precedent for other station reps & syndicators, opening up new non-network program buys for sponsors and program sources for stations.

Plan works this way: Representative committee from Katz-repped stations will meet with Ziv-UA, review all shows under consideration by that film producer for 1962-63 syndication. They will select 2. Katz-repped stations will get first crack at these first-run shows. One of them will be specified for prime-time slotting and sale to national (or regional) advertiser. The other can be used as spot carrier.

If enough stations sign up, Katz will try to sell the prime-time show to national sponsor. Advantage to advertiser is that he will be guaranteed prime time in all markets he signs for. Advantage to station is that it will have top-quality first-run non-network vehicle to sell. If sufficient Katz stations sign up for the experimental 1962-63 shows, plan is virtually certain to be expanded in following years.

Katz officials pointed out last week that first-run station programming has dwindled from 29 programs in 1958 to 7 this year. They & Ziv-UA hope their plan will be shot-in-arm for non-network programming—and, incidentally, national spot TV business. They're not unmindful, either, that FCC could curtail or eliminate network option time, opening up more opportunities for non-network programming in prime time.

Eventually the plan could lead to programming innovations and lower prices for first-run shows due to pooled purchasing power of stations, Katz & Ziv-UA spokesmen said. But for first season, they're anxious to get plan off ground with 2 shows—guaranteed to be cream of Ziv-UA's crop. Plan still requires acceptance by substantial number of Katz-repped stations. Programs would be available to non-Katz stations in other markets or areas where Katz outlets had turned show down.

Significance of plan is that it is first move by station rep to create new-program hookup, alternate program source with guaranteed time clearance for advertiser. It follows recent moves and announcements by some group-owned stations (Westinghouse, Time, others) towards expanded non-network programming for their owned and other stations.

**EIDOPHOR THEATER TV IMPRESSES ADMEN:** Perfected Eidophor theater-TV projection system was demonstrated to admen & newsmen last week by its U.S. distributor, Theatre Network TV (TNT), and results were impressive.

Occasion was formal opening of TNT's closed-circuit Technical Center at Woodside, Long Island. What guests saw was demonstration on theater screen of black-&-white Eidophor system, which overcomes most of theater TV's previous shortcomings—brightness 15 times greater than average Schmidt optical system used with ordinary TV projectors, contrast 5 times greater, twice the resolution.

TNT officials said they now have more than 30 Eidophor projectors available for closed-circuit customers; TNT is also U.S. sales agent for Swiss-made system developed by Ciba Ltd.

Eidophor picture was so bright & detailed that it made 525-line U.S. TV standards appear inadequate for theater projection. TNT engineers told us they had experimentally increased Eidophor resolution to 1,100 lines with good results. When TNT Pres. Nathan L. Halpern predicted that Eidophor some day would be medium for projection of movies in theaters (eliminating distribution of film), there seemed to be no reason to doubt statement on basis of progress to date in improving theater TV—provided that special high-definition microwave system could be set up to accommodate 35-mm film's greater detail as compared with U.S. TV standards.

Color Eidophor wasn't demonstrated, although Ciba has color unit for special medical TV uses. TNT doesn't use Eidophor for inter-city color programs, because Eidophor's color is field-sequential (441 lines, like old CBS color system) and network lines aren't equipped for it. However, TNT is establishing closed-circuit color network, is now receiving new 3-barrel Norelco color projectors (using conventional Schmidt optical system) from Philips of Netherlands.

Including the Eidophor units, which have been made as portable as many conventional closed-circuit projectors, TNT now owns 145 closed-circuit units, covers entire nation for CCTV business & sales meetings.

Eidophor may lead to revival of idea of entertainment by theater TV, which caused great stir in TV's early days but never was highly successful. Halpern broached subject, said new projectors "rekindle the possibility of large-scale pay-TV entertainment in theaters."

**FCC REVERSAL ON CATV MICROWAVES:** In key case involving KWRB-TV (Ch. 10) Riverton, Wyo., FCC last week instructed staff to reverse examiner's recommendation and draft final decision denying grant of microwave to feed 2 more distant signals to CATV systems in area (Vol. 17:22 p11).

This looks like solid final view of Commission. Though it wasn't announced, vote was 5-1 (Bartley absent), thus most unlikely to change.

FCC's action Dec. 14, after hearing oral argument, means this: It believes that it has authority to weigh what a common carrier carries—in terms of possibility of reducing TV service to public.

Commission rejected view of its own Common Carrier Bureau, which with microwave grantee Carter Mountain Transmission Corp. had argued that denial of the microwave grants was "censorship." It's understood that even Comr. Craven, the most "censorship" shy of commissioners, voted against this argument.

KWRB-TV had argued that 2 more out-of-town signals fed to CATV subscribers within its coverage area might so reduce its appeal & income that it would go under—thus eliminating service to rural viewers not reached by CATV. FCC concluded that its fears were justified.

Upshot of all this: Very likely negotiation between KWRB-TV and CATV operator to make certain cable systems will carry KWRB-TV's signal, with good quality, and won't feed subscribers programs duplicating KWRB-TV's. This is basis of CATV-station settlements in many areas.

FCC analysts don't visualize stations using new FCC policy to try to kill CATV's by asking Commission to revoke all microwaves bringing in big-city signals. FCC policy is to acknowledge value of multiple signals provided by CATV but not to the point where existence of local station is jeopardized.

## CURRENT CAPSULES

NAB's Freedom of Information Committee, seeking meeting with President Kennedy, was surprised & delighted when he invited it to 1½-hour lunch last week. Kennedy was made aware, evidently, that broadcasters have felt left out while he has been conducting tete-a-tetes with newspaper publishers. Committee Chmn. Frank Fogarty, Meredith stations, said that group plumped for greater access to govt. information, that more live broadcasts of presidential news conferences was urged and "we got no promises"—Kennedy leaving impression he's concerned about "over-exposure." Group also pushed for repeal of political equal-time Sec. 315 of Communications Act, asked for more advance notice on JFK's speeches outside D.C.

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NAB Radio Code Board held the line last week, retaining standards covering commercial time practices, hard-liquor ban, personal products. Meeting in Washington under chairmanship of Cliff Gill, KEZY Anaheim, Cal., Board: (1) Kept rule of 18-min. maximum commercials per hour or 5 min. per 15-min. segment, provided weekly average isn't more than 14 min. per hour. (2) Reaffirmed flat ban on hard-liquor commercials or advertising of anything else which "could in their presentation induce the use of hard liquor." (3) Retained prohibition against commercials for "intimately personal products" which "might offend & embarrass."

NAB Radio Code Dir. Charles M. Stone reported Code subscribers total record 1,460, up 14% since July 1. Under new monitoring system, he noted, 66 stations in 34 markets have been covered for 397 hours, with 91.2% of commercial time found to comply with Code time standards. Luncheon guests of Board, from FTC: Edward Downs, senior staff attorney; Sam Stowe, information dir.

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A "Public Affairs Editorializing Conference" in Washington March 1-2 was scheduled by NAB's Editorializing Committee, meeting in Washington last week under Chmn. Daniel Kops, WAVZ New Haven & WTRY Troy. Purposes: (1) Advise novices on "techniques, responsibility and legal problems." (2) Give examples of successful efforts to alert public on local problems. (3) Have govt. leaders give broadcasters background on national problems. Group lunched with FCC Chmn. Minow.

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Short-spaced vhf drop-ins will be sought by educators as part of big plan providing long look ahead on ETV allocations, to be submitted to FCC. ETV's vhf aspirations are in addition to expected claim on large portion of uhf spectrum. FCC Chmn. Minow also likes ETV drop-in idea. He recently dissented when Commission declined to add drop-ins beyond the 8 it had proposed (Vol. 1:13 p4), saying he'd consider slipping Ch. 11 into Orlando, with coverage to include burgeoning Cape Canaveral area, which has "urgent needs" for ETV.

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FCC's decision on option time, too early to predict so soon after big oral argument (Vol. 1:13 p3), is nonetheless headed in following direction currently, decision not likely before late Jan.: cut out option time for year or so, see what happens, reinstate it if year's experience bears out fears of networks & affiliates.

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A Dept. of Consumers, as proposed in S-1688, shouldn't invade FCC's jurisdiction. That's gist of what Commission is considering commenting in report to Congress. FCC takes position that it has legal responsibility for weighing consumer complaints about phone & telegraph service and rates.

## Personals

**Robert A. Lang**, former CBS News vp, joins ABC News as associate to news vp **James Hagerty** . . . **Harry E. Smith** appointed marketing mgr., GE Technical Products, including manufacture of broadcast equipment . . . **Irwin Segelstein** named Benton & Bowles TV-radio programming mgr. and advanced to vp.

**Ronald F. Goodsman** of Rediffusion (West Indies) named gen. mgr., Trinidad & Tobago TV, part-owned by CBS, scheduled to start in Nov.

**Thomas W. Sarnoff**, NBC West Coast administration vp, promoted to West Coast vp, succeeding **John K. West**, named RCA staff vp, Western Distributor & Commercial Relations . . . **David E. Schoumacher** promoted to news director, KTIV Sioux City.

**Ira Wolff**, NBC TV sales promotion mgr., becomes NBC Films sales planning mgr. . . . **Robert C. Chase**, former advertising executive and TV producer, sets up Robert C. Chase & Associates, visual advertising consultants, Paul Brown Bldg., St. Louis.

**Arthur A. Gladstone**, legal asst. to FCC Comr. Lee, and **Chester F. Naumowicz Jr.**, attorney in FCC Office of Opinions & Review, appointed hearing examiners, bringing Commission total to 17.

**Dr. F. S. Rivers**, Ont. Education Dept. chief education director, becomes chairman of CBC National Advisory Council on School Bcstg.

**B. A. Olerich** promoted to gen. mgr., Ampex, and pres. of overseas subsidiary Ampex International S.A.

**Marvin L. Shapiro** promoted to TvAR eastern sales mgr. . . . **Herschel Harris**, Independent TV Corp. of Canada sales mgr., promoted to gen. mgr. . . . **Ben Strouse**, pres. of WWDC-FM Washington, named chmn. of NAB 1961-62 FM committee.

**William P. Keeney**, from Lavenson Bureau of Advertising, joins WRCV-TV & WRCV Philadelphia as business mgr., succeeding **Arthur A. Watson**, named WRCV-TV station mgr.

**Dick Compton**, news editor, KVTV Sioux City, promoted to news director.

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**White House** telecast starring First Lady will be taped by CBS for showing in early 1962. In pioneer TV appearance by a President's wife, Mrs. Kennedy will show off new decorations and furnishings. Program will be similar to 1952 TV tour former President Truman gave public through newly remodeled Executive Mansion.

**Educational foundation** to encourage arts & scholarship has been established by A. J. Fletcher, pres. of WRAL-TV Raleigh. Fund will be used to encourage mass media to improve distribution of culture & information, to help finance English-language opera in small towns and for scholarships & prizes. WRAL-TV has long had its own "grass roots" opera company.

**Radio-TV Correspondents Assn.** elects: Robert H. Fleming, ABC, pres. for 1962, succeeding Ann M. Corrick, Westinghouse; vp, Bill Monroe, NBC; secy., Wells Church, CBS; treas., Stephen J. McCormick, MBS. John W. Roberts, Time-Life-Fortune Bcstrs.; Arthur F. Barriault, NBC; Leslie W. Higby, McCaffrey Reports, named delegates-at-large.

**North Carolina Assn. of Bcstrs.** expands Jan. 1, naming Ed Rankin, John Hardin PR firm's Raleigh mgr., full-time exec. secy., assisted by David Murray, ex-WTVD Durham. New quarters established at 302 Superior Bldg.

**"Mr. Minow is Right"** titles Dec. 12 *N.Y. Times* editorial which said that "too many TV programs fit Mr. Minow's unflattering [wasteland] description; and the admitted merits of the public service presentations do not begin to cancel out the wasted hours of tawdry, witless stuff, presented so much of the rest of the time." Editorial was prompted by Stanton-Sarnoff attacks on Minow (Vol. 1:13 p1). *Times* acknowledged that "networks heads do raise a serious question in suggesting that govt. concern over programming content is tantamount to improper control." However, it concluded that because of channel scarcity, "govt. must regulate entry into the business and try to insure the best and most diverse broadcasting." Interestingly, Minow nowadays is remarking about improvement in programming but says he doubts that he or Commission contributed to it.

**FCC and Treasury agents** are entering Boston police controversy set off by *CBS Reports* telecast, "Biography of a Bookie Joint" (Vol. 1:13 p6). FCC is expected to ask CBS for report on Nov. 30 documentary after Mass. House Speaker John F. Thompson complained to Chmn. Minow. Veteran agent George Wilson was sent by Treasury Dept. to Boston to probe police corruption. Gov. John A. Volpe asked Boston Police Commissioner Leo Sullivan to resign and started removal proceedings when the police head refused, while Richard Cardinal Cushing charged CBS had used police state tactics in secretly filming policemen entering and leaving gambling hall.

**"United States Hearing Highlights"** is new tape & film service started by veteran telecaster G. Bennett Larson (most recently mgr. of KCPX-TV Salt Lake City) to cover Congressional and administrative agency hearings. First project of new Washington D.C. TV-Radio Programs Inc., Jefferson Hotel, 1200 16th St. NW, is coverage of FCC's network program hearing starting Jan. 23. Plan is to offer stations weekly one-hour condensation of hearings. FCC's hearing is to be covered also by Metromedia stations and by radio WNYC N.Y.

**"Teaser" ad cost radio KDAY** Santa Monica apparent $5,000 forfeiture in latest FCC Harris-Pastore Act ruling (Vol. 1:13 p6). Commission said spots consisting only of sentence "Remember June 25" violated Communications Act by failing to identify sponsor or product. Comr. Cross voted for $1,000 penalty.

**Highest-price radio purchase** in history was approved by FCC last week: $10,950,000 sale of WMGM N.Y. by Loew's to Storer. FCC also approved Storer's sale—made necessary by WMGM purchase—of WWVA & WWVA-FM Wheeling to WWVA Inc. (Ira Herbert) for $1.3 million.

Sale of KCSJ-TV & KCSJ Pueblo, Colo. by Star Bcstg. to Metropolitan TV for $1,250,000 has been approved by FCC, along with Metropolitan's resale of KCSJ to Sangre De Cristo Bcstg. for $210,000.

**Cascade Bcstg. Co.** has been purchased by Haltom Corp., 100% owned by Cascade Pres. Tom Bostic, who had owned 20% of Cascade. Cascade operates KIMA-TV & KIMA Yakima, KEPR-TV & KEPR Pasco, KLEW-TV Lewiston, Ida. Price hasn't yet been disclosed.

**Scripps-Howard purchase of WPTV** (Ch. 5) W. Palm Beach from John H. Phipps for $2 million was approved last week by FCC.

**ETV for American Samoa** is under consideration by authorities there who called on NAEB for advice. NAEB consultant Vernon Bronson flew out immediately.

**Canadian FM households** total 314,000, 7% of nation's 4,489,000 homes, reports Dominion Bureau of Statistics.

Pitching for uhf, Eitel-McCullough, maker of uhf transmitter klystron tubes, said it's ready to quote klystrons up to 250 kw. It now offers 12½ to 50 kw units. Said Pres. W. W. Eitel & Chmn. J. A. McCullough: "The 70-channel uhf band, now grossly under-employed, is in our opinion, and apparently in the Commission's opinion, the best avenue of solution to the general problem . . . Pursuing a policy of expanded deintermixture, progressively eliminating local mixed situations, while also urging the more general manufacture of all-channel receivers, seems to us a sane & sound program." Ten-page brochure, "Uhf-TV Facts You Need," is available from company, 301 Industrial Way, San Carlos, Cal.

Teleglobe civil defense warning system, using phone lines and battery operated speakers in homes and public offices (Vol. 1:9 p5), was "unqualified success" in Dec. 7 Johnstown, N.Y. test, according to State Civil Defense Dir. Lt. Gen. F. W. Farrell. Teleglobe's Jack Poppele said system is outgrowth of organization's pay-TV work but has nothing to do with toll system. Speakers are activated from civil defense hq and are independent of regular AC power supply. Poppele reports that authorities have asked for plans to equip 4-5 N.Y. counties. Costs haven't been firmed up yet.

Add foreign stations: Singapore govt., planning first station in early 1962, has ordered transmitting equipment from Marconi. Costa Rica has authorized 2nd station, Tic Tac Television (Ch. 9). U.S. Embassy in Costa Rica reports imports of $844,765 worth of U.S. sets in 1960, $199,905 in first 9 months of 1961.

FCC allocations actions: (1) Finalized shift of Ch. 12 from Brainerd to Walker, Minn. (2) Finalized substitution of Ch. 34 for 56 in Binghamton, modifying CP of WBJA-TV to Ch. 34. (3) Proposed shifting Ch. 17 from Ft. Lauderdale to Miami, reserving it for ETV—in addition to ETV WTHS-TV (Ch. 2).

Paramount's pay TV technical-test application for uhf Ch. 83 received FCC approval last week, Commission making clear that "public participation shall not be solicited." Call: KM2XOG.

"Report on ETV Legislation," 12-page brochure, is available from Joint Council on Educational Bcstg., 1619 Massachusetts Ave., NW, Washington 6.

A 30-lb., one cu. ft. video tape recorder for satellite use has been developed by Ampex for NASA's Goddard Space Flight Center. Goddard reports that it can record 4 mc of TV or equivalent information for half hour—then transmit it, erase, repeat cycle. Said Goddard: "Although the recorder was not designed for any specific spacecraft, it is expected to play a prominent role in a number of large 'second generation' satellites currently under development at Goddard." Spokesman tells us: "I understand it can be reduced further—putting all the circuitry inside the 8-in. reels." Device uses 2-in. video tape.

Statewide ETV for Va. has been recommended by Commission on Public Education. Report to Gov. Almond asks survey to determine if 5 allotted uhf channels are adequate to cover state. Northern Va. picks up WETA (Ch. 26) Washington and 2 commercial stations telecast public school programs, but much of state has no access to ETV, report said. Closed-circuit TV for state teachers colleges was also proposed.

Four new CATV systems in British Columbia, built for Fred Welsh Antenna Systems Ltd.: Cowichan Valley Television, Duncan, potential of 1,800 homes; Castle Cablevision, Vancouver, 6,000; Quadra Cablevision, Vancouver, 4,000; Merritt Cablevision, Merritt, 800. Cable Vision has bought Richmond Telecable, Victoria, changed name to Victoria Cablevision, plans to expand to 24,000 within 2 years.

"Anti-trafficking" station-sales proposal, scheduled to be considered by FCC last week (Vol. 1:13 p4), was put off for discussion at later date.

Latest starter: KAIL-TV (Ch. 53) Fresno, granted FCC authority to begin last week.

**Television Digest Staff Appointments**

Two veteran staff members of *Television Digest* have been promoted: David Lachenbruch, to managing editor, headquartering at 625 Madison Ave., New York 22, N.Y. (Plaza 2-0195); Harold Rusten, to associate editor, with offices at 111 Beverly Rd., Overbrook Hills, Philadelphia 51, Pa. (Midway 2-6411).

## Financial Reports of TV-Electronics Companies

**These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.**

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Ampex | 1961—6 mo. to Oct. 31 | $36,480,000 | —— | $ 492,000 | $0.06 | 7,758,182 |
| | 1960—6 mo. to Oct. 31 | 35,701,000 | —— | 459,000 | .06 | 7,278,230 |
| | 1961—qtr. to Oct. 31 | 19,125,000[1] | —— | 421,000 | .05 | 7,758,182 |
| | 1960—qtr. to Oct. 31 | 17,817,000 | —— | 93,000 | .01 | 7,278,230 |
| Desilu Productions | 1961—26 wks. to Oct. 28 | 7,405,791 | $ 130,295 | 130,295 | .11 | 1,155,940 |
| | 1960—26 wks. to Oct. 28 | 8,462,495 | 242,917 | 120,917 | .10 | 1,155,940 |
| | 1961—13 wks. to Oct. 28 | 4,299,521 | —— | 260,933 | .22 | 1,155,940 |
| | 1960—13 wks. to Oct. 28 | 5,903,717 | —— | 322,314 | .28 | 1,155,940 |
| Times-Mirror | 1961—40 wks. to Oct. 8 | 93,352,567 | —— | 3,610,729 | .86 | 4,199,358 |
| | 1960—40 wks. to Oct. 8 | 83,927,188 | —— | 3,533,933 | .85[2] | 4,179,397[2] |
| Trav-Ler Radio | 1961—6 mo. to Oct. 31 | 12,851,000 | —— | 360,000 | .37[3] | 962,845 |
| | 1960—6 mo. to Oct. 31 | 10,996,000 | —— | 230,000 | .24[3] | 865,765 |
| | 1961—qtr. to Oct. 31 | 8,644,000 | —— | 325,000 | .34[3] | 962,845 |
| | 1960—qtr. to Oct. 31 | 6,212,000 | —— | 125,000 | .13[3] | 865,765 |

Notes: [1]Record. [2]Adjusted for Jan.-1961 4% stock dividend. [3]Based on 962,845 shares outstanding Oct. 31, 1961.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**50 FM-STEREO STATIONS BY CHRISTMAS:** At least 4 new FM-stereo markets have opened in last 2 weeks, and it's probable that more than 50 stations will be providing stereo music on the night before Christmas.

Updating our list of stereo stations printed 2 weeks ago (Vol. 1:12 p7), we now have total of 48 known to be on air or due to start in next few days, as of presstime. The 4 new stereo markets are Phoenix, Ariz. (KEPI); Orlando, Fla. (WHOO-FM); Rock Island, Ill. (WHBF-FM); Providence, R.I. (WPFM). In addition, St. Louis now has its 2nd FM-stereo outlet (KSHE). These new stations may be added to list of 43 stations we printed 2 weeks ago.

Four additional stations are reported by EIA to have begun stereo, but have not been checked by us. They are WOOD-FM Grand Rapids, KHGM Houston (which would be that city's 3rd stereo outlet), WYZZ Wilkes-Barre (said to be testing), CHFI-FM Toronto.

FM stereo will spark record $350 million retail sales of home FM receiving equipment next year, Friendly Frost Chairman Gerald O. Kaye predicted last week. He placed 1961 FM sales at $300 million and forecast that FM stereo & FM car radio will push FM sets-in-use from today's 15 million to 50 million in 5 years.

**SANDWICK NAMED EIA STAFF DIRECTOR:** A long-time working specialist in consumer electronics has been named to new post of full-time staff director of EIA's Consumer Products Div. He's Luther Martin (Sandy) Sandwick, who resigns as Pilot Radio sales vp end of this month to take over at EIA's Washington hq Jan. 15.

A 32-year veteran in industry sales & management, Sandwick most recently was active in EIA as chairman of its phono section, in which post he was a prime mover behind promotion of FM stereo. A Phi Beta Kappa (U. of Chicago), he has held posts as sales mgr. of Magnavox Electro-Acoustic Products Div., vp of Wilcox-Gay and headed his own wartime firm which made phonos & audio-visual aids for armed forces.

His appointment, approved unanimously by EIA Consumer Products Div. headed by Motorola's Edward R. Taylor, should be extremely popular one with industry, and signal intensified activity by the Association in consumer product field. Sandwick's philosophy with regard to the challenge of his new post: "The industry should get a larger share of the consumer dollar by fighting in the store instead of in the streets."

Note: Sale of Pilot Radio is being negotiated by estate of founder-Pres. Isidor Goldberg, who died Nov. 23 (Vol. 1:11 p11). Executors are his widow Jean Goldberg (now Pilot's sole owner) and N.Y. attorney Leon A. Mnuchin. They were directed under terms of Goldberg's will to sell or liquidate business within 6 months. However, time extension can be granted by court.

"We expect that the business will be continued," attorney Mnuchin told us last week. "Negotiations are going on with many people. It is a fine business and the company is in excellent financial shape." A pioneer in radio and in TV, Pilot Radio now is a leading manufacturer of hi-fi components and component consoles. Spurred by FM stereo, firm's component shipments are said to be running about 23% ahead of last year, console sales on par with last year.

**COATESVILLE, PA.—AN 'ID' CASE HISTORY:** For first-hand look at "Instant Dividend" in action, we spent some time last week in Coatesville, Pa. (pop. 12,971) where giant Food Fair (456 stores) is testing controversial Philco-conceived merchandising program (Vol. 1:13 p7). Supermarket chain actually is testing "ID" in total of 10 stores in 3 cities (Harrisburg & Lansdale, Pa. are other 2), will expand if "further study indicates that 'ID' increases our volume sufficiently to cover basic costs," spokesman told us.

Those "basic costs," we learned, range from zero to 4%. If shopper's monthly food bill is under $50, cost to Food Fair is zero. In fact, we understand, store actually makes money because of rebate it gets on

financing charges from Philco Finance Corp. Above $50, Food Fair's share of "ID" is calculated on sliding scale up to 4%. At $120, for example, market pays 3% of 5.5% credit it gives shopper; Philco pays 2.5%.

"ID" is rousing success in Coatesville, at this early stage of game, for participating Philco dealer and Philco Finance Corp. William McKeown, Food Fair's Coatesville manager, told us "this is the greatest promotion I've seen," but it's still too early to know its true influence on sales. Test has been underway some 2 weeks. "It's really bringing them in," McKeown said, "and they are buying more of everything." Studies are being initiated this week to determine if "ID" is bringing in new customers.

Participating dealer is 65-year-old Lipkin Furniture, owned by Ben Bernstein. "We've done a 6-month volume in 2 weeks," he told us. "We're selling 10 times as many TVs and appliances as we did before 'ID' and we're moving the big, plush appliances in quantity." Last year, he pointed out, "we sold maybe 6 of the large freezers. I've tripled that in just the past 2 weeks." Product mix is across board, Bernstein said. "We're moving everything—washers, dryers, freezers, hi-fi, TVs."

Lipkin Furniture is big, modern store some 5 blocks down main street from Food Fair. Store has only small TV display, and nothing to indicate tie-in with gala "ID" promotion at supermarket. There, Bernstein has representative product display and sales girl (salary & commission) who explains "ID," signs customers to instalment lease. Although he expects to get around to a tie-in display in his story, he's really in no hurry. "Surprising thing," he said, "is that this 'ID' is turning out to be plus business. There's been virtually no drop-off of our usual in-store business."

Bernstein charges suggested list prices for Philco products both in store and in Food Fair. "There's no price difference," he said, "except that financing under 'ID' can run up to 36 months. In the store we usually run to about 18 months." He told us that his margin on 'ID' sales is "about 5% lower" than his regular margin. He also rebates 1% to the food market for advertising, "and I believe Philco does also."

Under mechanics of "ID" program, Bernstein obtains credit check of applicants within 24-48 hours through his regular sources, makes delivery of product immediately thereafter. Paper is financed through Philco Finance Corp., which pays him in full when deal goes through. Bernstein is on paper, of course, and will be saddled with any defaults and repossessions which develop. However, "we don't expect any problems along those lines," Bernstein said. "We're careful in our credit approvals and, after all, the whole program is hinged on people buying not luxuries but the necessities of life. This is a sound promotion, not a gimmick, and it's here to stay."

Other Coatesville TV-appliance dealers we spoke with reported no sales effect, so far, from "ID" promotion, several were unfamiliar with promotion, none reported comments from customers. S. A. Warne, manager of Sears Roebuck's Coatesville store, told us TV-appliance sales were rolling according to pattern, and "I don't think Food Fair is going to put us out of business." Irving Fink, who handles Emerson line in his Allied Home Equipment Co., said none of his customers has mentioned "ID" promotion and there's been no drop in sales.

Things may change this week when Philco opens ad campaign in Coatesville featuring photos of Coatesville-area folks who have purchased TVs & appliances under "ID" plan at Food Fair.

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Philco's working up a system to enable all its dealers to participate in "ID" program, consumer products vp-gen. mgr. Henry E. Bowes told us last week. "The only reason we're not yet in the larger cities like Philadelphia & N.Y. is that we're still working out details which will enable all of our dealers to benefit from it." The "details" involve rotation of duty days & hours by area dealers in nearest participating supermarket, ("ID" is now in operation in more than 200 stores from coast to coast).

Queried about Philco reaction to increasing alarm among nation's TV-appliance dealers, Bowes told us: "That's what happens when you're first with a good idea." In Philco's first official explanation of "ID," Bowes declared: "From our test results, we have every reason to believe that our new marketing program may revitalize appliance & electronic goods sales in the U.S." He said that experience to-date "indicated that electronic sales account for about 52% of 'ID' business; household appliances make up the remaining 48%." He pooh poohed dealer fears that supermarkets may eventually bypass dealers and deal directly with the factory. "They have enough of their own problems in their own field to want any part of ours," he said.

Other "ID" developments last week:

Admiral "is not particularly enthusiastic about tape-register plans and prefers to merchandise

through regular channels," electronics div. vp Ross D. Siragusa Jr. commented last week. However, although there is little chance that Admiral will enter any such program nationally, he said the company is keeping its eye on developments.

Electronic Service Dealers Assn. of Western Pa. has petitioned FTC to investigate "what we feel to be an unfair attempt to eliminate free competition." Association secy. Joseph E. Doyle said Pittsburgh's 3 largest department stores—Gimbel Bros., Joseph Horne Co., and Kaufmann's—were among 158 dealers who signed petition.

**TRENDS IN NEW DROP-IN LINES:** Traditional midwinter introduction of new consumer electronic merchandise so far sees these trends beginning to shape up:

In TV, there's slightly more emphasis on compact 23-in. merchandise as sell-up from 19-in. portables & table models. Manifestations are RCA's "Compact Consolette" series with furniture styling (Vol. 1:13 p11), redesign of some Motorola consoles to achieve "longer lower look," and added 23-in. table models from virtually everybody. Other trends: Full-feature Motorola 19-in. set at $139.88 is certain to have impact on industry. And Motorola also announced it's adding 27-in. models, thereby joining Admiral, Magnavox, Du Mont & Packard Bell in that field.

The "always-on" remote control for TV is gaining new adherents. Introduced by Admiral last year, use of transistorized remote receiver chassis in set permits consumer to leave this part of set on all the time (it costs only a few cents a year in power), so that remote unit in effect can turn set both on & off. Drop-in lines by Motorola & Zenith both feature this type of transistorized receiver. In color sets, trend this year probably will be toward use of Pittsburgh-type bonded picture tubes in all sets except table models, as already incorporated in RCA's new color line.

In stereo, trend continues toward lower-priced, more compact consoles. With spread of FM stereo (see p. 7), multiplex feature is being priced inboard in more high-end models, and there's more tendency to push built-in FM-AM tuners in stereo consoles. In radio, trend toward transistorization of non-battery home sets may be foreshadowed by Trav-Ler announcement that all its sets except clock radios will soon be tubeless.

Last week's new-product introductions included complete new 45-set black-&-white line from Zenith, with 19-in. portables starting at $169.95 and topped by $600 tambour-door remote 23-in. console.

Motorola's drop-ins made news at Chicago distributor convention, particularly these 2 TV items: The 19-in. set at $139.88 (step-up at $149.95) with 4 frame-grid tubes, monopole antenna. New 27-in. models at $369.95 & $389.95. Motorola's new always-on remote is featured in 19-in. sets at $229.95 & $249.95.

In car-radio field, Motorola announced FM tuner at $69.95, designed to play through any AM auto radio, brought out as result of success of its $125 FM auto radio. New low-priced car-radio line features hybrid tube-transistor set at $29.95, all-transistor sets beginning at $39.95, plus line of original equipment-type sets for GM cars. Also announced was merchandising tie-in with Montgomery Ward, the big retailer handling Motorola car sets through its 520 retail & catalog outlets.

Additional emphasis on FM radio was supplied by RCA's addition of FM-AM tuner to its "compact cabinet" low-end stereo line, so that AM-FM-phono consoles now start at $229.95 ($159.95 without radio). RCA also added FM-stereo feature to 2 more of its "Hutch" models without increasing price ($595), making total of 5 stereo combos (from $399.95) with FM stereo inboard.

Note: Optimistic view of 1962 business was painted for Motorola at distributor meeting by consumer products mktg. vp S. R. (Ted) Herkes. He said he expects company's TV unit sales to rise 50% over this year's volume. Upturn has started already, he said, with Motorola unit sales up 15% in October, 23% in November and currently running 25% ahead in December, compared with 1960 levels. "For 6 months of 1961," he said, "consumers milled around at the marketplace but with their money tucked away in the bank. The past few months they have decided to take a recess from their worries and get on with living. They are shopping now."

A 14-year peak in domestic home radio sales was predicted for next year by RCA Sales Corp. marketing vp Raymond W. Saxon last week. He forecast sales of 12 million units, up from an expected 11.6 million this year and 10.7 million in 1960. This would be biggest single year in unit sales since postwar peak years of 1947 & 1948, which saw 17.4 & 13 million sets sold. For next year, he predicted 50% of domestic sets sold will be transistor radios.

**EIA ISSUES AD PRACTICES CODE:** "Recommended Advertising Practices for the Home Entertainment Electronics Industry" was released last week by EIA—culmination of year of preparation & legal wrangling.

The 15-page booklet is available on request from EIA, 1721 De Sales St. N.W., Washington, or we'll be happy to send you one if you contact our Washington office. EIA's own ad code is brief, occupies only 3 pages of booklet, which also includes FTC guides against deceptive pricing, bait advertising and advertising of guarantees.

Code had been held up by lawyers' arguments over possible anti-trust implications. This was finally settled by deciding to make code completely toothless—merely a guide to "basic standards for honesty in advertising which [EIA believes] are in the best interests of the public and [the] industry." In foreword, EIA notes that it is "advised by counsel that it would not be appropriate for it or its Consumer Products Div. to attempt to enforce these standards in any way, to entertain any complaints regarding practices in contravention of these standards, or to interpret recommended practices in their application to any particular circumstances."

Standards were published, said EIA, "in the hope that they will be voluntarily observed by all members of the industry who recognize that the best way to avoid excessive governmental regulation of advertising is for each advertiser to deal fairly with the consuming public." Code is divided into 4 sections. Here is summary:

Comparative price advertising: When price reduction is stated or implied, advertiser himself should have recently made regular sales at the higher price. References to "established retail price" should apply to price normally charged by advertiser himself or others in area. The term "sale" should be used only in case of legitimate price reduction. Items should not be "pre-ticketed" with higher than normal selling prices.

Other price ad practices: Ads where price is given should refer to specific model number. Demonstrators & floor samples should be identified as such. When price quoted is "with trade," all conditions should be stated. If price doesn't include delivery, installation, service or warranty, this should be mentioned. Terms of instalment payments should be spelled out. If "free" offers have strings attached, the conditions "should be clearly & conspicuously disclosed at the outset of the advertisement (and not merely by a footnote)."

Bait advertising: Products advertised should be available for prompt delivery and willingly sold. Where quantities are limited, this should be stated in ad. Advertiser shouldn't disparage "by acts or words" the product advertised, nor should he show or demonstrate an advertised product which is defective or unsuitable for the purpose stated in the ad.

Product claims: Advertiser should be prepared to support all claims or illustrate with demonstrations or statistical data. Comparisons between competitive products, in ads or on sales floor, should be "bona fide factual." If warranties apply only to certain parts, this fact should be stated. Money-back offers should refer to return of full purchase price, unless otherwise specified. Advertisers must be prepared to promptly fulfill advertised warranty obligations.

**PHILCO'S FUTURE UNCHARTED IN FORD GALAXY:** "We have no immediate plans for any changes in Philco's operation for the simple reason that our task of evaluating Philco's products and operating procedures in only about 20% completed." So we were told last week by purposeful but affable Charles E. Beck after Dec. 11 news conference which officially introduced the 40-year-old Ford Motor Co. executive as new president & chief executive officer of reconstituted Philco Corporation—now a Delaware-incorporated Ford subsidiary (Vol. 1:12 p10).

"It's just too early to know what steps will be taken" to rectify Philco's disastrous financial performance last year and this, Beck told us. "We shall certainly analyze that performance and retain the best of it. We have every intention of doing our best to make every aspect of Philco's operation profitable."

Although conference shed no light on future of specific Philco consumer products, Beck noted that half of Philco's $250 million assets are in consumer product operations, stated categorically "we have every intention in the foreseeable future of continuing in the consumer products business."

Irving A. Duffy, Ford director and general-products vp, and newly elected chairman of Philco subsidiary, commented: "Philco's reputation is one of the many assets that drew us to it. We like the range of Philco products, its research and its ideas. It has excellent consumer products, computers and allied

products, and products & services to support our govt. defense & space requirements. We firmly believe there is a sales growth ahead for each of them." Philco will be operated as part of Ford's general products group, which also includes Aeronutronic, Hardware & Accessories and Autolite divisions and Ford's tractor operations.

These key points were emphasized by Beck & Duffy in their comments to press:

(1) New management is squarely behind controversial "Instant Dividend" merchandising program (Vol. 1:13 p7). Beck called it an "excellent" promotion, one that "needs to be fully understood to be appreciated." He said "it has our full support." (For more on "ID" program, see p. 7).

(2) New company will get double-barreled trademark impact by using Ford symbol in all Philco ad & sales promotion efforts, and by promoting Philco as a Ford subsidiary.

(3) Philco will continue its fight to regain possession of Ch. 3 Philadelphia and will press its various lawsuits now pending, including color TV battle with RCA.

(4) Ford's Aeronutronic Div. will not be merged with Philco's govt. operations. Duffy termed the activities "complementary."

(5) Despite financial drag of Philco's computer operations, Ford will intensify efforts for new business. "Electronic computers offer a tremendous opportunity," Beck said, "and we intend to get our share of the market."

Beck, who joined Ford in 1949 as a financial analyst, succeeds James M. Skinner Jr., who recently resigned as Philco president (Vol. 1:13 p7) but who will remain available as consultant to Ford "for a period of months."

Three days prior to Dec. 11 signing of Ford-Philco acquisition Ford Chmn. Henry Ford II resigned as director of GE. Earlier, Ford director Ernest R. Breech resigned from board of Whirlpool Corp.

New Philco board is made up of Ford executives exclusively. They are Ford Chmn. Henry Ford II, Pres. John Dykstra, finance vp Arjay R. Miller, vp-gen. counsel William T. Gossett, Duffy and Beck, who has been director of Ford's business planning office since May 1960.

In view of Philco's poor financial showing (Vol. 1:8 p11) which led up to Ford sale, it's not surprising that key financial posts on new management staff went to Ford executives. Financial vp is Gene McCormick, formerly controller of Ford's Hardware & Accessories Div. Controller is Paul J. Miller, previously associate dir., Ford business planning office. William R. Wilson, former Philco finance vp & treasurer, was elected treasurer. Former Philco controller Ernest E. Bareuther becomes assistant controller. Henry R. Nolte, formerly Ford associate general counsel, is vp-secy.-gen. counsel.

Other Philco executives fared well generally in realignment of new subsidiary. Henry F. Argento becomes govt. product planning & mktg. vp (from former Philco post of Govt. & Industrial Group vp); Henry E. Bowes continues as vp-gen. mgr., Consumer Products Div.; Robert F. Herr continues as TechRep Div. vp; Robert M. Jones is industrial relations vp (was personnel vp); David B. Smith is engineering & research vp (was technical affairs vp).

Other changes of interest: Philco Research Div. becomes Philco Scientific Lab; former vp Donald G. Fink appointed director. Larry F. Hardy, previously Philco PR vp and onetime longtime consumer products vp, is now PR dir. Former operations vp Joseph H. Gillies named assistant to Beck. Harvey Williams, formerly Philco International president, now International Div. gen. mgr.

Reconstituted Philco Corp. is organized by staff & operating functions. Staff functions include finance, legal, engineering & research, govt. product planning & mktg., industrial relations, PR, and organization & executive personnel planning. There are 9 operating divisions, reporting to Beck: Consumer Products (Henry E. Bowes gen. mgr.); TechRep (Robert F. Herr); International (Harvey Williams); Lansdale (William J. Peltz); Computer (Clarence E. Burke); Communications & Weapons (Frank E. Stehlik); Communications Systems (Maj. Gen. Elmer B. Garland); Western Development Lab (Oscar T. Simpson); Sierra Electronics (former vp Willard Feldscher). Philco's former Govt. & Industrial Group has been reorganized into other operations. Former G&I executives who will continue on staff of new govt. product planning & mktg. vp, Henry Argento, are Joseph M. Hertzberg, John B. Hunt and Harold E. Rice, all ex-vps, and A. P. Hill. James E. Leeper, formerly Washington vp on corporate staff and now Washington Office mgr., also will report to Argento.

Consumer Products operation under Bowes will continue with many of former personnel in same posts, but with new titles. Major product group managers are Armin Allen, home electronic products; R. Jack

Cherry, refrigeration, freezers and air conditioners; Jack Rischel Jr., laundry products. All formally were vps in charge of same product groups.

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Philco showed its new TV line to distributors last week at closed meetings in Chicago and Philadelphia. Also introduced was a stereo unit. Distributors also were given details of expanded ad & sales promotion campaign which teams Ford-Philco logos.

**TV-RADIO PRODUCTION:** EIA statistics for week ending Dec. 8 (49th week of 1961):

| | Dec. 2-8 | Preceding wk. | 1960 wk. | '61 cumulative | '60 cumulative |
|---|---|---|---|---|---|
| TV | 128,306 | 114,724 | 110,386 | 5,846,412 | 5,500,703 |
| Total radio | 396,584 | 393,981 | 384,279 | 16,328,294 | 16,385,694 |
| auto radio | 123,882 | 141,748 | 112,297 | 5,172,476 | 6,137,931 |

## Trade Personals

**E. V. Huggins**, formerly Westinghouse vp & exec. committee chmn., named to new post of exec. vp of associated activities, supervising Westinghouse International and other foreign interests; Pres. **Mark W. Cresap Jr.** absorbs chairmanship of exec. committee. **George L. Wilcox**, previously vp & assistant to Cresap, appointed to new office of vp & deputy to exec. vp **John K. Hodnette**, who takes over Defense Products Group heretofore supervised by Huggins.

**John K. West**, NBC West Coast vp, appointed RCA staff vp, Western distributor & commercial relations, headquartered in Los Angeles. He succeeds **Harold R. Maag** who assumes new post of RCA staff vp, Southwestern distributor & commercial relations, Dallas hq. West is succeeded in his NBC post by Thomas W. Sarnoff.

**John J. Graham**, former division vp & gen. mgr. of RCA's communications & controls div., joins ITT as exec. asst. to pres., elected vp.

**Frederick Shuh**, General Instrument-F. W. Sickles of Canada Ltd. gen. mgr., elected vp . . . **Alexander (Duke) Wellington** appointed Symphonic Radio & Electronic national sales mgr., replacing **William F. O'Boyle**, now with Sonic Electronics (Vol. 1:13 p11).

**Frank W. Mansfield**, Sylvania mktg. research dir. and EIA mktg. data dept. dir., elected Advertising Research Foundation chmn., succeeding CBS Radio Pres. Arthur Hull Hayes.

**Leonard F. Cramer** has been relieved of his duties as pres. of Standard Kollsman's Casco Products div., presumably will be reassigned to post with parent company. Onetime Magnavox vp-gen. mgr. and Crosley vp & TV-radio gen. mgr. joined Casco in Aug. 1960 (Vol. 16:31 p19).

**Gordon K. Greenfield**, America Corp. pres., elected Republic Corp. pres., succeeding **Victor M. Carter** who continues as chmn.; **William Zeckendorf**, Webb & Knapp pres. & America dir., elected chmn. of Republic's exec. board. Proposed merger of America & Republic has been approved by boards of both companies, but is blocked by anti-trust suit filed by Justice Dept.

**George Found** named Avnet Electronics mktg. vp, a new post . . . **John Reine** elected Graybar Electric exec. vp, a new post . . . **Dr. Leon S. Nergaard** appointed microwave research lab dir., RCA Labs, Princeton.

**Arthur C. Omberg** elected Bendix Corp. vp . . . **H. Tyler Marcy** advanced by IBM to general products div. vp from development lab mgr. . . . **James W. Harpel**, formerly controller, elected Seeburg finance vp.

**Marion F. Chetty** appointed foreign mfg. operations mgr., Sylvania International, succeeding **David K. Elwell**, named Sylvania purchases & transportation dir. . . . **Leland G. Shaffer** appointed northwest district mktg. mgr., Sylvania Electronic Systems . . . **Peter Kolsinki & Edward Dietrich** named Sylvania Home Electronics district service mgrs.

**Earl B. Dunckel** has been named GE corporate PR rep in Washington.

### *Obituary*

**Ernest Searing**, 84, retired International Resistance pres.-chmn., died Dec. 6 in a Philadelphia hospital. He retired from IRC in 1959 after 30 years' service. During World War II, Searing was appointed to the War Production Board, served on the radio replacement parts industry committee.

**Harold M. Winters**, 57, formerly RCA East Central regional sales mgr., died Dec. 9 at his Kansas City home. He had been with RCA for 35 years, resigned last June because of ill health. He was at onetime distribution director (appointed 1947) for the former RCA Victor Div. and held various sales executive posts in RCA's consumer products operation. Winters is survived by his wife & daughter.

**Common Stock Dividends**

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Capitol Records | Q | $0.50 | Dec. 29 | Dec. 15 |
| CTS Corp. | Q | .12½ | Jan. 20 | Dec. 31 |
| ITT | Q | .25 | Jan. 15 | Dec. 21 |
| Motorola | Q | .25 | Jan. 15 | Dec. 29 |
| Muter | Stk. | 5% | Jan. 20 | Dec. 30 |
| Howard W. Sams | Q | .15 | Jan. 25 | Jan. 10 |
| Sangamo Electric | Q | .18¾ | Jan. 10 | Dec. 23 |
| Universal Pictures | Q | .25 | Dec. 28 | Dec. 18 |
| Universal Pictures | Ex. | .25 | Dec. 28 | Dec. 18 |
| Western Electric | Q | .90 | Dec. 29 | Dec. 20 |
| Western Union | Q | .35 | Jan. 15 | Dec. 22 |

**Automation is coming to Japan**, to reduce labor costs, Snyder Mfg. Pres. Ben Snyder said on his return to Philadelphia. He spent 6 weeks in Orient establishing outlets for firm's TV & auto radio antennas: Shriro Trade of Tokyo & Hong Kong, for Far East; Javit Enterprises, Honolulu, for Hawaii; Alaska Brokerage, Anchorage, for Alaska. Snyder said rising labor costs have made Japan ripe for American-made goods.

**Foreign buyers & agents** interested in U.S. electronic equipment can be reached through lists available at Commerce Dept. field offices or in Washington. Price is $1 a country, with separate lists for home and industrial equipment.

**Adler Electronics** has expanded its Pelham, N.Y. production plant by 45,000 square feet.

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**Albert Warren, Editor & Publisher,** Wyatt Building, Washington 5, D.C., Sterling 3-1755
**David Lachenbruch, Managing Editor,** 625 Madison Ave., New York 22, N.Y., Plaza 2-0195
**Harold Rusten, Associate Editor,** 111 Beverly Rd., Overbrook Hills, Philadelphia 51, Pa., Midway 2-6411

**The authoritative service for executives in all branches of the television arts & industries**

## SUMMARY-INDEX OF WEEK'S NEWS

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**EDUCATORS BLOCK OUT TV SPECTRUM NEEDS,** say ETV will need more than 1,000 assignments within 10-15 years, including 66 more vhfs, some obtainable via short-spaced drop-ins (p. 1).

**MINOW ATTACKS 'FALSE ALARMS' RE CENSORSHIP,** says he'll continue to speak up, asks for examples of FCC interference with freedom of speech (p. 1).

**FINALLY—EDUCATORS GET WNTA-TV.** Acting gen. mgr. Richard Heffner can't quote exact target for resumption, would hope to start within 3 months (p. 2).

**AM LICENSE REVOKED FOR 'BLOCKING.'** FCC maintaining tough policy on "misrepresentations" in Tawas City, Mich. case (p. 2).

**N.Y. HOME UHF TESTS SLOW MOVING,** housewives reluctant to cooperate. Comr. Lee thinks gift may help, also considering asking city govt. for help in persuading (p. 3).

### *Consumer Electronics*

**1961 TV SALES UP 3%** to about 5.8 million, radio sales up 8% to nearly 11.4 million, on basis of 11-month projection (p. 6).

**THE $140 PORTABLE** seems to be new launching point for TV lines, Admiral joining Motorola with low-priced "full-feature" set (p. 7).

**NEW TV PRODUCTS** from Japan are mostly specialty items: 8,000 transistor TVs imported in 1961; 10-in. set planned; 14-in. color to debut. Delmonico now boasts TV line (p. 7).

**'ID' FOES COUNTERATTACKING** on many fronts; American Stores confirms it was offered Philco promotion but decided against it because of unknown factors (p. 8).

**RCA CONSUMER PRODUCT** profits highest since 1955, color a $200 million business, says Sarnoff. Zenith aims at 100,000 color sets in 1962, passed million-set mark in b&w again in 1961 (p. 9).

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**EDUCATORS BLOCK OUT TV SPECTRUM NEEDS:** ETV will need more than 1,000 TV assignments within next 10-15 years—compared with the 275 channels reserved today—according to report prepared by an ETV task force.

It's understood that report has been circulated within Dept. of Health, Education & Welfare. Vernon Bronson, consultant to National Assn. of Educational Broadcasters, headed study made by 7-man advisory board of educators aided by 13 ETV field consultants.

Total of 97 vhf channels is needed, educators said, compared with the 48 now reserved. Of the 48, they said, only 31 are where they're needed. Thus, 66 more vhfs are sought, and report states that some should be obtained via short-spaced drop-ins.

Educators expressed fear that spectrum, including uhf, will have been preempted by commercial users before ETV can move—thus reservation of channels is vital. They stated that most states & communities plan to use ETV within next 10 years.

**MINOW ATTACKS 'FALSE ALARMS' RE CENSORSHIP:** FCC Chmn. Minow will continue to "speak out . . . nudge . . . exhort . . . urge" industry to improve programming, he told San Francisco's Commonwealth Club Dec. 22. Such prodding, he asserted, isn't "censorship." "The broadcasters will no more censor the FCC," he said, "than the FCC will censor broadcasting."

Minow thus showed continued disagreement with recent speeches of CBS Pres. Frank Stanton and NBC Chmn. Robert Sarnoff, who pointed to dangers implicit in any declaration of program preferences by an FCC chairman (Vol. 1:13 p1). Minow asked for examples of "censorship":

"To those broadcasters genuinely concerned about govt. interference with freedom of expression, I respectfully issue a challenge. Be specific. Be precise. Give an example in which the govt. has interfered or is interfering with the fullest freedom of expression.

"It is curiously ironic that these attacks on the FCC come in this season when broadcasting is doing a better job than ever before in discussing public issues, public affairs, controversial problems . . .

"Where is the intrusion on free expression? If there are no examples to document charges of censorship, I suggest that broadcasters stop defending against an enemy who is not there. Instead of spending strength on windmills, it would be better to spend creative talents and voices building programs of vision the people can enjoy and admire.

"What some broadcasters want is for the FCC to stand mute and be alert enough only to rubber stamp license renewals every 3 years. They would like us to see no evil, hear no evil, and speak no evil. But those of us at the FCC have a right to freedom of expression too."

To illustrate his no-censorship contention, Minow told what happened after he suggested networks get together on special children's programs. "Some broadcasting executives," he said, "asked for my views about certain types of cooperative plans. I said that I had no blueprint, that I don't produce TV shows, and that my purpose was to call public attention to an important problem in the hope that the industry would solve it in any manner it saw fit—or in no manner.

"The networks met, did not agree on a joint effort, and dropped the subject. I am sorry they dropped it, for I still think children's programs could be improved. But it is not the govt.'s business to improve them—it is the broadcasters'! What we at the FCC can do is suggest need for improvement, and I intend to continue to make suggestions—and I hope you will too . . .

"There is improvement—much improvement—going on in TV. This is because the broadcasters are taking their own do-it-yourself program to heart."

"Nothing in this country," Minow stated, "is more important than freedom of expression. Freedom of speech, the freedom to think what you please and to say what you think, is the rock-bottom underpinning of every other freedom Americans enjoy. It is the bedrock beneath the American cathedral, and if it is ever cracked, the cathedral will totter. But freedom of speech should not be confused with freedom to make promises in order to secure a TV license and then freedom to break those promises in order to exploit that license . . . Freedom of speech does not mean freedom to fool the people."

Turning to "the promised land"—2nd decade of nationwide TV—as compared with "the wasteland," Minow looked for:

(1) "Live, instantaneous TV around-the-world" via satellites.

(2) Nationwide ETV network.

(3) Doubling of stations within 10 years, including use of uhf. "In this nation, growing at the rate of 3 million people a year, we will inevitably have either more channels or more regulation. My own vote is for more channels."

(4) "An explosion of scientific technology in all forms of communications, not only TV . . . to deepen our understanding and lengthen our vision."

**FINALLY—EDUCATORS GET WNTA-TV:** Checks changed hands Dec. 22 and Educational TV for the Metropolitan Area acquired WNTA-TV (Ch. 13) Newark-N.Y. for $6.2 million—after some of the most hectic negotiations & litigation in broadcast history.

NTA's last telecast came Dec. 21. Richard Heffner, acting gen. mgr. for the new ETV station, said he couldn't pinpoint resumption date. "We originally spoke of 3 months," he said, "and I'd like to think in those terms. However, we want to make certain we start with quality production. It would be a great mistake to do less." He now starts hiring staff, had none to announce last week.

Heffner was CBS-TV dir. of special projects before joining ETV forces, and prior to that was dir. of public affairs for WNBC-TV N.Y. He said new call letters haven't been selected yet, won't be WMET, despite reports to contrary.

**AM LICENSE REVOKED FOR 'BLOCKING':** FCC doesn't fool around much when it finds licensees guilty of out-&-out misrepresentations. Last week, it ordered revocation of Roger S. Underhill's license for radio WIOS Tawas City, Mich. Vote was 6-1, Hyde dissenting.

What happened was this: Underhill had been pres. & 35% owner of Capitol Bcstg. Co., 730-kc applican for E. Lansing. W. A. Pomeroy, a principal of WILS Lansing, had application for 730-kc in Tawas City.

The 2 applications were therefore competitive. Underhill then obtained grant of WIOS on 1480-kc in Tawas City. Based on Underhill's testimony in the 730-kc hearing, FCC concluded that he didn't file for WIOS in good faith. Rather, Commission said, he wanted station in Tawas City so that Pomeroy would lose an advantage he had in competition with Capitol Bcstg.—namely, Tawas City had no local station while Lansing area had several.

Commission held that Underhill failed to disclose that Capitol was backing his WIOS and that his real purpose was to undercut Pomeroy's chances in Tawas City. FCC stated that this was "part of a scheme to abuse our processes."

Underhill waived revocation hearing, said he had relied on advice of counsel, asked for permission to sell WIOS. FCC refused, ordered it revoked. It will allow 90 days for new applicants to file for 1480. Underhill can sell plant to new grantee. Commission wants to make certain that service is continued.

Pomeroy's application for Tawas City was denied some time ago, because of engineering problems. Capitol's bid for E. Lansing was turned down because of the misrepresentations.

**N.Y. HOME UHF TESTS SLOW MOVING:** Home-installation phase of FCC's N.Y. uhf project is moving slowly, according to Comr. Lee, who spent some time with crews this week. Many housewives, he said, don't want technicians cluttering up the place. Only 200 out of goal of 5,000 measurements have been completed, and information is too sketchy to draw any conclusions yet, he said. One problem is that Census Bureau picks homes to use for proper sample, won't deviate slightest bit—insists not only on picking addresses but also on designating specific apartments.

Lee said he'll have lawyers check into legality of giving home-owner cash (perhaps $5) or gift as inducement. He's thinking of asking city govt. to talk to householders, believes it would be effective. He's also considering putting receivers in public places such as Grand Central Terminal—where passers-by might give their impressions on questionnaire. These wouldn't be used as part of engineering evaluation. "I think it would be good to have these reactions," said Lee.

## CURRENT CAPSULES

Interim "trusteeship" operation in Syracuse, Rochester and Grand Rapids, for newly added vhf channels, isn't in cards yet—though discussions among the many competing applicants continue. FCC has encouraged applicants to get together on plans to start stations quickly, pending conclusion of competitive hearing processes which usually last several years. ABC is also urging applicants to settle differences, eagerly seeking full-time affiliates in the markets. Applicants' attorneys disagree on prospects for meeting of minds—some hopeful, some pessimistic.

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FCC's network program hearing will start Jan. 22 instead of Jan. 23, the previous target. Commission is prepared to sit straight through Jan. 22-26 and Jan. 29-31.

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Authority to start operating has been granted by FCC to following: KDAS (Ch. 21) Hanford, Cal.; KCHU (Ch. 18) San Bernardino, Cal.; KICU-TV (Ch. 43) Visalia, Cal.; KVLF-TV (Ch. 12) Alpine, Tex.

**Anti-trust fight** of radio WEOL Elyria, O. against *Lorain Journal*, a 12-year-old battle, produced victory in 6th Circuit Court of Appeals last week. Court held that District Court judge was "clearly erroneous" in ruling that station failed to show damages; it sent case back to District Court. Station seeks treble damages under Sec. 4 of Clayton Act. *Journal* had told its advertisers it would refuse to carry their ads if they bought WEOL time. Appeals Court relied strongly on figures submitted by WEOL showing that its Lorain income jumped from $20,076 in 1950 to $54,425 in 1951, when court enjoined *Journal* practice.

**Northwestern U.** seminar on "Freedom and Responsibility in Broadcasting" (Vol. 17:32 p1) is now available in book form under that title from Northwestern U. Press, Evanston, Ill. (252 pp, $5).

**Move of WMUR-TV (Ch. 9)** Manchester transmitter closer to Boston should be denied, FCC examiner Charles J. Frederick recommended in initial decision. Station proposed to shift from 7 miles west of Manchester to 17 miles south-southwest of city. Frederick said that 304,560 people will lose WMUR-TV Grade B coverage, compared with 88,516 gain—concluded that shift therefore couldn't be justified.

**Barstow, Cal. CATV system,** 3,000 subscribers, has been sold by Dean DeVoe for $580,000 to Frontier Vision Inc., headed by H. J. Griffith, Dallas-based theater owner. Broker was Daniels & Associates, whose subsidiary Systems Management Co. will operate system.

Latest stereo starters, according to notifications filed with FCC: KANU Lawrence, Kan. (first stereo educational station); WHOO-FM Orlando; WGPR-FM Detroit.

## Personals

John C. Reddy Jr. elected CBS asst. controller . . . Arthur Wolter Jr., ex-FTC trial lawyer, joins Ted Bates legal staff . . . Douglas Elleson, KRON-TV San Francisco program mgr., joins KCPX-TV & KCPX Salt Lake City as general mgr. Robert Glassburn promoted to KRON-TV program mgr.

Dr. Keith M. Engar, U. of Utah dir. of radio-TV services (KUED-TV & KUED-FM), joins FCC's new Educational Bcstg. Branch; he's past secy. of NAEB, is now chmn. of National Educational TV & Radio Center affiliates' committee.

John C. Moler, radio WIBG Philadelphia vp & general mgr., goes to WMGM N.Y. as gen. mgr. Both are Storer outlets.

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Katz Agency promotions in N.Y., Chicago, L.A.: Michael Membrado becomes sales mgr. for eastern TV stations in N.Y., Frank McCann moving up to replace him as asst. sales mgr. for eastern stations. Oliver Blackwell, asst. sales mgr., takes new director of audience development post. In Chicago, Robert Rohde is promoted to asst. TV sales mgr. for western stations, Joseph Hogan to asst. TV sales mgr. for eastern stations. Richard Hasbrook, San Francisco TV sales office, named L.A. office mgr.

### *Obituary*

Frederick W. Wile Jr., 53, managing director of National Advertising Council's Hollywood office since 1960 and 1949-56 NBC programming vp in N.Y. & Los Angeles, died of a heart attack Dec. 17. He is survived by widow, 2 sons, a daughter.

John H. Mitchell, 53, recently retired ABC vp (1953-61) and 1931-53 Balaban & Katz executive, died Dec. 19 of pneumonia. At time of death he was an ABC consultant. Surviving is his widow.

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Full-scale Boston police probe by governor and grand jury is in works as result of *CBS Reports* telecast, "Biography of a Bookie Joint" (Vol. 1:14 p5). Gov. John A. Volpe hired attorney James D. St. Clair, assistant Army counsel in 1954 Army-McCarthy hearings, to prepare ouster proceedings against Boston police commissioner Leo J. Sullivan. State Attorney General Edward J. McCormick said grand jury would take "appropriate action" on information given it by local district attorney, but that "police probe hysteria" would make fair trials of indicted gamblers impossible. FCC has responded to complaint from Mass. House Speaker John F. Thompson. It asked: (1) Did you request TV time from CBS to present your side—under provisions of Communications Act requiring opportunity for presentation of opposing views on controversial issues? (2) If you consider program distorted & unfair, please be specific. Thompson had told Commission that program included an attack on the Mass. House and unfair picture of gambling in Boston.

Waiver of sponsor-identification rules was granted by FCC last week in novel case of toy manufacturer who wanted to donate TV spots to American Cancer Society but didn't want to be credited with gift in the spots. Henry Orenstein, refugee who became wealthy toy maker in 14 years, wanted to give Cancer Society 608 ten-sec. spots he had bought on 15 stations for his Deluxe Reading Corp., Newark, but ran into snag when he learned that Commission rules require purchaser of time to be identified. When questioned, Commission was happy to waive rules.

CBS Pres. Frank Stanton took issue with *N.Y. Times* editorial "Mr. Minow is Right" (Vol. 1:14 p5), particularly its position that govt. must assume strong regulatory role because TV channels are limited in number. In letter to the editor in Dec. 14 *Times*, Stanton wrote: "It is true that present technical realities limit the number of vhf channels available for use in a given location. Nevertheless, there are 124 cities in the U.S. that have 2 or more TV stations competitively owned, as opposed to only 58 cities that have 2 or more daily newspapers competitively owned. . . . Does this mean that the govt. should do something about 'improving' the contents of newspapers where there is no competition? . . . I do not know, as your editorial implies, that anyone has claimed that the doctrine of govt. supervision of broadcasting was 'invented' by Karl Marx. It seems to me that the relationship of the govt. to any edcational, cultural, informational or entertainment institution is a perfectly appropriate subject for discussion . . . What we have more to be watchful about in a free society is the establishment, for wholly plausible motives, of precedents that may, by extension, come back to haunt us."

Recent vhf translator conversions to FCC approved equipment: San Miguel Power Assn., Nucla, Colo. (5 channels); Big Flat TV Assn., Turner, Mont.; Mizpah TV Club, Olive, Mont.; Trout Creek Improvement Assn., Trout Creek, Mont.; Harold Volkman, Clay Center, Kan.; Pondoda TV Club, Medical Springs, Ore.; Monument TV Inc., Monument TV Inc., Monument, Ore.; Wasatch County Commissioners, Heber, Utah; Hanna-Elmo TV Assn., Hanna, Wyo.

FCC should be limited to technical management of frequencies, according to Sol Taishoff, editor & publisher of *Broadcasting Magazine*. In speech before Federal Communications Bar Assn. in Washington last week, he said that Commission has distorted Communications Act and invaded programming—something not intended by Congress. He urged FCBA to help get Act amended to prohibit any FCC consideration of programming. Station should be granted licenses in perpetuity, revocable only on criminal conviction, he said.

Cable TV Ltd., Montreal, terms itself "the world's largest integrated community antenna system" with the purchase of Master TV Ltd. and its 5,500 subscribers. Cable TV reports it now serves more than 25,000 homes. Firm feeds its subscribers the U.S. networks plus a closed-circuit channel of its own which offers away games of Canadiens hockey team and events such as recent boxing championship fight. When extra channel isn't used for TV, CKVL-FM is carried.

Pan-Video Productions, 200 W. 57th St., N.Y., has filed a registration statement with SEC (File 2-19465), planning to offer 100,000 shares at $3 through underwriter R. J. Curylo Co. Proceeds will be used for bowling, physical exercise and health film TV series. Guy LeBow is pres., Elliott Mandl exec. vp.

Viewers' views on TV are sought in new WCBS-TV program, *"We Ask You."* Monthly half-hour man-in-the-street filmed series was scheduled to start Dec. 23, 3-p.m. People are asked what they like & dislike about TV, what they'd do if they ran a network, what they think of govt.'s regulatory role, etc.

Rep Venard, Rintoul & McConnell opens office in Dallas Federal Savings & Loan Bldg. with Al Hazelwood, former KSWO-TV Wichita Falls mgr., as office mgr.

WBRE-TV Wilkes-Barre appoints Katz as rep.

**More TV-home figures:** Census Bureau has released household appliance statistics for Birmingham, Gadsden, Huntsville, Mobile, Montgomery, Tuscaloosa, Ala.; Columbus, Ga.; Fargo-Moorhead, N.D.; and Sioux Falls, S.D. standard metropolitan areas. In addition, figures for following states were issued: Alabama, Arizona, Arkansas, Massachusetts, Minnesota, Mississippi, Nebraska, South Carolina, Wisconsin. TV counts:

| Area | Occupied Homes | One-Set Homes | Multiple-Set Homes | No Set |
|---|---|---|---|---|
| Birmingham ..... | 181,774 | 141,256 | 16,097 | 24,421 |
| Columbus ..... | 55,674 | 41,514 | 4,634 | 9,526 |
| Fargo-Moorhead .. | 30,029 | 25,055 | 2,655 | 2,319 |
| Gadsden ..... | 27,503 | 22,238 | 1,104 | 4,132 |
| Huntsville ..... | 30,897 | 22,563 | 1,371 | 6,950 |
| Mobile ..... | 83,174 | 63,555 | 7,795 | 11,824 |
| Montgomery ..... | 46,050 | 33,338 | 3,325 | 9,378 |
| Sioux Falls ..... | 25,119 | 21,663 | 1,996 | 1,490 |
| Tuscaloosa ..... | 27,646 | 20,317 | 695 | 6,634 |
| Alabama ..... | 884,116 | 632,887 | 43,710 | 207,481 |
| Arizona ..... | 366,630 | 268,364 | 30,362 | 67,852 |
| Arkansas ..... | 523,552 | 374,030 | 17,261 | 132,232 |
| Massachusetts ... | 1,534,985 | 1,219,013 | 200,219 | 115,727 |
| Minnesota ..... | 991,981 | 788,295 | 74,757 | 128,929 |
| Mississippi ..... | 568,070 | 359,947 | 17,551 | 190,572 |
| Nebraska ..... | 433,488 | 358,161 | 20,947 | 54,266 |
| South Carolina ... | 603,551 | 438,231 | 29,513 | 135,783 |
| Wisconsin ..... | 1,146,342 | 941,599 | 104,572 | 100,131 |

**Revocation hearing** against radio KWK St. Louis—on charges of treasure-hunt-program misrepresentations, etc.—will go ahead as planned, FCC ruled last week. Station hasn't yet presented its case, asked FCC to rule now whether Broadcast Bureau has proved its case and to conduct balance of hearing in Washington rather than in St. Louis, where first part was conducted. Said Commission: "While we recognize that the proposed procedure might serve to relieve the petitioner of the burden of presenting i's case, we do not think that the public interest is served by a procedure which, though possibly advantageous to the petitioner, might require the Commission to consider the matter on 2 occasions instead of one." FCC also ordered balance of hearing to be held in St. Louis.

**AFA's 4th mid-winter conference,** scheduled for Feb. 7 in Washington at Statler Hilton,, will include as speakers and panel members: Commerce Secy. Hodges, FCC Chmn. Minow, FTC Chmn. Dixon. Burton Hotvedt, Brady Co., Milwaukee, will preside over FTC panel discussion; W. W. Watts, RCA, over economics of advertising panel; Donald McGannon, Westinghouse Bcstg. Co., over FCC panel. Theme of conference: "Advertising: Its Key Roles in the Free World."

**"Anti-trafficking" rules** (Vol. 1:13 p4) will be considered by FCC in special meeting Jan. 4. Commission is weighing plan to require hearings when licensee proposes to sell station owned less than 3 years except under exceptional circumstances.

**"Mass Customers for Mass Merchandisers"** titles TvB brochure promoting time sales among discount houses. It includes reports on 13 discount-house TV users. TvB terms discounters "the most aggressive local users of TV."

**Screen Gems subsidiary** WAPA-TV Bcstg. Corp. has bought WAPA-TV San Juan from Ponce De Leon Bcstg. for $1.8 million and one-third interest in WOLE-TV Aguadilla, P.R. through brokers R. C. Crisler & Co.

**FTC consent order** prohibits Harwald Co., Evanston film inspection machine manufacturer, from disparaging competitors and making false claims of exclusive features in its ads.

**WJPB-TV** Weston, W. Va. transfer-of-control case—in which FCC conducted hearing into charges of misrepresentation, concealed ownership, etc., as charged by protestant WBOY-TV Clarksburg (Vol. 16:16 p6)—brought an FCC final decision turning down protest. Commission said WJPB-TV had adequate arguments "in mitigation" of rules violations. However, FCC said: "In taking this action we do not detract from the gravity of the matters raised. . . . On the contrary, the performance of the station under its new ownership will be closely scrutinized. (The matter of a possible short term renewal is not before this proceeding but will be considered in connection with the station's presently pending application for license.) Any substantial departure from the standards expected of broadcast licensees, taken together with the matters of record in this proceeding, would raise most serious questions as to the basic qualifications of the station's owners." Through sale of stock, control passed from J. P. Beacom to Thomas P. Johnson & George W. Eby.

**Much-litigated site-move case** of WSPA-TV (Ch. 7) Spartanburg, S.C., which has been sent back to FCC by courts 3 times (Vol. 14:21 p13), received another initial decision from chief examiner James Cunningham. He said station's principals weren't guilty of *ex parte* representations, as charged by protestant WAIM-TV (Ch. 40) Anderson, S.C. WSPA-TV Pres. Walter Brown, after one court reversal, talked to former FCC Chmn. George McConnaughey in effort to get Commission cooperation in seeking appeal to U.S. Supreme Court. Cunningham held that didn't violate Commission processes because conversation took place when case was under Court of Appeals' jurisdiction. He also found that WSPA-TV principals weren't responsible for letter sent by Sen. Thurmond (D-S.C.) to McConnaughey, urging favorable consideration.

**More funds for USIA** were called for in Dec. 18 *Washington Post* editorial, which quoted similar plea by Advertising Council Pres. T. S. Repplier who noted that USIA's $140 million budget to broadcast to 90 countries over VOA is $20 million less than the annual ad budget of a major U.S. automobile company. USIA "has no powerful lobby supporting its efforts," editorial said, with the result that "in the war of words VOA is frequently reduced to a whisper because USIA lacks resources to make itself effectively heard."

**IBM** will move its corporate hq from N.Y.C. to suburban Armonk, N.Y. during 1963's 2nd quarter. A new office building is under construction there on 443-acre site owned by IBM. After 50 years in N.Y.C., IBM this fall conducted test to determine if its operations could be conducted successfully from a suburban location.

**New transmitting equipment** including 35-kw amplifier & 5-kw driver is being installed for KONO-TV San Antonio by GE under $500,000 contract. Installation also calls for 5-kw standby transmitter, 1,500-ft. tower, 3-section helical antenna.

**"Customer emergency service"** around-clock has been started by Collins Radio at Cedar Rapids center with direct phone (EMpire 5-3600) and standby staff of technicians ready for "immediate action" to solve commercial & military product problems.

**CTV Television Network Ltd.,** Canada, opens U.S. offices at 535 Fifth Ave., N.Y., with Kenneth M. Flower, ex-CBS Films, sales mgr.

**Color-slide presentation** on programming, 25 min., now available from TIO, 666 Fifth Ave., N.Y. 19.

# Consumer Electronics . . . .

MANUFACTURING, DISTRIBUTION, FINANCE

**1961 SALES—TV UP 3%, RADIO UP 8%:** Reports of good pre-Christmas business in both TV & radio, added to preliminary 11-month sales figures, give this picture for 1961: TV distributor sales to dealers, probably slightly under 5.8 million, or about 3% better than last year's 5.65 million. Distributor sales of domestic radios (excluding auto sets) will be highest since 1948, between 11.2 & 11.4 million, around 8% above last year's 10.5 million.

TV set production is likely to exceed 6.1 million, radio production 12 million. At end of November, distributor inventories of both TV & radio were somewhat above last year's levels, but well within safety zone.

Distributor sales of TV sets in November were 8% higher than Nov. 1960, following an October which saw an increase of 5%. December sales to date, while not spectacular, are understood to be maintaining pace. Radio sales were down 5% in October, 8% in November from last year's very good levels, but trade has noted good December pickup.

Here are preliminary November & 11-month production, sales & inventory figures, with 1960 comparisons (figures rounded):

**TELEVISION**

| | Nov. 1961 | Nov. 1960 | 11 Months 1961 | 11 Months 1960 |
|---|---|---|---|---|
| Production | 704,000 | 525,000 | 5,718,000 | 5,393,000 |
| Factory sales | 648,000 | 528,000 | 5,457,000 | 5,210,000 |
| Distributor sales | 679,000 | 627,000 | 5,313,000 | 5,218,000 |
| Factory inventory | 434,000 | 456,000 | —— | —— |
| Distributor inventory | 785,000 | 740,000 | —— | —— |

**RADIO (excluding auto)**

| | | | | |
|---|---|---|---|---|
| Production | 1,406,000 | 1,246,000 | 10,883,000 | 9,976,000 |
| Factory sales | 1,450,000 | 1,372,000 | 10,575,000 | 9,536,000 |
| Distributor sales | 1,415,000 | 1,545,000 | 9,959,000 | 9,185,000 |
| Factory inventory | 950,000 | 868,000 | —— | —— |
| Distributor inventory | 1,715,000 | 1,597,000 | —— | —— |

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TV-radio output in October was ahead of a year ago, TV markedly so, EIA reported last week. October was 2nd-highest production month for each category, topped only by September output. Here are EIA's official figures:

| | TELEVISION | | | | RADIO | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Total Production | | Uhf Production | | Total Production | | Auto Radio Production | | FM Production | |
| Month | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 | 1961 | 1960 |
| January | 367,935 | 526,494 | 25,270 | 50,119 | 1,090,073 | 1,355,788 | 387,136 | 632,461 | 50,421 | 33,816 |
| February | 444,418 | 503,453 | 24,514 | 43,537 | 1,115,029 | 1,442,368 | 307,973 | 596,872 | 41,357 | 56,515 |
| March | 497,458 | 549,500 | 21,450 | 45,411 | 1,384,052 | 1,667,550 | 384,227 | 633,761 | 75,044 | 83,127 |
| April | 405,808 | 422,551 | 19,095 | 39,240 | 1,124,924 | 1,230,323 | 375,570 | 399,963 | 51,260 | 68,196 |
| May | 470,399 | 442,176 | 22,782 | 32,295 | 1,196,949 | 1,277,040 | 408,875 | 463,165 | 49,705 | 65,438 |
| June | 615,118 | 518,870 | 34,641 | 34,245 | 1,626,263 | 1,551,451 | 518,010 | 596,870 | 88,808 | 105,317 |
| July | 383,378 | 268,854 | 23,233 | 14,621 | 1,030,399 | 890,359 | 320,128 | 328,009 | 48,114 | 49,707 |
| August | 514,674 | 462,286 | 33,946 | 26,829 | 1,385,101 | 1,048,406 | 451,374 | 340,860 | 69,090 | 71,125 |
| September | 694,580 | 678,937 | 41,253 | 46,161 | 2,048,698 | 1,945,092 | 591,493 | 788,961 | 110,174 | 111,745 |
| October | 620,815 | 499,999 | 43,198 | 38,999 | 1,796,391 | 1,727,560 | 576,529 | 639,357 | 95,318 | 88,596 |
| TOTAL | 5,014,583 | 4,873,120 | 289,462 | 371,457 | 13,797,879 | 14,135,937 | 4,321,315 | 5,420,279 | 679,291 | 766,006 |

**NOW IT'S THE $140 PORTABLE:** Just about a year ago, at Chicago winter Home Furnishings Market, talk of the industry was GE's 10-in. transformer-powered portable at $159.95 (Vol. 17:1-2). This year there's a new "floor" for the so-called "full-feature" 19-in. set—$140.

While industry was still digesting news of Motorola's 19-in. at $139.88 (Vol. 1:14 p9), Admiral reacted quickly—pricing its new 19-in. portable (with carrying handle & monopole antenna) at $139.95. Admiral's set has standard chassis and its pricing obviously was direct reply to Motorola move. It seems almost certain that some other manufacturers will come along—however reluctantly—with competitive models. Pricing move was regarded by some as particularly serious in view of portables' increasing share of market.

Admiral, which had appeared to be sitting on fence with regard to supermarket tape plans (Vol. 1:14 p9), introduced its new price leader with blast at Philco's "ID." Admiral Sales Corp. sales vp Ross D. Siragusa Jr. called new set "answer to the tape plan." He added that ID stood for "instant destruction," and said: "We believe the consumer will think twice before he signs a $225 contract (for a TV portable), when he can get one for $140 without becoming a long-term captive of a meat market."

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Admiral's drop-in line, introduced to distributors at week's end, underscores success of that company's 27-in. TVs and trend toward inboard pricing of FM stereo in high-end phono consoles. New 27-in. merchandise consists of 3 consoles, 2 combinations. In 23-in category, line begins with table at $199.95, includes lowboy console with suggested list in $199-209 range, 4 new combos, 3 of which use single unified chassis for TV-FM-AM-phono and include FM stereo with automatic stereo beacon light.

More than half of Admiral's 12 new stereo consoles include FM stereo inboard. Stereo line begins with 3 promotional consoles which can be marketed as low as $139, at $179 with AM-FM, and $199 with new beacon FM stereo.

**NEW TV PRODUCTS FROM JAPAN:** "You gotta have a gimmick" seems to be the cry of most importers, as far as Japanese TV is concerned. With one notable exception, most TV import plans revolve around specialty goods which don't compete directly with U.S.-made models.

Sony's transistor TV is good example. Sony says it will have sent 8,000 of them to U.S. by year's end, is turning out more than 4,000 a month, about 50% going to this country. Other importers are expected to introduce their own battery-operated sets in 1962. Delmonico is now test-marketing transistor TV at price close to Sony's $250-$280 range (including battery), is planning more extensive campaign in 1962.

Following Delmonico's introduction of 8-in. line-cord TV (list $119.95), others may be expected to get into small-screen act. Transistor World is understood to be preparing 10-in. Toshiba entry at around $100 for mid-1962. Another specialty item to be demonstrated soon in U.S. is Toshiba 14-in. color set, due to be unveiled at special N.Y. showing Jan. 4. Although Toshiba's importer, Transistor World, denies it has any plans to import the set, there seems to be no reason to show the set unless there will be attempt to sound out opinion on small-screen color in U.S.

Delmonico claims it is exception to "gimmick" school of TV importing. "We now have a full TV line," says Pres. Albert Friedman. Line includes 8-in., several 19-in. portables, 23-in. stereo combo, color combo. In most models—including 8- & 19-in.—"we can't bring in enough to meet the demand; our problem is trying to keep some inventory." Next TV model from Delmonico will be 23-in. console.

Color combos are beginning to come in from Japan Victor, he told us, and Delmonico's first color-set ads will break during first 10 days in January. The $595 TV-stereo unit has RCA 21-in. color tube, inserted in this country.

In non-TV field, Delmonico is most excited about AM-FM-stereo phono console with built-in 4-track tape recorder, to list at $299.95. First deliveries from Japan are beginning, full-scale shipments due in 6 weeks.

Note: Sony exec. vp Akio Morita told N.Y. Society of Security Analysts that his company is now at work on developing relatively low-cost video-tape recorder for home use. And you can expect flow of FM-stereo radios from Japan soon, since Japanese govt. has authorized stereo broadcasts using U.S. system. With domestic FM-stereo market to serve, you can be sure Japanese will develop—and export—ingenious designs.

**'ID' FOES COUNTERATTACKING ON MANY FRONTS:** Opposition to Philco's "Instant Dividend" program and similar tape-register plans (Vol. 1:8 p9 et seq.) continued to mount last week amid rumors of disenchantment already setting in for some participating supermarkets. Among countermoves:

(1) National Appliance Radio-TV Dealers Assn. told us it was shifting its attack to what it now considers to be "ID's" weakest point—its inflationary effect on consumers' pocketbooks. Explained NARDA exec. vp Jules Steinberg: "Because tape plans tend to make the customer a captive of a given market she is no longer able to shop and take advantage of bargains offered by competing markets. While this loss in shopping dollars may amount to only $2-4 a week, over a 30-month 'ID' contract period it could mount up to $300-500—more than the list price of the TV or appliance the shopper thought she was getting free." Steinberg told us NARDA is jelling plans to attack tape plans on this front.

(2) Non-participating TV manufacturers are striking back. Admiral last week introduced a bargain-buy 19-in. portable at $139.95, following hard on heels of Motorola's introduction of a $139.88 19-in. set (Vol. 1:14 p9). These under-$140 portables are expected to be particularly attractive when compared with ID-priced TVs. For more on $140 portables, see p. 7.

(3) Competing supermarket chains are readying counter promotions to combat "ID" competition. Executive of giant Philadelphia-based American Stores Co. told us: "While it's true that these tape plans lock the customer in, they also lock in the store. These plans can cost the supermarket up to more than 4%. When you tack on the 2% cost for stamps—and the market can't drop them—you're giving away a sizable percentage for a business that nets only 1-1.5%. When competing markets open up with price-bargain counterpromotions, the tape-plan markets will have little or no flexibility to meet the price competition. That's when things will really begin to get interesting." He also confirmed to us that American Stores had been offered Philco ID promotion early in game but decided there were too many unkown factors in program. Competitor Philadelphia-based Food Fair is now testing plan in 10 stores in 3 cities (Vol. 1:14 p7).

(4) Petition to FTC to investigate tape plans has been filed by Electronic Service Dealers Assn. of W. Pa; exec. secy. Joseph E. Doyle told us last week that FTC investigators already are on scene in ID-hot Pittsburgh. Petition charges, in part: "We believe that violations have been committed or are on a very flimsy fringe area of legality or violation that warrants careful & concise investigation under the Sherman anti-trust laws, the Clayton Act and either or both laws & acts . . . It is a fact that the same appliance can be financed through any bank at far less than the Philco Finance Corp.'s plan which runs around 18% . . . We feel that this whole program is detrimental to free enterprise, in that it sets up exclusive buying arrangements with tying contracts . . . It borders on monopoly and price fixing . . . It is discriminatory in many aspects."

(5) "If they're going to give appliances, we're going to give food." So said McKees Rocks, Pa. TV-appliance retailer Michael Uram, manager of Thriftee Hardware & Home Supply Co., last week as he set up a reverse "instant-dividend" plan. Purchaser of a TV or appliance at Thriftee is offered check for approximately 10% of purchase price, made out to grocer of purchaser's choice. Uram was striking back at supermarkets for "carrying items that should be rightly handled by independent tradesmen."

American Stores, we learned, decided against involvement in tape plans for host of reasons. Among them: Cost, concern about long-range obligations and goodwill of participating as well as non-participating customers, concern about future flexibility to meet pure bargain counterpromotions of competing stores.

Cost to participating supermarket, we now know, is $7.50 per month per participating customer—less customer's cash payment. For example, if customer buys $120 in food for month, she gets 5.5% or $6.60 credit on $10 installment due on TV or appliance of her choice. She pays $3.40 difference in cash. Supermarket, in turn, pays Philco Finance Corp. difference between customer's $3.40 cash payment and its $7.50 obligation—or $4.10. If customer buys $180 in given month, 5.5% credit liquidates $10 instalment. Supermarket pays $7.50 to finance company, or 4.18% of $180 food purchase.

Because tape-plan supermarket is adding sizable overhead expense, we were told last week by knowledgeable supermarket executive, it is not enough that regular customers purchase more. In that event, market is giving regular customers costly bonus to buy more low-margin products. It's estimated that 12-14% increase in volume is required to wash out 2% cost of stamps, double that to liquidate tape-giveaway plan. He also pointed out tape-plans' hidden costs to retailers: labor & expense of serving as collection agency for finance company; use of costly floor space in market for TV-appliance displays. "Unless supermarket is able to attract totally new customers to provide that needed increase in volume," he said, "it's just giving gains back to its regular customers."

## TOPICS & TRENDS

For first year since its merger with GT&E, Sylvania "has not carried its share of the load," GT&E Chmn. Donald C. Power noted last week. Addressing meeting of security analysts in N.Y., Powers said that merger with Sylvania was based on latter's 1958 earnings of $8.4 million. Sylvania's earnings were $14 million in 1959 and $13 million in 1960, but are expected to drop to about $6.5 million this year. "However," he pointed out, "over the 3-year period Sylvania has contributed earnings in excess of its dividend requirements."

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Magnavox expects 4th-quarter sales to jump to about $50 million from $45 million a year ago, total 1961 sales to top $140 million vs. 1960's $124.9 million. Earnings in final quarter should total more than $4.8 million (vs. nearly $3 million a year earlier); 1961 profit should rise to $9.2 million from $6.5 in 1960. Pres. Frank Freimann said Magnavox sales of TVs, phonos and related consumer products are running 30% ahead of a year ago, noted a 60% increase in stereo phonos. Freimann also reported that 4th-quarter sales of higher-priced stereo radio-phonos are up 150% from year ago—"a trend which we believe will continue through 1962."

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Stromberg-Carlson auto radio operation has been sold by General Dynamics to Tenna Mfg., Cleveland, paring S-C Div.'s consumer business down to hi-fi products. Earlier this month, S-C's Pagemaster personal radio business was sold (Vol. 1:13 p11), to Siegler's Bogen-Presto Div.

**REVIEWS & FORECASTS:** RCA consumer products in 1961 "had their most profitable year since 1955." So said Chairman Brig. Gen. David Sarnoff in his year-end statement detailing his company's "conspicuous success" this year and its confidence for 1962 and the future.

RCA's profits for 1961 will be about the same as 1960, he said, primarily because of the costs of launching its data processing business—but these costs reached a peak in 1961, and 1962 losses in data processing are expected to be about half of what they were in 1961.

He predicted that color TV will attain "an over-all industry rate of approximately $200 million" (sales, servicing, parts, colorcasting) in 1962. RCA's reorganized Home Instruments Div. increased its share of the black-&-white TV market and made "significant gains" in radios, phonos & tape recorders.

As to other RCA operations: NBC "achieved the highest profit in its 35-year history, establishing a record for advertiser use of NBC-TV, while NBC radio network increased its earnings, and owned stations showed a record profit. Total of 140 advertisers used color on NBC-TV in 1961, when its colorcasting hours totaled 1,670. RCA's Semiconductor & Materials Div. moved into the black, and Tube Div. earnings exceeded those of 1960.

Looking to 1962, Gen. Sarnoff saw no "boom," but forecast new records by American industry in sales of goods & services, in consumer income & consumer expenditures, with electronics holding its position as fastest growing major industry.

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**Zenith Sales Corp. Pres. Leonard C. Truesdell**, whose reputation for accurate forecasting is one of best in industry, believes that total black-&-white TV sales will increase about 5% in 1962—which would bring it to around the 6-million-set mark. In an interview in *Home Furnishings Daily*, he is quoted as making these points:

Zenith is aiming at color-TV sales of 100,000 sets in 1962, and already is oversold on its production capacity for January & February. For the 3rd consecutive year, his company's b-&-w sales have exceeded a million units. Despite the recent trend toward lower-priced portable sets (p. 7), he sees the possibility of price increases by mid-1962 because of higher costs all along the line. He predicts good increases in stereo, and higher dollar volume per unit, because of the attraction of FM stereo.

Factory sales of TV picture tubes rose sharply to 912,-281 units valued at $18,000,957 in October from 771,324 at $15,478,435 in Oct. 1960, EIA reported last week. Receiving tubes, however, slipped to 32,480,000 units at $26,155,-000 from 33,506,000 at $27,628,000 in Oct. 1960. For year to date, TV picture tubes ran slightly ahead in units, slightly behind in dollar value, compared with 1960's 10-month totals. Receiving tubes trailed Jan.-1960 both in units & dollars. Here are EIA's figures:

| | Picture Tubes | | Receiving Tubes | |
|---|---|---|---|---|
| | Units | Dollars | Units | Dollars |
| January | 707,833 | $14,430,602 | 26,343,000 | $22,227,000 |
| February | 728,989 | 14,395,981 | 25,803,000 | 21,865,000 |
| March | 936,098 | 18,725,011 | 36,635,000 | 30,719,000 |
| April | 722,110 | 14,293,375 | 28,687,000 | 24,392,000 |
| May | 673,315 | 13,238,774 | 29,823,000 | 25,308,000 |
| June | 806,852 | 15,887,776 | 31,463,000 | 25,989,000 |
| July | 457,181 | 9,364,364 | 27,566,000 | 20,979,000 |
| August | 870,578 | 17,239,228 | 36,907,000 | 31,347,000 |
| September | 946,405 | 18,981,210 | 37,611,000 | 30,472,000 |
| October | 912,281 | 18,000,957 | 32,480,000 | 26,155,000 |
| Jan.-Oct. 1961 | 7,761,642 | $154,557,278 | 313,318,000 | $259,453,000 |
| Jan.-Oct. 1960 | 7,749,565 | 155,164,340 | 335,965,000 | 282,544,000 |

Factory sales of both mono & stereo phonos set 1961 monthly highs in October, EIA reported last week, but stereo dropped more than 40,000 units off Oct.-1960's pace. Mono sales climbed 8,000 units ahead. For year to date, both categories continued to trail 1960 sales. Mono sales in October totaled 151,580 units, up from 143,160 a year ago. Stereo sales dropped to 350,254 from 391,821 in Oct. 1960. Here are EIA's figures:

PHONO FACTORY SALES

| Month | 1961 | | | 1960 | | |
|---|---|---|---|---|---|---|
| | Mono | Stereo | Total | Mono | Stereo | Total |
| January | 80,366 | 211,383 | 291,749 | 118,400 | 341,329 | 459,729 |
| February | 50,710 | 204,638 | 255,348 | 92,648 | 324,666 | 417,315 |
| March | 62,396 | 227,469 | 289,865 | 63,264 | 242,523 | 305,787 |
| April | 53,074 | 152,974 | 206,048 | 30,962 | 142,409 | 173,371 |
| May | 53,887 | 142,450 | 196,337 | 36,793 | 146,176 | 182,962 |
| June | 61,533 | 197,170 | 258,703 | 69,293 | 198,407 | 267,700 |
| July | 70,681 | 171,331 | 242,012 | 70,992 | 222,559 | 293,551 |
| August | 106,157 | 242,164 | 348,321 | 109,321 | 307,517 | 410,838 |
| September | 124,142 | 328,045 | 452,187 | 146,997 | 384,289 | 531,286 |
| October | 151,580 | 350,254 | 501,834 | 143,160 | 391,821 | 534,981 |
| TOTAL | 814,526 | 2,227,878 | 3,042,404 | 881,831 | 2,701,696 | 3,583,527 |

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Directory of 2,800 small research & development firms has been issued by Small Business Administration, available for inspection at all SBA offices.

**CFRB-FM Toronto** reports stereocasting 12 hours daily since Sept. 4. Our recent stereo roundup (Vol. 1:12 p9) listed it as due to start soon.

# Financial Reports of TV-Electronics Companies

These are latest reports as obtained during the last week. Dash indicates the information was not available at press time. Parentheses denote loss.

| Company | Period | Sales | Pre-Tax Earnings | Net Earnings | Per Common Share | Common Shares |
|---|---|---|---|---|---|---|
| Allied Radio | 1961—qtr. to Oct. 31 | $11,098,291 | — | $ 255,140 | $0.24 | 1,065,098 |
| | 1960—qtr. to Oct. 31 | 8,814,157 | — | 203,090 | .19 | 1,019,739 |
| Collins Radio | 1961—qtr. to Oct. 31 | 44,961,118 | $ 416,627 | 201,627 | .09 | 2,212,881 |
| | 1960—qtr. to Oct. 31 | 53,341,464 | 3,374,100 | 1,484,958 | .68 | 2,163,628 |
| Emerson Radio & Phonograph | 1961—year to Oct. 31 | 70,903,466 | — | 1,851,684 | .84 | 2,211,492 |
| | 1960—year to Oct. 31 | 63,776,658 | — | 1,686,568 | .76 | 2,119,685 |
| Hallicrafters | 1961—qtr. to Nov. 30 | 19,283,000[2] | 945,000 | 459,000[2] | .21 | 2,228,100 |
| | 1960—qtr. to Nov. 30 | 11,683,000 | 730,000 | 356,000 | .16 | 2,211,600 |
| Lab for Electronics | 1961—6 mo. to Oct. 27 | 29,678,000 | — | 516,000 | .51 | 1,136,636 |
| | 1960[1] | — | — | — | — | — |
| Muntz TV | 1961—qtr. to Nov. 30 | 3,412,716 | — | 336,340 | .23 | 1,175,876 |
| | 1960—qtr. to Nov. 30 | 2,966,582 | — | 298,261 | .21 | 1,165,376 |
| Pacific Industries | 1961—qtr. to Nov. 30[3] | 5,400,000 | — | — | .14 | — |
| | 1960—qtr. to Nov. 30 | 4,300,000 | — | 450,000 | .30 | — |
| Packard Bell Electronics | 1961—year to Sept. 30 | 31,887,807 | — | (9,511,162) | — | 816,493 |
| | 1960—year to Sept. 30 | 44,029,822 | — | 207,704 | .26 | 811,880 |
| Sony Corp. | 1961—year to Oct. 31[3] | 51,000,000 | — | 2,100,000 | — | — |
| | 1960—year to Oct. 31 | 36,800,000 | — | 1,900,000 | — | — |

Notes: [1]Comparsion unavailable of mergers. [2]Record. [3]Preliminary.

### Common Stock Dividends

| *Corporation* | *Period* | *Amt.* | *Payable* | *Stk. of Record* |
|---|---|---|---|---|
| Avco | Q | $0.15 | Feb. 20 | Jan. 26 |
| Columbia Pictures | Stk. | 2½% | Jan. 30 | Dec. 29 |
| Electronic Associates | Stk. | 5% | Jan. 15 | Dec. 26 |
| Electro-Voice | Q | .10 | Jan. 15 | Dec. 29 |
| MPO Videotronics "A" | Q | .10 | Jan. 15 | Dec. 29 |
| MPO Videotronics "B" | Q | .001 | Jan. 15 | Dec. 29 |
| Terminal-Hudson Elec. | Q | .06 | Jan. 19 | Jan. 8 |
| Thompson Ramo Woold. | Q | .35 | Mar. 15 | Feb. 28 |

Emerson's Emertron subsidiary posted a net profit of $333,499 (17¢ a share on 2 million shares outstanding) on $14,005,369 sales in its 1961 fiscal year ended Oct. 31. This compares with fiscal-1960 pro-forma loss of $42,352 on $10,366,487 sales registered by Emertron's predecessor, Emerson's Govt. Electronics Div. (for Emerson's fiscal-1961 report, see financial table).

## Trade Personals

Larry F. Hardy, onetime longtime vp-gen. mgr. Philco Consumer Products Div. and PR vp since May 1960, will retire Jan. 1 after 30 years' service, Philco Pres. Charles E. Beck announced last week. Hardy was named PR dir. of the new Philco Corp. when it became a Ford Motor Co. subsidiary Dec. 11 (Vol. 1:14 p10). He will be succeeded by Marc J. Parsons, formerly division relations mgr., Ford PR staff. Beck, in a Dec. 19 internal memo, said that Hardy had announced his plans to retire some months ago but agreed to continue pending completion of the Ford-Philco negotiations. Beck added that Hardy will continue to be available to Philco on a consulting basis.

James H. Kogen, GPE Controls chief engineer, elected 1962 National Electronics Conference pres. . . . Joseph W. Lewis, mgr. of Beckman Instruments' Scientific Instruments Div., elected a vp . . . Maurice M. Rosen elected Progress Webster Electronics pres., succeeding Stuart Caine.

Ross D. Siragusa, Admiral chmn.-pres., elected chmn., General Aniline & Film Corp., succeeding John I. Snyder Jr., resigned; Siragusa had been GA&F's vice chmn.

George K. Bryant, longtime RCA consumer products executive who resigned last spring (Vol. 17:16 p18) after 18 years' service to join Esterbrook Pen Co., elected exec. vp, new post with Camden, N.J. pen firm . . . Andrew Lorant has resigned as Bell Sound ad, sales promotion & PR mgr., effective Jan. 15.

Dr. Robert T. Watson, formerly dir. of ITT's Components & Instrumentation Lab, named vp & dir. of newly formed ITT Industrial Labs Div., based in Ft. Wayne . . . Reginald H. Jones & Herman L. Weiss elected GE vps.

Donald A. Ross named Pilot Radio gen. sales mgr., succeeding L. M. Sandwick, recently appointed staff dir., EIA Consumer Products Div. (Vol. 1:14 p7).

James W. Murray, GPE chmn., also named pres. of new subsidiary, Character Recognition Corp., formed to develop optical & magnetic reading devices.

### *Obituary*

Jack S. Beldon, 51, Magnavox vp & consumer products mktg. dir., died Dec. 15 in Fort Wayne's Lutheran Hospital one week after suffering heart attack. Prior to joining Magnavox in Dec. 1960 (Vol. 16:52 p23), he had been RCA Sales Corp. pres. Previously, he held executive posts with GE and Montgomery Ward.

Frank Peltier, 71, retired Philco vp, died Dec. 15 at his Rydal, Pa. home. The onetime associate of Thomas A. Edison joined Philco in 1938 as engineering mgr., was elected vp in 1950, retired in 1958. He held some 1,000 patents, was a pioneer in the refrigeration field.

Charles W. Shaw, 69, retired Sylvania mktg. executive, died Dec. 17 in Miami Shores, Fla., after a brief illness. He had been with Sylvania for 25 years prior to his retirement in 1957. He was asst. to the mktg. vp when he retired. Previously, for many years, he was gen. sales mgr. for electronic tubes. He is survived by his wife.

Robert A. Neal, 72, retired Westinghouse vp, died Dec. 17 in Palo Alto-Stanford Hospital. He had been with Westinghouse for 44 years, was Pacific Coast vp when he retired in 1954. He is survived by his wife, and 3 sons.

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